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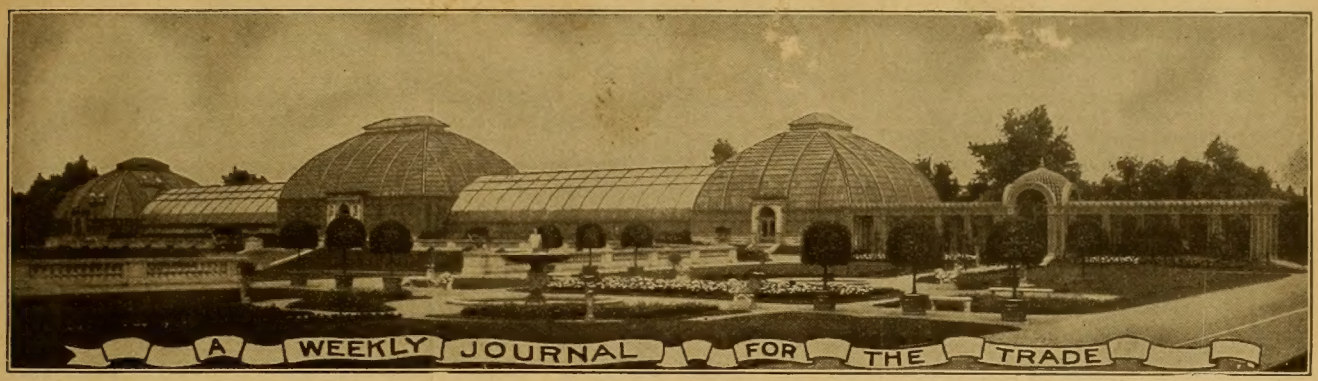

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. XLVIII. CHICAGO AND NEW YORK, JANUARY 20, 1917. No. 1494

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR. Houston, Texas. President; A. L. MILLER, Brooklyn, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Indianapolis, Ind., January 31-February 1, 1917; J. F. AMMANN, Edwardsville, Ill., President; W. J. VESEY, JR., Ft. Wayne, Ind., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition Philadelphia, March 20-23, 1917. S. S. PENNOCK, Philadelphia, Pa., President; LOUIS REUTER, Westerly, R. I., Vice-President; BENJAMIN HAMMOND, Beacon, N. Y., Secretary.

AMERICAN ASSOCIATION OF PARK SUPERINTENDENTS.

Next annual meeting, St. Louis. Mo., October; 1917. JOHN F. WALSH. New York, President. ROLAND COTERILL, Park Department. Seattle. Wash., Secretary-Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Seeds for Present Sowing.

There are a number of plants that in order to obtain the best stock it is necessary that the seeds be sown during January. Centaurea gymnocarpa is slow in making its growth and to have nice plants for edging the beds of geraniums and other plants an early start is required. Vinca rosea should be sown in January to obtain a good blooming stock at planting time. Lobelias should be sown by February 1 that fine stock plants may be had. If it is proposed to reset the smilax beds next year this is the time to get the seed started. Begonia Vernon and the other summer blooming varieties, if sown early, make fine plants by May, full of flowers. Gloxinias and tuberous begonias can be sown at this time and blooming plants had for the coming summer. Many growers have given up the propagation of verbenas from cuttings and depend upon seedlings and to have a nicely branched plant by June 1 the seed should be sown the last of January. Another useful border plant is Pyrethrum aureum (golden feverfew) and this should be sown early to get good sized plants at bedding out time. There are not many cannas these days, grown from seed, but anyone intending to grow them in that manner should sow the seeds in January. These seeds will germinate much more readily and evenly if soaked in water for 24 hours before planting. Asparagus plumosus and A. Sprengeri should be sown now when there is good heat in the greenhouses, and these seeds, like the cannas, start much more evenly if soaked.

Spiraeas.

The spiræas are always a very useful plant at Easter, but they are classed among the cheaper plants at that time, so should be grown in such a way that they do not occupy valuable space any more than necessary. They should be brought into a cool house by the middle of January and until the foliage begins to grow can be placed along the edge of the walks if room is not available, but they must not be left standing in this location too long, for when the leaves begin to unfold they quickly draw toward the light and a plant growing to one side of the pot will be the result. So as soon as growth starts they should be placed on the bench in full light. They can be grown quite close together for some time, but when the foliage begins to touch that of the plant beside it they should be spaced out and given room enough for the plants to grow shapely. Spiræas require a large quantity of water during their entire culture, especially those that are potted in as small a pot as possible, which is the general custom with all growers. To make the large specimens, two or three clumps are planted in the same pot when started. These will make large plants for church decorations at Easter. If the plants are grown in a house which is to be fumigated by tobacco smoke they should either be removed from the house or well covered with papers; the foliage quickly burns when subjected to tobacco smoke and the plants are blemished.

Cyclamens.

"What can we do with the old cyclamen plants?" is a question often asked by many growers. As a rule the answer is, "Throw them away," for a plant can be grown to a 6-inch or 7-inch pot size in 16 months. That is, seed sown in September will produce such a plant for Christmas the following year, and it is uncertain how the old plants will carry through the spring and summer. There is a limited demand for cyclamen plants in larger sizes than 7-inch pots and they must of necessity bring a good figure to make them remunerative. After they are through blooming the best way to handle them is to shake the old soil out and pot them up in fresh soil, two parts loam, one part well rotted manure and one part leaf mold, with a good sprinkling of sharp sand. If the soil is inclined to be heavy and sticky add more sand. They can frequently be potted in a pot a size smaller than that in which they have been growing.

Place them in a cool temperature, that is, in a house from 45° to 50° at night, so as to encourage root action and slow growth. It used to be the custom to dry the bulbs off so that they lost all their foliage, and start them in the spring, but growers have found that our springs and summers are too hot and dry and it is often difficult to make the bulb, after it has been dried off, break a good luxuriant foliage, and it is far better to keep the plant growing all the time. As the warm, sunny days of spring come on, the plants should be slightly shaded and as early as possible placed in cold frames and the glass shaded. The shade should not be made too heavy or the leaves will become drawn and an unshapely plant will be the result. After the plants have begun to grow care should be taken that they do not become pot bound, but shifted into large sizes as soon as necessary. The watering of this stock will require constant study and attention. They should never become too dry and it is very easy to over-water, so they will require looking after very closely until a good growth has been encouraged.

Begonia Gloire De Lorraine.

For the large plants for next winter's flowering we are placing the cuttings in the propagating bench now. The plants were selected before Christmas and strong, healthy specimens taken for propagation. The flowers were removed and the plants given a warm location that the best vigor might be maintained. Any leaf showing blemish is discarded, only clean, healthy leaves being used from which to raise the young stock. A warm propagating bed is chosen for these plants and the stems are inserted in the sand deep enough so that about half an inch of the leaf is below the surface. They are kept moist and warm until they are rooted, when they are potted in 2½-inch pots and placed in a warm house and shifted along as required. This may seem a trifle early by many growers to start the propagating of these plants, but there is always demand for some large specimens and fine leaves are obtainable at this time and they root easily during January and February when the propagating bench is warm. The plants will require considerable care and attention during the heated spell of July and August, but with plenty of ventilation and a light shade, they are easily kept moving and make fine plants for the holidays.

Leaky Boiler Tubes.

A quart of wet bran or horse droppings mixed with salammoniac put into a boiler with cracked tubes through any of its openings will nearly always stop a minor leak that seems very serious. The water in seeping out carries the small particles with it into the crevice, gradually stopping the opening. When fire is started the iron expands and the trouble is over for the time being. Frequently the break rusts up and no further trouble is experienced.

BALTIMORE, MD.—The Flower Mart, under the management of Harry Honig and E. O. Stauch, has opened in the location formerly occupied by Pierce & Co., 2118 Madison avenue.

THE RETAIL TRADE

Conducted by Robt. Kift, Philadelphia, Pa.

St. Valentine's Day Posterettes.

The illustration herewith shows the full size of the red and white posterette or stamp (2x2¼ inches) prepared by the Chicago Florists' Club for the use of florists and others on the face or back of their letterheads, bills, statements, circulars or other matter they may send out through the mails, and on flower boxes. This posterette is very attractive and gummed ready for use.

An enlarged or poster form (7¼x7¾ inches) has been prepared for use on store entrances, windows, mirrors, greenhouses, delivery wagons, etc. One retailer has already ordered a large number of these posters to be used in street car advertising. The price of

St. Valentine's Day Posterette.
Issued by the Chicago Florists' Club.
Color Red—Lettering White.

these posters is five cents each or 50 cents per dozen.

The prices for the small posterettes are as follows: 100, 75 cents; 500, $3; 1,000, $5; 2,000, $9; 5,000, $20; 10,000, $35; 15,000, $50; 25,000, $70; 50,000, $125; 100,000, $200; 500,000, $500; 1,000,000, $800. These prices include postage or express.

To insure the best results the use of the St. Valentine's day posterette should be started without delay. All orders and inquiries should be addressed to the chairman of the committee in charge of this publicity work, F. Lautenschlager, 440 West Erie street, Chicago, Ill.

Florists everywhere can obtain supplies of these posters and posterettes by sending order as above with remittance to cover the quantity desired.

Ehmann Flower Shop Wedding Decoration

Acknowledged by the 800 guests present to have been the finest arrangement of flowers they had ever seen, the Ehmann Flower Shop of 2112 Broadway, New York, and Passaic, N. J., are being complimented on the execution of probably the largest and most beautiful decoration ever seen in White Plains, N. Y., the occasion being the wedding of the daughter of Mr. and Mrs. Searles Babbitt. The Ehmann Flower Shop is conducted by A. Ehmann, his wife, two sons and a daughter, every member of the family well known as an artist. Cattleyas, Sunburst roses and yellow and lavender butterflies, which were first manufactured and introduced by Mr. Ehmann, were seen at every point of vantage from the first floor to the roof of the mansion, mantles were embellished with cattleyas, roses, lily of the valley and Farleyense, and the display of smilax, polypodium sprays and butterflies in every room was splendidly arranged under the personal supervision of Wm. Ehmann, who was in charge of the entire decoration. The bouquets reflected great credit on the artistic ability of L. Ehmann, whose work they were. The bride carried an elaborate shower arrangement of white orchids, lavender sprays of the same flower and lily of the valley. The six bridesmaids carried bouquets of large cattleyas and Farleyense showered with miniature Sweetheart roses. Baskets of lavender pansies and lily of the valley were provided for the flower girls. The ushers wore gardenias with a small lavender orchid in the center and the mothers of the bride and the groom carried splendid bouquets of violets and gardenias. The contract was secured by A. Ehmann and the general supervision of the entire arrangement was in his capable hands.

McKinley Day.

January 29 will be the martyred president's birthday. At one time for the first several anniversaries and on account of the effort made by some of the trade to make it a carnation day, quite a few were sold and prices were slightly influenced. For the last year or two it has passed almost unnoticed. As a flower day, however, it is not yet obsolete and the man who will decorate his window with carnations, calling attention to the day by appropriate cards, President McKinley's picture or bust displayed on a flag, etc., has a feature window that will attract attention even if not many sales are made. Feature or special displays in the windows are like newspaper ads that may not appear to pay at first, but if well planned and followed up they gradually acquire a cumulative value that shows very good returns. So keep thinking them out, Mr. Retailer. It will pay you.

Penn's Pot Plant Publicity.

We have on several occasions called attention to "publicity that paid," clever examples of the judicious use of printers' ink by Penn, The Florist, 124 Tremont street, Boston, Mass., in the daily press of that city, and we reproduce herewith an advertisement of this well known firm, one of a series, which has been most favorably commented upon. An interesting feature is the fact that no prices are quoted, no solicitation to buy—merely a suggestion as to the proper care of a pot plant. It is only natural to assume that the flower lovers of Boston, when they think of plants, will remember the suggestions—and naturally—remember Penn. K.

MARSHFIELD, ORE.—The Marshfield Florist Co., which succeeded the Drews Floral Co. in 1915, has doubled the capacity of its establishment since that time and its output has doubled several times during the past year. The 1916 Christmas trade was unusually good and the new year is starting off well with plenty of sunshine and mild weather.

THE ROSE.

Care of Plants After Holidays.

Now that the holiday business is over, the rose grower will have to get back into the houses and hustle to get the plants straightened up and nursed along into good growth. Houses that have been cropped for the holidays of course have a pruned down close kind of a look, that in order to come back with vigor will require a little special treatment. We usually hold up a little with the water and feed, until the eyes have started slightly, then increase the water gradually. In the meantime we clean off all the old mulch, leaves, etc., that may be on the beds, and after the young growth has started, apply a medium heavy mulch of cow manure, washing about half of it into the soil on the first watering, the soil being in a condition to take this watering without making it too sloppy. Before watering the mulch again, it should be gone over by hand and roughed up. This should be done the day before the next watering takes place, which may be from three to six days, depending on weather conditions. The best results are obtained when the watering is done on clear days; however, if the weather should hold cloudy for several days after the first heavy watering, it would be advisable to loosen up the mulch so as to allow a little air to reach the roots, otherwise there might follow an unnecessary loss of foliage. There will be some loss of foliage resulting from the application of a mulch at almost any time during the season, especially at this time, but it will do no harm providing, of course, that it is not caused by neglecting to keep the mulch broken up and the houses not properly ventilated. We would suggest carrying a crack of air on the houses for several nights following the application of a mulch at any time of the year, if one does not want an excess of yellow foliage or loss of foliage. Remember the mulch at this time should not be applied very heavily; just enough to coax along a good growth. Follow the mulch in about two weeks with the usual weekly watering with liquid manure, which can be kept going until the next crop of flowers.

Where the houses have a cut that is fairly well broken up (that is cutting quite freely every day) the plants will require a light mulching every six weeks or thereabouts; also the weekly feeding with the liquid manure. Shredded or pulverized sheep or cow manure is excellent for both the top dressings or the liquid feeding; alternating the feeding often brings splendid results, also the application of dried blood to take the place of a light manure mulch. The dried blood should be used sparingly as it is a highly concentrated and a soluble plant food, giving best results when used on benches or beds that are being copiously watered.

The American Beauties are very easily forced into a rapid, long drawn-out growth following a hard cut-back at Christmas unless very carefully handled. And at times with all the care one can give them, they will wind up next the roof. We have had the best results by reducing the night temperature to 56° to 58° and running them a little on the dry side, also allowing them as much air as possible. If the growths start with a good red color and strong, and the plants are not over-fed, they will (as a rule) come back with a normal length of stem and fine foliage.

We will now take up the question of propagating by grafting. This subject has been fully well threshed out from season to season, until it is hardly necessary to again go into the details of the operation, more than to state that a good strike means careful attention given to all the details from first to last. Good Manetti stock is of the greatest importance. English or Irish stocks are the best, and there is very little difference in the two kinds, if any. Pot them in 2½-inch pots and start them at a temperature of 48° to 50°. Spray the tops and keep them shaded. If the stocks are fresh they will be ready for grafting in about two weeks' time from the date of potting. At the first sign of root action they are ready for working. In the meantime, the grafting case can be made ready. Make the case as nearly air-tight as possible and have the heating of same so adjusted that a temperature of 75° can be maintained during the coldest weather. Use plenty of moss and ashes in the bottom of the case, as a moist atmosphere is what is required, brought up to the right temperature. Use only flowering wood, and the best obtainable, for the scions, and it should be taken before the eyes are advanced too far. A good, plump, firm eye is better than one that is started half an inch or so. Great care should be taken to avoid wilting the foliage after placing the grafts into the case. Do not graft American Beauty, Sunburst or Radiance, as these three varieties are far better grown on own roots as are also any of the varieties that have a tendency to form a heavy callous in the cutting bed. In fact, if one has the ideal rose soil, a soil that will grow excellent American Beauties the year around, there will not be a great deal gained by grafting anything; but where one has a light, sandy soil, requiring a great deal of feeding and constant heavy watering, we would suggest the use of grafted stocks, excepting of course the three varieties mentioned above. As for propagating by cuttings, we will mention this in our next article. E.

Penn's Pot Plant Publicity.

Original Two Columns Wide, Eight Inches High.

American Rose Society Festival.

PHILADELPHIA, PA., MARCH 20-23, 1917.

The preparations for the rose festival of the American Rose Society (kindly notice that the word "festival" has supplanted the more homely and hackneyed term "show," which latter designation is now in the discard) are being pushed vigorously by the several local committees. Meetings of the chairmen of the various committees are held every Tuesday afternoon at the Bellevue-Stratford hotel. On Tuesday, January 2, there was a good attendance, satisfactory progress being reported by all.

The executive committee of the American Rose Society meets every Thursday afternoon in the same room. Last Thursday's conference was productive; H. F. Michell's proposal that this exhibition should be called a "rose festival" in preference to a rose show, was taken as a happy thought and this title was at once adopted. Various advertising schemes were proposed. That of having a new rose christened and named by a society leader surrounded by the season's debutantes at the opening session would, it is believed, give the festival a good send-off and furnish a worth while article for the newspapers.

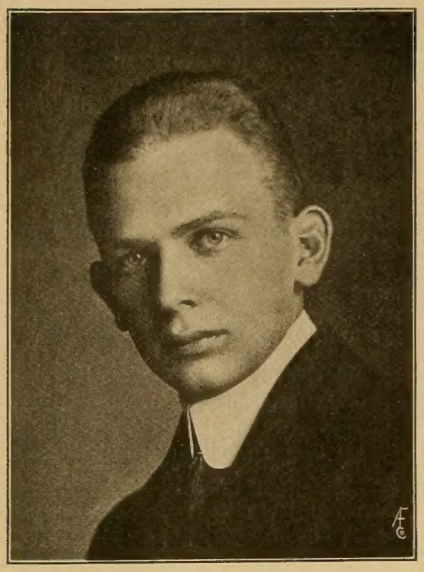
A number of the leading retailers have agreed to take space and decorate same with up-to-date specimens of their work. In addition to the rose garden or display of H. A. Dreer, Inc., which will be as at last spring's great show, an important feature, the society will have as the central decoration a large rose garden of about 1,000 square feet. This will be of the latest design, containing in addition to well flowered beds, hedges, etc., pergolas, pyramids and all the requisites that belong to such elaborated beauty spots.

The preliminary premium list in which is offered large prizes for all varieties that are now being forced for market; also, for various seedling sports that are seeking recognition, is almost ready for distribution, and will probably be mailed to members of the society during the present week.

The ticket committee, of which Edward J. Fancourt is chairman, held an important meeting Saturday, January 6. An associate member's ticket was decided on, of which the price is to be one dollar. This is to be a season ticket, non-transferable. It is hoped to get new members to the society by this special low entrance fee, which may be later increased to a full membership. Trade tickets are to be issued as for the national show at 25 cents each, in blocks of 50 or more. The tickets will be ready for distribution by February 1.

The decoration of the hall of the First Regiment armory, where the fes-

DEC 30 1916



David S. Ward.

Cottage Gardens Co., Inc., Queens, N. Y.

tival is to be given and which affords 22,000 square feet of exhibition space all on one floor, is to be quite elaborate, changing the appearance of the building in such a way as to give a landscape or garden effect to the whole interior. The local entries in all the various competitive classes are sure to be full and strong, and it is the belief of the executive committee that the very liberal premiums in all the classes will, in addition to the great efforts to be made to interest growers all over the country and in Canada, insure a truly national representation.

In addition to the society's scheduled cash prizes, many special cups and other prizes are being obtained, offered by large firms, hotels and individuals, all of which will appear in the final and complete schedule. K.

Rose Mrs. Herbert Stevens.

One of the most useful roses we have to-day is, without a doubt, Mrs. Herbert Stevens. As a white rose it is supreme, and for the florist invaluable. Either as a bush or climber, it is excellent. Of course, I know the variety is not classified as a climber, but it comes in the same caategory as that famous rose, Mme. Abel Chatenay. About a month ago I saw "hedges" of it in the Caledonia Nurseries literally covered with buds, and although the weather had injured the outside petals, these, when removed, left a beautifully clean and shapely bloom. It also does magnificently inside.—H. B., in English Horticultural Advertiser.

A Floral Peerage.

In a railway carriage in England two men were talking rather loudly:

"Lord French is very sick," one of them observed.

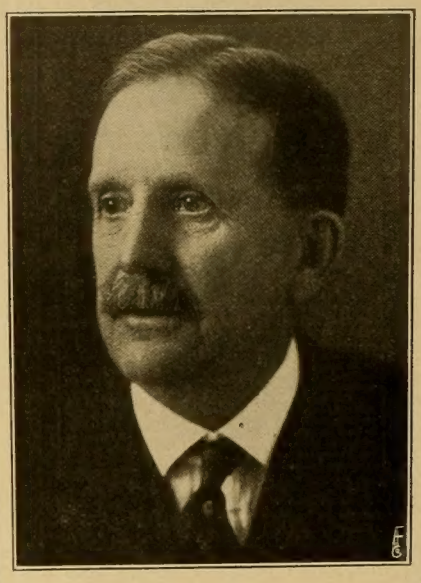
"Yes," said the other, "so is the Marchioness of Powys, but the Duchess of Cleveland is getting on famously. The Earl of Rosebery seems to be dwindling away. I can't make it out."

When they left the carriage a passenger remarked to a friend that these two fellows seemed anxious to impress the company with the fact that they were acquainted with every one in Burke's "Peerage."

"Peerage be blowed," he said, rudely, "they were talking about dahlias."

Cottage Gardens Changes.

Charles Willis Ward, founder and majority owner of the Cottage Gardens Company, Inc., of Queens, Long Island, N. Y., has sold the majority of his holding of stock in that corporation to his son, David S. Ward, who will succeed his father as majority owner and president of the company. The new president has for the past three years occupied the position of superintendent of the greenhouse department. The Cottage Gardens Nurseries at Queens was established in 1890. C. W. Ward had been engaged in growing carnations in a small way for three years previously at East Moriches, Long Island. Purchasing the Nicholas Hallock farm on the Rocky Hill road near the village of Creedmore in the fall of 1889, he took possession of the property June 1, 1890, and commenced the erection of a range of short span to the south carnation houses. The succeeding year the range of glass was enlarged and for 10 years thereafter new glass was added yearly. In 1900, the



C. W. Ward.

Cottage Gardens Nurseries, Inc., Eureka, Calif.

short span houses were torn down and replaced with modern, wide, steel-frame structures.

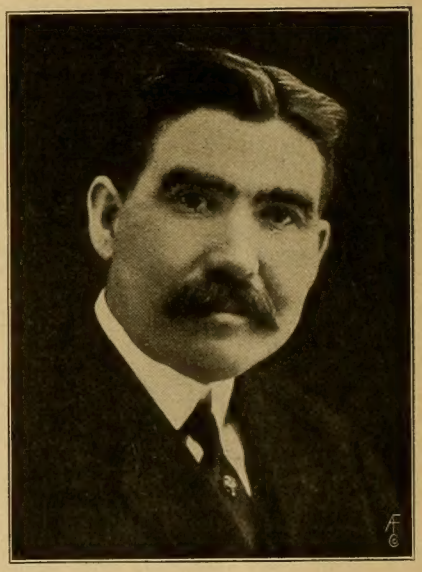
Carnations have been the chief greenhouse product from the beginning. In 1889, Mr. Ward joined with the late Fred Dorner, of Lafayette, Ind., in growing and introducing the Dorner seedling carnations. He also began the raising of seedling carnations himself, and began laying plans to enter the nursery business and commenced collecting and accumulating a stock of peonies. In 1901 the growing of nursery stock had progressed to such an extent that sales were begun in a moderate way. This branch of the business has grown steadily until the Cottage Gardens at Queens is now one of the most important ornamental nurseries in the east.

Charles W. Ward has been awarded many gold and silver medals for seedling carnations of his origination. He has won the American Carnation Society's gold and silver medals several times. He was the first winner of the Fred Dorner memorial medal and he was also awarded the Lawson gold medal several times. Among the numerous seedlings introduced by him, the most conspicuous have been Mrs. C. W. Ward, Matchless, Governor Roosevelt, Alma Ward, General Maceo, General Gomez, Glacier, Harry Fenn, Lieutenant Peary, The President, Golden Beauty, Mrs. Theo. Roosevelt, Mrs. Tom Harvey, and Howard Gould. Cottage Maid, introduced during present season, and Crystal White, to be introduced next season, are also results of his work.

It is a little remarkable, when one considers that from Mr. Ward's last lots of cross bred carnation seed, fertilized in 1906 and 1907, there was secured Mrs. C. W. Ward, Matchless, Crystal White, Mrs. Tom Harvey, Cottage Maid (sport of Mrs. Ward), Howard Gould and several others which would have been considered valuable commercial varieties at the time Wm. Scott was introduced.

In May, 1913, Mr. Ward was called to Eureka, California, on legal business; he had to remain there a year; took a liking to climatic and soil conditions and commenced experimenting just as he commenced experimenting at East Moriches, Long Island, nearly 30 years ago. The results of his work is the Cottage Gardens Nurseries, Inc., of California, wholesale growers of florists' decorative plants, ornamental nursery stock and Holland bulbs. Mr. Ward writes:

"My son David is a "chip off the old block" so far as plant growing is concerned. He likes to see them grow as well as I do. I am well satisfied that he will make a success of the business at Queens, because he is really interested in it, is determined to master it, and is possessed of a large measure of horse sense, good judgment, application, honesty and uprightness. R. T. Brown, vice-president and general manager for the past 14 years at Queens, will probably move to California to assist Mr. Ward in completing the organization of the Cottage Gardens Nurseries in Humboldt county. W. D. Fraser, formerly with the Chas. H. Lilly Co. of Seattle, Wash., and the Luther Burbank Co. of Santa Rosa, is slated to take Mr. Brown's place at Queens.



R. T. Brown.

Cottage Gardens Co., Inc, Queens, N. Y.

BULB CULTURE ON THE PACIFIC COAST.
Hyacinths at the Cottage Gardens Nurseries, Inc., Eureka, Calif.

Bulb Culture on Pacific Coast.

Abstract of an article in the San Francisco Chronicle by W. J. Van Aalst, superintendent of the Cottage Garden Nurseries bulb farm, New Haarlem, Humboldt county, Calif.

With its soil and climate particularly adapted to bulb growing, Holland has become famous for this industry, and still there is another reason. Started on a small scale, the Hollanders, notwithstanding the enormous increase in their bulb farms, often 400 or 500 acres to one grower having been noted, have always tried, and with good success, to sell their product, and having made their customers, have invariably tried to fill the demand. For this reason Holland growers rarely had any competition, and while there are bulb farms in other countries their existence never interfered with the trade or had any noticeable effect on prices.

Few persons, however, realize the difficulties that the Dutch bulb grower has to contend with. The planting of the main stock is finished in October, as November brings indications of the approach of winter. Rain fills the ditches and he is kept busy draining the fields, putting the beds in shape and covering them with reed grass as a protection against frost, which goes deep into the rain-soaked sand and would otherwise result in serious damage to the bulbs. Hyacinths formerly received a covering about one foot in thickness, but in recent years this has been reduced one-half or even less, while daffodils do not get that much and the tulip covering is even less, sufficient to protect against sand storms, it having been found by experience that the sharp, frosty north winds and not the frost did the harm. When not affected by the frost, the bulbs, especially hyacinths, sheltered by their covering, started growth and their thick yellow shoots appeared; in order to check this growth the covering had to be shaken to loosen the blanket of reed, or in many cases part of the covering taken away to admit the cold air. Following this mild part of the winter, February arrives with its cold, frosty weather, often accompanied by snow. Knowing that Jack Frost is bound to come sooner or later, no one dares to withdraw all of the covering. A real frosty period from the middle of December until the end of January is the hearty desire of all engaged in bulb culture, but it is seldom experienced. The soft, tender shoots of the hyacinths, forcing their way through the reed, enjoy the sunshine during the daytime, but have to endure the melting snows and the frosts at night, and the foliage suffers in a way that is easily discernable when the real spring weather induces bulb growth.

In March, or part of April, the covering is removed with the exception of that of the tulips, a little being left on them as a safeguard. At this time, not to mention many changes in temperature, the dry, windy period sets in and the coarse, sharp sand is driven toward the hedges serving as windbreaks and everywhere help is needed to save the field from dust, or rather sand storms, which is accomplished by covering with a litter of manure and reeds, held in place with sticks and laths. Otherwise the foliage, especially the tulips, with their broad, tender leaves, are badly injured.

April is the time of flowering and the bulbs are given a fair chance to develop; then comes the picking process, after which the bulbs start growing. The period for searching for diseases is now at hand. Previously only the weak or bad looking plants were removed, but now every one has to be examined; especially the hyacinths, as practically every disease of an infectious or disastrous nature shows in the foliage. In many cases not only the diseased bulbs, but also surrounding ones are taken out, too much care being impossible. A single night frost, or a sort of poisonous cloud, has wrought much havoc among hyacinths, tulips and daffodils, and the prevention or cure of diseases in the damp soil is most important. Often entire beds are dug out and the soil taken long distances to prevent further spreading of the infection. The bulb grower in Holland has to sustain greater losses than the average farmer, and if these drawbacks did not exist his product could be sold even cheaper than it is now offered.

On the Pacific coast, my experience has been that weather conditions are practically the same each year; at least they do not appear to have any noticeable effect on bulb growing. If rain does not interfere, planting can be done as late as the middle of December, often even later, without danger, and the tenderest bulbs, the hyacinths, can be left unprotected, there

being no danger of freezing. They make strong roots in their nicely prepared beds, well drained and enriched with manure, after from two to four weeks. A night frost is welcome, as it tends to hold the shoots back and gives the roots a fairer chance to develop. There is nothing to cause damage—no sharp sand, no melting snow night after night, frozen to their tender shoots. Strong and healthy, they show their handsome blossoms in the most brilliant colors—I dare say colors that have never been dreamed of in Holland. The flowering season is three weeks earlier than in Holland, as the bulbs start their growth earlier, and each day shows a mark as to how much the plants have grown.

The only disease requiring attention is what was left over in the newly imported stock. There is none in the older stock, and no possibility of spreading disease, as the soil is not damp enough and there is no excess moisture in the atmosphere so destructive to foliage.

Holland bulbs which die off gradually give the best results, as is well known. They are thoroughly ripened and matured and remain solid, the skin (which is an important commercial point) becoming strong so that it can withstand handling and shipping. On the Pacific coast, it is the rule that the bulbs ripen off slowly, evenly and completely, which means that they are able to form a perfect flower and able to stand a great deal of forcing.

There is not much more to say about bulb growing on the Pacific coast. They have found their "home" there. That word includes everything. The advantages over Holland stock are numerous. The product grown on the Pacific coast is perfectly healthy, but if diseased bulbs are left in the ground they do not infect those surrounding them. The soil is too dry; they themselves soon become dry and are eventually eaten by worms.

An important feature is the easier way of forcing. It is a self-pronounced fact that the bulbs are so fully matured they are able to bring a well-developed bloom. Without hesitation the writer has cut a number, even very small ones, to show the perfectly formed blooms inside. It is true, our hyacinths do not, as a rule, acquire the same size as they obtain in Holland, but it is not always the biggest bulb that gives the largest bloom. It is the quality. Compare the Holland grown hyacinths with those grown on the Pacific coast. Look at the loose skin, shriveled and light, and compare it with the shiny appearance of the heavy, solid Pacific coast bulb. Cut a bulb of the same size of each kind and note the difference.

One more advantage, and certainly not the least important one: Pacific coast bulbs grow all winter. Eureka, Calif., has even earlier records. Here I find that the earliest narcissi began blooming as early as the middle of January in some seasons and that practically all the daffodils were in full flower February 14 to February 20. They have a longer growing period than in Holland and for that reason we have fully ripened bulbs which can be shipped as early as the middle of August and be in the hands of florists long before the Holland shipments arrive, to say nothing of the superior condition in which they appear. The bulbs ripened so early can all be sold and forced for Christmas.

American bulbs, grown under such favorable conditions, require 14 to 17 days less to bring into flower than the Holland stock, grown in a damp soil in a wet climate, where even the up-to-date dry houses are at present provided with artificial drying systems.

There is really no end in summing up the advantages of the Pacific coast grown bulbs, but, stated briefly, bulbs grown in Humboldt county, California, possess the following cardinal points which will appeal to all American florists as strong features:

1. They are heavier, denser and more solid than stock grown under the intense cow manure diet which they get in Holland.

2. The skins are tougher, smoother and more silky in texture and ship better.

3. They ripen six to eight weeks earlier than Holland grown stock and the ripening process is continuous and unchecked up to thorough maturity.

4. They will be in the hands of the American florist at least a month before he can get the imported stock.

5. They can be boxed earlier, left longer to establish good root system and forced much slower and at lower temperatures than imported stock, and this means larger blooms, better colors, stronger and longer stems and hardier, better keeping and shipping blooms.

6. The growing season is longer, the growth much more continuous and even and maturity is perfect, consequently it takes less time (14 to 17 days) to force Eureka bulbs than it does Holland grown stock.

The Cottage Gardens Nurseries, Inc., has growing at its bulb farm at New Haarlem, Calif., 1,500,000 bulbs, consisting of tulips, early single and double, late single, Darwins, Rembrants and breeders; narcissi, a full list of standards and novelties; hyacinths, crocuses and lilies in variety. Of the Dutch bulbs 50,000 were grown at Eureka, Calif., 80,000 were grown in the state of Washington, and 700,000 were grown at Victoria, B. C. The balance were imported from Holland. The next year's planting will comprise from 7,000,000 to 10,000,000 bulbs, of which 5,000,000 to 7,000,000 will be imported from Holland. The balance will be grown at Eureka.

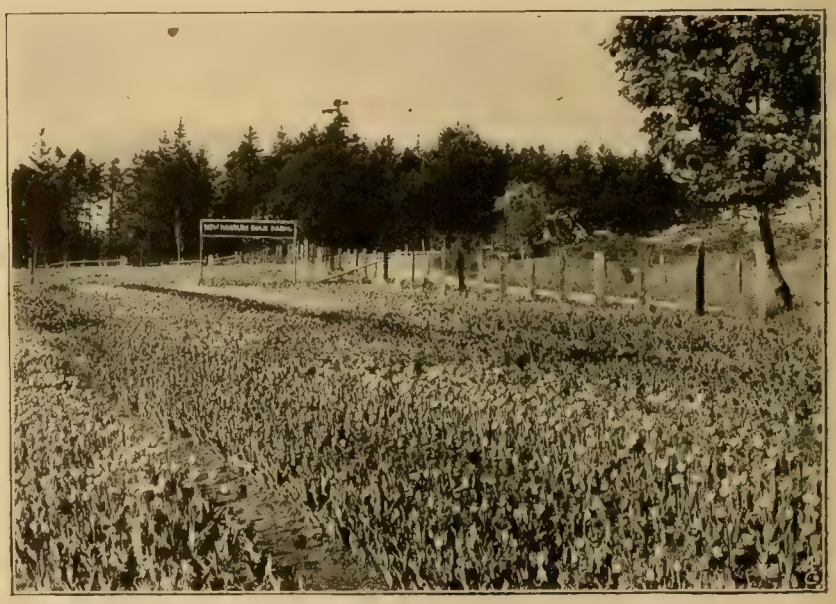
St. Louis Spring Show.

MARCH 15-18, 1917.

As the festive days of the big St. Louis spring flower show draw near and all arrangements being practically complete, it gives the writer pleasure to explain to the trade in general why we invite everybody interested in the florist business to come and participate in this big holiday—a real event in the florist business in the west.

St. Louis, with a population of 800,000, the largest city west of the Mississippi valley, has not had a flower show for the past four years. For this one reason, if no other, this show will be a grand success. The public in general demand to be shown something new in all lines of business, therefore, Frank Windler, W. W. Ohlweiler and David Geddis concluded it would be a good thing to give a flower show and present to the public the newer creations in blooms. With the assistance of the St. Louis Florists' Club these gentlemen formed the St. Louis Flower Show Association, Inc., and elected as manager our well known florist and friend, Jules Bourdet. The guarantee fund of $10,000 was promptly subscribed and the largest and best adapted hall in the city secured. Everything was done with great enthusiasm and every florist in the city worked hard to complete the details of this great undertaking, and improve through this event, the demand for flowers and educate the public to the fact that flowers are no longer a luxury, but a necessity.

The publicity committee under the direction of Frank Windler, is doing great work. Over 500,000 stickers with a neat advertisement of the show were distributed to the trade and used on packages and mail matter.



BULB CULTURE ON THE PACIFIC COAST.

Darwin Tulips Coming Into Bloom at the New Haarlem Bulb Farm of the Cottage Gardens Nurseries, Inc., Eureka, Calif.

The show will embrace 29 sections, classes having been arranged for commercial growers, private gardeners, retailers and open to all. A special attraction will be the section devoted to the fish aquariums.

And now, with a premium list of $10,000—with numerous gold, silver and bronze medals in addition to loving cups and other prizes, the St. Louis Flower Show Association extends a cordial invitation to all—exhibitors and visitors—from the Atlantic to the Pacific, to participate in this big flower show of the west.

MARION W. UHLSCHMIDT.

Toledo, O.

FINE JANUARY SALES.

As was the case in January of last year, there has so far been no perceptible drop in sales, much to the delight of the trade in this city. Funeral work has been unusually heavy and there has been a great demand for the flowers that go with various social occasions. Conditions in the local market are satisfactory and the quantity and quality of seasonable stock is good. There was a slight scarcity during the past week of roses of the better grades. Carnations are coming fine and it looks as though there would soon be enough for all purposes. Paper White narcissi are very abundant and sell fairly well. Azaleas are now in better supply and are finding a ready sale, as are the tulips that are on the market.

NOTES.

George Bayer, of the florists' club, has awakened from his long winter sleep, and the thing that aroused him was some bill that is up before the legislature which he claims will be obnoxious to every florist. George at once got busy and has called a meeting of the club to discuss the measure. He is looking for a large attendance.

Metz & Bateman have been pushing telegraph orders hard during the past month and have had several very attractive "Flowergram" display windows. Since the new salesroom in the basement of the Ohio building had been thrown open to the public, business has been making rapid strides.

Harry Turvey, the only retail florist in West Toledo, had a fine year and as a result is planning on greatly enlarging his facilities to take care of his rapidly growing trade. He is located in a district that is fast increasing in population and his prospects are bright.

Frank Schramm will again decorate the Terminal building for the big auto show. Many cases of smilax and other garlands will be necessary to properly adorn this mammoth structure, which has more actual floor space than Madison Square Garden, New York.

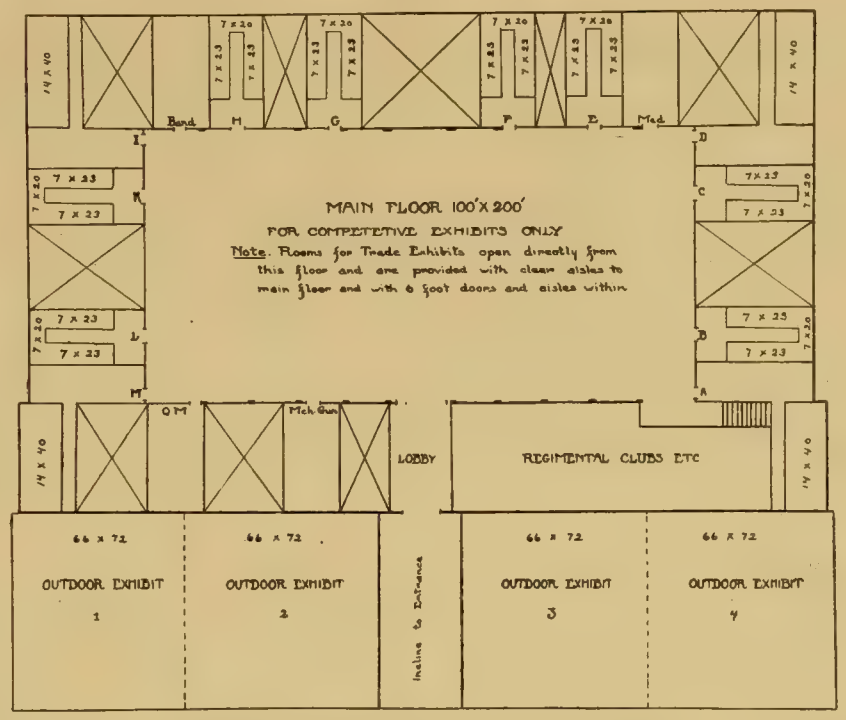
Harry Heinl, rose specialist, is having trouble these days taking care of the demand for his product. His roses were exceptionally fine during the past month and his books record a splendid increase in business.

Mrs. E. N. Suder now has a handsome new Overland delivery car. This prosperous Cherry street florist manages to keep two cars busy delivering. Her conservatory is the pride of this city.

Mrs. J. B. Freeman has replaced her old car with a handsome new Dodge. It is attractively painted. This progressive florist has enjoyed a remarkable business during the past year.

The Helmar Flower Shop is having a great call for pot tulips and azaleas. This concern was well satisfied with their holiday trade. A. C. K.

CROMWELL, CONN. — A. N. Pierson, Inc., will distribute a new rose, Mrs. Charles Bell, raised by George E. Anderson, of the Hubbard estate, Washington, D. C.



ST. LOUIS SPRING SHOW FLOOR PLAN.

Philadelphia Notes.

Frank M. Ross, the enterprising retailer of West Philadelphia and Kensington, is remodeling his store No. 2 on South Sixtieth street, which when the alterations are completed will be one of the most up-to-date shops in the city. The entire lot, 16x64 feet, will be occupied by the salesroom, which will be fitted, wherever possible, with wall mirrors to enhance the beauty of the interior. The other fixtures and lighting will be of the best and latest pattern. Mary L. Rook, of Binghamton, N. Y., with former experience in Philadelphia and Washington stores, will take charge here on February 1.

Habermehls have their hands full at this time with decorations for large fashionable balls and dinners, most of which are held at the Bellevue-Stratford hotel. The hunt ball decorations of last week were quite elaborate, one item of nearly 1,000 American Beauties will give an idea. Most of these were suspended from baskets, hanging from the balcony of the ball room. A large drop curtain painted with a hunt scene as a background for the stage decoration was a feature.

Matters pertaining to the coming rose festival of the American Rose Society are moving along expeditiously, all committees reporting progress. The advance premium list is out and mailed to many growers and all members of the society. Any one desiring a copy who will write to the American Rose Society, 1612 Ludlow street, Philadelphia, will have the list by return mail.

The Leo Niessen Co. hopes the scarcity of flowers will soon be over as there are so many demands for medium grades that are very difficult to supply. American Beauty roses, lilac and gardenias are features.

Valentine accessories are to the fore at H. Bayersdorfer & Co. The active social season is giving them a lot of work in special creations, ideas of decorators from all the large centers.

"More orders for roses than we can fill" is the good word from Edward Reid. Lily of the valley, cattleyas, carnations and American Beauty roses were features.

"Not nearly enough flowers for the orders," is the word of the Philadelphia Wholesale Florists' Exchange. Better crops are expected for next week.

Last week's poultry show, the ninth of the H. F. Michell Co., Inc., was very successful, the attendance being larger than that of any previous exhibition.

Carl Corts, of the Jos. Heacock Co., says crops are off, but in two weeks they will start their spring campaign, which promises to be the best ever.

Thaddeus N. Yates Co., of Mount Airy, has just completed a house 35x100 feet, to be used for general greenhouse stock.

Berger Brothers report good business with stock scarce. Carnations, Maryland roses and Easter lilies were leaders.

Stuart H. Miller is pushing violets, freesias and Easter lilies. Carnations are also in good supply. K.

Cincinnati.

MARKET IS STEADY.

The supply is much shorter than at the last writing and prices have advanced. Business is steady, but not nearly as good as it might be. Compared to what it was, the rose supply, the first of this week, was very short. The same applies to carnations and Easter lilies. Callas and rubrum lilies are in a fair supply. Sweet peas are now quite plentiful and some excellent ones of the Butterfly type may be had. Paper Whites are plentiful. Some Roman hyacinths and freesias are seen and primroses, wallflowers and forget-me-nots have a fair market. Other offerings include lily of the valley, violets, orchids and snapdragons.

NOTES.

Gus Knoch and wife, of Detroit, Mich., visited the wholesale district in this city last week. They stopped over on their way to Florida.

C. E. Critchell has been having some excellent Killarney and Ophelia roses.

P. J. Olinger is again cutting some excellent Russell roses.

Visitors: S. A. Gregg, Charleston, W. Va.; J. T. Herdegen, Aurora, Ind., and Mrs. G. A. Beckman, Middletown, O. H.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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THE Florists' Hail Association, it is announced, will seek a new charter before the New Jersey legislature this winter.

ENGLISH papers announce the death of Prof. Daniel Oliver, former keeper of the Kew herbarium and well known to many horticulturists. Prof. Oliver retired in 1890.

"CANARIES" is the title of a bulletin which has been issued by the Department of Agriculture, Washington, D. C., giving information on their care and management, with illustrations.

LARGE retail stores in lines other than florists who run plant departments at holiday seasons now have this stock grown by contract. One large grower has an order to deliver 500,000 assorted hyacinths, tulips and daffodils for Easter sales. Each plant is grown in a 3½-inch pot and must be staked. Forty thousand geraniums is an item for spring delivery.

Personal.

F. R. Pierson, the veteran horticulturist, Tarrytown, N. Y., will celebrate the sixty-second anniversary of his birthday, January 22.

THIRTY THOUSAND carnations were received by the El Paso, Tex., Chamber of Commerce from California and were distributed to the soldiers along the border on Christmas day. A bunch was supplied for each mess table and every hospital patient received flowers.

Philadelphia Rose Festival.

We are in receipt of the advance prize list of the American Rose Society for the National Rose Festival, to be held at the First Regiment Armory, Broad and Callowhill streets, Philadelphia, Pa., March 20-23. Six thousand dollars are offered in money premiums besides many medals and other special prizes. Copies of the premium list may be had on application to Secretary Benjamin Hammond, Beacon, N. Y., or the local secretary, Fred Cowperthwaite, 307 Harrison building, Fifteenth and Market streets, Philadelphia, Pa.

Chicago to Indianapolis.

CARNATION MEETING AND EXHIBITION.

For the annual convention of the American Carnation Society to be held at Indianapolis, Ind., January 31 and February 1, the Monon Route has been selected as the shortest and most convenient line for the Chicago party. The one-way fare between Chicago and Indianapolis is $4.60 and the party fare for 10 or more, $4.14 each. Lower berths, $2; upper berths, $1.60.

The night train leaving the Dearborn station, Polk and Dearborn streets, Tuesday, January 30, at 11:40 p. m., due in Indianapolis at 4:30 a. m., has been chosen by the Florists' Club as the convention train for its members and others wishing to join the party. Berths on the night train are ready at 10 o'clock and can be occupied until 7:30 a. m. the next morning.

Reservations should be made early to secure the party rate by writing or telephoning Herbert Wiley, General Agent Passenger Department, 104 South Clark street, Chicago. Telephone Harrison 3309.

For those who wish to reach Indianapolis earlier the Monon Route has an evening train, leaving the Dearborn station Tuesday, January 30, at 5:30 p. m., due in Indianapolis at 10:30 the same night.

Massachusetts Agricultural College.

The enrollment of students in floriculture at the winter short course is 21. Many of these men come to the college from practical work and commercial establishments. The short course is divided into two sections, Prof. A. H. Nehrling is giving the work in commercial floriculture, while C. E. Wildon is handling the work in garden flowers.

A total of 20 students are enrolled in the regular major courses in floriculture. Three courses are to be given this term. Course 51, treats of greenhouse management; Course 77, is of decorative plants and conservatory work; Course 80, is a continuation of the work in commercial floriculture.

The publication of the annual, which the M. A. C. Florists' and Gardeners' Club has determined to get out, is being pushed energetically. Already over 40 per cent of the advertising space has been subscribed and the remainder is rapidly being filled out. Over 1,000 copies are to be distributed free to persons in the horticultural trade.

Flower Pots.

A. H. Hews & Co., Inc., of Cambridge, Mass., the oldest and largest manufacturers of flower pots in the world, announce that for the year 1916 their product and sales have been the largest in the history of the company. Coincident with this condition extraordinarily increased costs of labor and material have been most discouraging and necessitated some increases in selling prices.

They have recently discontinued their jobbing business in glassware, woodenware, crockery and other household ware lines, to devote their entire interests to their flower pot manufacturing industry, and have taken steps to increase their capacity by adding new machines, kilns, and drying rooms on the property that was devoted to storage for their jobbing business.

Several customers throughout the country have suffered by delays in shipments and transportation during recent months owing to phenomenal demands, but it is now believed the Hews Company is sufficiently equipped to take care of all demands hereafter. Owing to congestion of requirements of commercial florists coming periodically twice a year, it is always urged to place orders for shipment far in advance to assure pots being on hand when wanted. Many florists overlook this and suffer delay because it is a physical impossibility for any factory to ship every order within a two months' period in spring and fall.

It is interesting to learn that A. H. Hews & Co., Inc., used 8,843 tons of clay, 1,653 tons of coal, and employed an average of 95 men for their sole industry of manufacturing flower pots during the past year.

The Hews Company are members of the Association of Centenary Firms & Corporations of the United States and rank eleventh in list of 58 members.

Chrysanthemum Elections.

The Horticultural Trade Journal of England has conducted a series of elections with a view to securing lists of the most profitable varieties of early, mid-season and late chrysanthemums. The result of the three elections held are as follows:

Early.—Roi Des Blancs, Framfield Barly White, Polly, Almirante, Goacher's Crimson, Horace Martin, White Countess, Cranfordia, Normandie, Betty Sparkes, Leslie and Cranford Yellow.

Mid-Season.—M. Julian Valat, Mrs. Roots, H. W. Thorp, Cranfordia, Source D'Or, Market Red, Batchelor's White, Ivy Gay, Lizzie Adcock, Parson's White and Soliel D'Octobre.

Late.—Baldock's Crimson, Heston White, Winter Cheer, Western King, Tuxedo, Niveus, Cheshunt White, December Gold, Negoya, Mlle. L. Charvet, Madame Oberthur and December Pink.

Rose Midge.

Freezing the rose houses is now said to be the only remedy for the midge. This means practically a loss of a year's bloom. Growers who have had experience with this pest will confer a favor by advising us of any efficacious remedy which is less costly than the freezing.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—A 1 salesman, designer and all around storeman. Chicago prefered. Address Key 740 care American Florist.

Situation Wanted—Young man wants position on private or commercial place; able to take care of boiler. Nationality, Dane. Address Key 743, care American Florist.

Situation Wanted—By A1 saleslady, designer and bookkeeper; Chicago only considered; can furnish best of references; able to take charge. Address Key 737, care American Florist.

Situation Wanted—Superintendent - gardener (head) seeks position; country estate; temperate; excellent greenhouse manager; landscape artist; knows live stock, engines; life experience; best references. A. PAWLITZ, 17 Vine St., Roxbury, Boston, Mass.

Situation Wanted—Designer with executive ability and experience in growing desires responsible position; experience and credentials that assure results Ohio preferred but will consider good proposition; young married; a hustler. Address Key 710, care American Florist.

Situation Wanted—Foreman at present of 30 000 square feet of glass growing roses, carnations and general line of pot stock, desires change. Would like to take full charge of smaller place. Good designer, married, excellent reference. EARLE FORTNEY, 17 N. Fremont St., Coldwater, Mich.

Situation Wanted—By a practical man 42 years of age, with 20 years' of experience in the florist business. An all around grower, salesman and designer; American born. Married and have one child 7 years old. Can furnish best of references. Please state wages in first letter. Address Box 473, Salina, Kan.

Situation Wanted—By Scandinavian, single, with over 20 years' experience in Scandinavia, England, Germany and America. Several years in charge of Greenhouses and outside. Cut flowers, forcing and propagating a specialty. Well up in care of parks. References are good. Address Key 717, care American Florist.

Help Wanted—Grower to take charge of greenhouses growing for retail store. $17.00 per week. MARSHFIELD FLORIST CO., Marshfield, Ore.

Help Wanted—Assistant grower of carnations, chrysanthemums and bedding plants. State wages. FRANK BEU, 4445 N. Crawford Ave. Chicago.

Help Wanted—First-class man wanted for Brooklyn retail florist; permanent position; good chance for right party. One living in Brooklyn preferred. Address Key 734, care American Florist.

Help Wanted—Good all around greenhouse man to invest not less than $1,500 and take full charge of greenhouse business; is paying better than 40% on investment and growing very fast. Salary to start $75 per month and house rent free. For further particulars address LAMAR GREENHOUSE CO., Lamar, Colo.

Help Wanted—At once. Well experienced grower of chrysanthemums carnations, bulbs and bedding plants. Single man preferred, must be sober and of good habits State experience, references and salary in first letter. 14,000 feet of glass. Address E. R. GIDDINGS, Box 64, Tulsa, Okla.

Partner Wanted—Man with some experience for first class retail store now doing a business of $250 per month, and which there is a good chance to double; fine location in the east. About $2,000 required; capital needed mostly for a greenhouse. Address Key 744, care American Florist.

For Sale—First class floral establishment in a Missouri town of 12,000. 25,000 feet modern glass; six acres land; good buildings and improvements. Retail and wholesale Business is growing; owner going to retire. This place is a bargain. For particulars address Key 741, care American Florist.

For Sale—The Ferry Flower Shop, 175 East Jefferson avenue, Detroit, Mich. A good business location. Price $600. Address J. A. BLEECKER, 175 E. Jefferson av., Detroit.

For Sale—Old established flower store doing an excellent business. Centrally located in Brooklyn, N. Y. To close an estate, executors will sell to responsible party at reasonble terms. Address A. F. F., care American Florist. 42 West 28th St., New York.

For Sale—Greenhouse property or part interest in same Two greenhouses, each 22 x 200 feet in good condition; planted mostly to carnations, sweet peas and geraniums. 4 to 5 acres of land, good location Address ALLEN & BLANCHARD, 185 Exchange St., Tel., 107 W. Leominster, Mass.

For Rent—Good paying retail store on the north side in Chicago to reliable party on very reasonable terms $500 down, balance on time. Owner has range of greenhouses and wants to devote his entire time to them. This is a splendid opportunity for some deserving young fellow to go into business for himself. Store has been long established and business is showing a fine profit. For further particulars address. Key 743, care American Florist.

Situation Wanted

By practical florist, long experience as retailer and grower; single man with ability good designer and propagator. Experienced in all kinds of cut flowers and pot plants for retail place; sober and reliable; best references. State wages and particulars

Key 735, care American Florist.

HELP WANTED

Good all around men. Must be A No. 1 grower of potted plants and quick at potting up. Steady position and good wages to those proving ability. Address

RANDOLPH & McCLEMENTS,
5936 Penn Ave., PITTSBURGH, PA.

For Sale

Good paying retail and wholesale flower store in business section of city of 400,000 inhabitants. Established 25 years. Good reasons for selling. Address.

Key 742, care American Florist.

FOR SALE.

We have installed a new Buchbinder refrigerator in the Geo. Wittbold Co.'s new retail store on Buckingham Place, Chicago, and will sell the two refrigerators that were in use there at a bargain if taken at once. One is a display box 10x4x10 feet high and the other a storage box 8x10 feet. For further particulars address

BUCHBINDER BROS.,
518 Milwaukee Ave., CHICAGO, ILL

For Sale—Well established business for sale; 9,000 feet of glass; five acres of good land; well stocked with cut flowers and bedding plants; write for particulars; can take possession at once. Address Key 730, care American Florist.

FOR RENT

Suitable floor space on the Chicago Wholesale Cut Flower Market, where the grower can sell his own stock. For further particulars address

Key 732, care American Florist.

FOR RENT

Eight lots of 24,000 sq. ft. of ground space, free from any building, corner of Franklin Street and Sacramento Boulevard, Chicago. Owner considers this an ideal spot for retail florist and will make very reasonable terms to reliable party. For further particulars, address

Key 742, care American Florist.

For Sale

Greenhouse plant located on state road half a mile from Saratoga Springs on 40 acre farm; eight greenhouses totaling fifteen thousand feet of glass; two two story boiler houses; one small tenement; large barn, twelve room house with bath, steam heated, water and sewer connections; hot water heating system in greenhouses At present used for vegetable forcing with established market to consume product. Can be easily adapted to florist work. Five acres of asparagus.

Mrs. Allen B. Wells.
SARATOGA SPRINGS, N. Y.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $2.85; per 1000 $4.50. Samples on request. Electro of leaf, postpaid, $1.25. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

NEW EDITION—Issued August, 1916.

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price $3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

Detroit.

CLUB MEETING.

The club meeting Thursday evening, January 11, was one of unusual importance. The attendance of 25 members was in itself exceptional, and Ex-President Phil Breitmeyer, who now rarely attends, was there. Another Phil, too, was present—the genial Philip J. Foley, of the Foley Greenhouse Manufacturing Co., Chicago—and both being good speakers, they made their presence felt. Mr. Breitmeyer spoke chiefly upon the proposed organization of local growers, most of whom were present. He deplored the organization for the alleged purpose of advancing prices and being antagonistic to the retailers and wholesalers, both of whom, with the growers, were necessary to the success of all, and to that end should work harmoniously together. He said, however, that if the growers would unite upon a determination to grow more and better stock to supply the local demand he would heartily endorse the movement, and would aid such a purpose all in his power. He referred to the recent holidays as an example of the unpreparedness and glaring deficiency of the local growers who obliged the retailers to go to outside points to get supplies of both plants and cut flowers, and to this disadvantage could be added the misfortunes attending the shipping of this stock, so much of which arrived too late and in a frozen condition. He warned his hearers of the danger of others coming here to occupy this field, so badly in need of more competent growers, though he was willing to concede the rare ability of a few of our growers whose stock is a credit to Detroit.

Philip Foley, speaking upon the same subject, said it was evident that this city needed more greenhouses and that he was ready to supply them. He stated that to his certain knowledge houses he had erected at points very remote from here were used to grow stock much of which reached this market. A. Pochelon, in his few pointed remarks on the subject, said that the Detroit stores would have a poor appearance if only local grown stock was shown in them. He said the aim of most growers here was to grow quantity at the expense of quality. He claimed two plants for a dollar each would be far better than four plants at fifty cents each. Other members who spoke and concurred in the opinions of the previous speakers were: A. J. Stahelin, Jos. Streit and Thos. Browne. The interesting proceedings were reluctantly terminated because of the approach of bowling time, in which all indulged until a late hour.

NOTES.

The growers composing the nucleus of the new growers' association held an interesting meeting at 25 Broadway Wednesday evening, January 10. There were also present H. P. Zwetsloot, representing Driehuizen Brothers, Lisse, Holland, and B. A. Faure, representing M. Van Warren & Sons, Ltd., Hillegom, Holland, both of whom gave interesting talks on the bulb industry of their country.

S. S. Skidelsky, of Philadelphia, Pa., with his bride of three weeks, is visiting the trade in Buffalo, Erie, Cleveland and Detroit. Mr. Skidelsky was married to a Philadelphia lady in the Quaker City December 24, last, and is combining business with pleasure on his wedding tour. The congratulations of the trade are extended him and his bride.

Ten of the crack bowlers of the Cleveland Florist Club are scheduled to play a match game here with the local boys with the highest scores, Tuesday, January 16. The contest is for the Michigan Cut Flower Exchange trophy, which was donated by that firm at the opening of the bowling season.

Phil Scott, formerly of Buffalo and Denver, will open a retail store here in the near future, according to reports.

The Detroit Stand Co. is now located at 760 Milwaukee avenue, east.

Michael Bloy is planning a California trip. J. F. S.

Kansas City, Mo.

FAIR SUPPLY OF GOOD QUALITY.

Considering the season, trade during the past week was up to expectations. The convention of implement men which opened January 15 brought a number of good orders for decorations and with funeral work which has been better than usual, the market has been held at a normal stage. The supply of stock has not been heavy but the quality has been good, especially roses. They are the scarce item, however. Carnations are most plentiful; in fact, are almost a drug. Other offerings include lilies, violets, snapdragons, sweet peas and bulbous stock.

NOTES.

A heavy demand for funeral work at the W. J. Barnes establishment made possible the cutting down of the surplus of carnations and white and yellow narcissi which are being cut daily. Decorations for the implement show have also kept his staff busy, one order alone covering 10,000 square feet. He is supplied with excellent roses, lilac and rhododendrons.

A. Mohr, who has a small range but grows nothing but quality stock, has figured his returns on Christmas business at about $2,500. He gets the very best prices and is now preparing for the Easter trade, for which he specializes.

T. J. Noll & Co. are handling a fine line of bulbous stock and California violets. They also have fine sweet peas and a plentiful supply of good carnations. Roses and lilies are in limited supply.

The Geo. M. Kellogg Flower & Plant Co. reports a scarcity of roses. They are receiving some fine cyclamens from the greenhouses. Business in general is good.

Wm. L. Rock Flower Co. are cutting excellent stock at the greenhouses and are sending in some fine pot plants. Trade is reported satisfactory.

Samuel Murray has been busy with convention decorations in addition to a good demand in all lines.

Fred Fromholdt reports satisfactory business, the demand for funeral work being above the average.

The local trade are preparing for an excellent Valentine's day demand.

E. J. B.

Chicago Bowling.

Scores made by the Florists in the North Chicago League last week are as follows:

Players:	First Game	Second Game	Third Game
Huebner	176	158	205
Price	184	176	183
Zech	188	198	178
Einweck	139	180	180
Olsem	188	176	166
Totals	876	882	912

The first half of the season closed this week and the individual averages for the 42 games already played are: Peter Olsem, 182; Allie Zech, 177; Fred Price, 176; Joe Einweck, 176, and John Huebner, 172.

Cleveland-Detroit Bowling Contest.

The Cleveland team of 10 bowlers played the Detroit "boys" Tuesday evening, January 16, at the Broadway alleys, 25 Broadway, Detroit. The trophy donated by the Michigan Cut Flower Exchange was won by the "Forest City" team in a contest of four games, the deciding game going to Cleveland by a majority of six pins. The trophy is a design in silver, 24 inches high—a ball supported by three pins and mounted on a base of mahogany and engraved "Michigan Cut Trophy, Cleveland vs. Detroit." The winners are to retain the trophy if they win another game from the Detroit boys, and this contest will be played in Cleveland in the near future. The visitors were shown some of the florist stores and other points of interest here during the day and previous to a banquet given in Harmonie Hall before the games were played. The high individual average for Cleveland was made by Chas. Graham, 185; for Detroit, Norman Sullivan, 180.

CLEVELAND TEAM.

					Average.
Chas. Graham	176	161	236	168	185
Chas. Russell	134	112	130	137	128
Geo. Bates	180	186	141	161	167
H. Bates	199	171	195	164	182
Walter E. Cook	159	143	158	187	161
Frank Friedly	172	137	211	178	177
Frank Ritzenhaler	153	168	182	174	169
Wm. Calhoun	160	150	186	133	157
Shell Gortman	101	100	111	119	107
Fred Steinbroner	119	150	149	125	135

DETROIT TEAM.

M. Bloy	176	158	167	160	165
Joe Streit	182	148	160	157	162
Ernest Sullivan	157	144	141	148	147
J. K. Stock	153	131	148	134	142
Robt. Rahaley	182	124	149	126	145
Frank Holznagle	144	128	191	213	169
Fred Pautke	130	130	155	171	146
Ed. Fetters	178	161	149	144	158
Geo. Demling	158	159	110	113	135
Norman Sullivan	155	179	209	176	180

Detroit Bowling.

The four bowling teams composed of members of the Detroit Florists' Club played their regular weekly practice games Thursday night, January 11, with the following result:

AMERICAN BEAUTY TEAM.

E. A. Fetters	150	152	167
A. Sylvester	133	121	119
Geo. Demeling	155	156	202
Ed. Pautke	114	113	96
J. F. McHugh	170	139	154

MICHIGAN CUT FLOWER EXCHANGE.

A. J. Stahelin	165	166	127
Wm. Hieilscher	110	109	129
A. Shields	88	102	91
Frank Dolsky	112	122	129
J. F. Sullivan	138	127	119

BISON TEAM.

Jos. Streit	170	193	204
Fred Pautke	164	158	171
J. Klaug	108	122	167
Phil Scott	214	135	163
M. Bloy	183	175	171

BROWNIES' TEAM.

Thos. Browne	134	144	203
Harry Taylor	166	135	149
A. Bozner	199	125	153
J. K. Stock	135	166	183
Norman Sullivan	137	142	152

Bowling at New York.

The following scores were rolled by members of the New York Florists' Club bowling team at Thum's alleys, January 11:

W. H. Siebrecht, Sr.	150	135	143
Jacobson	139	186	155
W. P. Ford	181	147	142
A. Donaldson	167	211	159
Fenrich	143	197	157
Miesem	190	155	188
Kakuda	177	169	139
C. W. Scott	145	111	134
Irwin	207	136	150

A. F. F.

There are only 38,000 plants left to be sold. Orders will be filled in rotation. We urge your ordering now.

"Mrs. Sarah Yeats"

The New Queen of Red Roses

Huge blossoms with soft velvety petals in a rare shade of brilliant red.

Buds come two to three inches long and open into big evenly petaled flowers.

Strong stems eighteen to forty-two inches without pinching with abundant rich green folige. Splendid shipping qualities.

A wonderful producer; $500.00 worth of blooms sold from 6,000 plants at Christmas time. Prices were from $2.00 to $9.00 per dozen.

Not an experimental rose, but one that has been successfully produced under ordinary greenhouse conditions and eagerly purchased by discriminating buyers in a fashionable town.

We offer this new commercial rose to our friends with confidence in its merits.

PRICES

$4.00 per doz.; $30.00 per 100; $250.00 per 1000.

A. L. RANDALL CO. Wabash Ave. at Lake St. **CHICAGO**

St. Louis.

SUPPLY SHORTENS AND PRICES ADVANCE.

Prices on nearly all kinds of stock continue on the upgrade occasioned by a shortening of supply and good business. Roses are scarce and prices high, especially Russell and American Beauty. The Killarney supply is also limited and those reaching the market are of very poor grade. A few Ophelia are to be seen and the quality is fine. Carnations are plentiful but prices remain firm at $3 per 100 for the best. Violets are also in ample supply and of good quality. There is a good call for narcissi and sweet peas move well, although the receipts are increasing daily. They are quoted at $1 and $1.50 per 100. The supply of jonquils is sufficient to balance a weak demand.

The Florists' and Nurseries' Employes' Union, No. 14,134, held its annual banquet at Mission Inn, January 9, about 30 members being present. The following officers were elected for the ensuing year: Henri Duernburg, president; J. L. McCloskey, vice-president; H. Y. Ellison, secretary; Marion W. Uhlschmidt, treasurer.

Fred Weber Jr. has called a meeting of the retail florists' association for the purpose of arranging various matters relating to the coming spring flower show. The date will be announced later.

Scruggs, Vandervoort & Barney had the largest December business in the history of the firm. Ed Westermann, manager, states the call for plants is so heavy he has difficulty in supplying the demand.

The wholesalers are cleaning up their counters daily. Some dissatisfaction with prices is reported but with the supply shortening improved conditions in this respect are looked for.

X. Y. Z.

CUTTINGS

Carnations Carnations

As Carnation lovers well know, I have always had a penchant for growing fancy Carnations, and am

AT IT AGAIN

in a small way, but the quality we are growing at Eureka, Calif., is

BETTER THAN EVER.

Only a few varieties to offer but these are all right with us.

Matchless (Ward)	$3.00 per 100	$25.00 per 1000
Mrs. C. W. Ward (Ward)	3.00 per 100	25.00 per 1000
Alice (Fisher)	3.00 per 100	25.00 per 1000
Belle Washburn (Bassett & Washburn)	6.00 per 100	50.00 per 1000

NOVELTY FOR 1917 DELIVERY

Cottage Maid (Ward) $12.00 per 100 $100.00 per 1000

Beautiful sport of Mrs. C. W. Ward; rivals Pink Sensation in size and more brilliant in color.

NOVELTY FOR 1918 DELIVERY

Crystal White (Ward) $12.00 per 100 $100.00 per 1000

As it grows with us at Eureka, Crystal White is all one can desire for a Fancy White Carnation. The color is there, the stem is there, the size is there, the substance is there, the fragrance, (pure strong Clove) is there, the vigor of growth, blooming, keeping and shipping qualities are all there and it is **PURE WHITE.**

Advance orders will be booked for 1918 delivery. Send your orders early.
Pacific Coast Stock Is Limited

We solicit orders from points west of Chicago only. Eastern territory can be better served from our Queens Carnation Houses.

ADDRESS ORDERS TO

COTTAGE GARDENS NURSERIES, Inc.

C. W. WARD, President

EUREKA, ... CALIFORNIA.

THE FLORISTS' SUPPLY HOUSE OF AMERICA.

ONLY THREE WEEKS MORE TO

ST. VALENTINE'S DAY

ONE OF THE BIG FLORAL DAYS OF THE YEAR.

Heart Shaped Boxes and Hamper Baskets, Corsage Cords, all colors; Red Heart Pins, Birch Bark Hearts with Arrows, Loose Gilt Arrows for Baskets and Flower Boxes, Chiffon Ribbons, all shades. Get our line of Novelties, display them. Boost the day. Get the business. Cherries and Cherry Leaves for Washington's Birthday.

GET OUR 1917 FOLDER. ALWAYS GOOD SERVICE; MODERATE PRICES.

H. Bayersdorfer & Co., 1129 Arch St., Philadelphia, Pa.

Columbus, O.

INAUGURATION DEPLETES STOCKS.

The fashionable florist shops enjoyed a phenomenal business incident to the inauguration of Ohio's new governor, January 8. Numerous floral gifts to the governor and his party and to other incoming officials, in the form of elaborate baskets, and corsage orders from ladies attending the grand ball, nearly cleaned up the cut flower stocks. From the florists' viewpoint this was the biggest event in years. Business has now settled down to a rather quiet stage, with very little scarcity of anything. Prices so far have suffered no serious decline. Carnations, which are plentiful, are bringing $1 a dozen. Zero weather is keeping growers busy in taking precautions against loss. Jonquils and freesias are now making their appearance, each selling for $1 a dozen. Pot plants are recovering from the dearth created by the holiday trade and are good sale. Hospital trade is large, but funeral work is somewhat below the normal for a period of extreme weather like the present.

NOTES.

F. M. Brownwell, manager of the cut flower department of the Livingston Seed Company, has severed his connection with that concern, after having been with it for 11 years. His future plans have not been announced, but it is understood that he is considering a new floral project of his own. W. W. Walker, a highly competent young man of some 18 years' experience, succeeds to the vacancy. He has been with the firm for some time, and just previous to going with them was with the Wilson Seed Company.

The magnitude of the order for the decoration of Memorial hall, where the governor's inaugural ball was held, oversized available local stocks and the business went to Cincinnati parties.

The renting of the Hartman Floral Shop's quarters to another line of business, following financial troubles, means the wiping out of a very pretty, modernly-appointed retail stand.

J.

WASHINGTON, D. C.—The business of O. A. C. Oehmler, 1329 G street, has been purchased by T. M. Dunbar and G. Wolt of Alexandria, Va., and will be conducted in the future as the Oehmler Floral Co., Inc., Mr. Oehmler continuing in the capacity of secretary and manager.

CARNATION CUTTINGS

PM QUALITY

Order at once for EARLY DELIVERY. First come, first served.

NEW VARIETIES.

COTTAGE MAID: Clear shell pink, sport of Mrs. C. W. Ward, possessing the same wonderful keeping and shipping qualities. **MERRY CHRISTMAS:** Color, intense deep scarlet; large flower, well formed, splendid stem and calyx, splendid keeper. **DORIS:** Color, brilliant maroon; vigorous grower, producing a succession of high grade blooms on long stiff stems; good calyx. **ROSALIA:** A true cerise pink; splendid grower and producer; a good commercial variety in every respect. **OLD GOLD:** Deep yellow with faint pink stripes; the earliest and freest flowering of all yellow varieties; a decided improvement over Yellow Prince. **All of the above varieties, $12.00 per 100; $100.00 per 1000.**

Last year's introductions and standard varieties; prices on application.

Send for our Plant Bulletin, this contains a complete description of all new varieties of Roses and other plants. A postal card will bring it.

S. S. PENNOCK-MEEHAN COMPANY,

The Wholesale Florists of Philadelphia

PHILADELPHIA, 1608-1612 Ludlow St. NEW YORK, 117 W. 28th St.
BALTIMORE, Franklin and St. Paul Sts. WASHINGTON, D. C., 1216 H St., N. W.

The Latest New Red Carnation

"CORNELL"

Originated with us five years ago, and successfully grown since then for a large retail trade. Very free bloomer, giving flowers in abundance for the Holidays. Good red color, medium size flower; splendid seller; lasts well and does not split. **Cuttings ready for delivery now.**

$6.00 per hundred; $50.00 per thousand.

IRA G. MARVIN, 23 S. Franklin St., Wilkes-Barre, Pa.

100,000 White and Pink Enchantress

Rooted Carnation Cuttings. Extra fine stock, ready for immediate shipment.

$1.75 Per 100; $14.00 per 1000.

PERCY JONES

56 East Randolph Street, CHICAGO, ILL.

Hamburg Late White Chrysanthemum

The examining committees of the Chrysanthemum Society of America scored Hamburg Late White as follows: Philadelphia, December 14, 88 points commercial; Boston, December 14, 83 points commercial; New York, December 18, 85 points commercial.

This picture was taken November 26, 1916, and will give a good idea of what **Hamburg Late White** looks like when grown to single stems and planted six inches each way.

Hamburg Late White is pure white under all weather conditions, and is a sport of White Maud Dean, but has no trace of pink as has the original.

The average grower of Chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible.

Hamburg Late White has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but for late white, one of the best for commercial purposes. It can be had in bloom the latter part of November, by taking an early bud; but by selecting later buds, most of the flowers are cut during December, and we would advise a selection of late buds, as the later buds come somewhat fuller, and by selecting late buds, flowers can be had as late as the middle of January.

Keeping qualities are excellent, and where a light, graceful white flower is wanted, **Hamburg Late White** cannot be surpassed.

Hamburg Late White will be disseminated in the spring of 1917. Plants will be ready April 1, 1917, and all orders will be filled in rotation.

Rooted Cuttings, $12.00 per 100; $100.00 per 1000.
2-inch pots, - 15.00 per 100; 125.00 per 1000.

WILLIAM F. KASTING CO.

568-570 Washington St., BUFFALO, N. Y.

Announcement

CHANGE OF ADDRESS

We wish to announce to our patrons that owing to our rapidly increasing business we have had to seek larger quarters, out of the congested district. Our new home is at 380-386 So. Los Angeles street, where we have a large three-story building with every facility to handle our trade.

We are well prepared to handle your business in

CUT FLOWERS, FLORISTS' SUPPLIES, SEEDS, FERTILIZERS, NURSERY STOCK AND SUNDRIES

ALL AT WHOLESALE

S. MURATA & CO.,

386 So. Los Angeles St., Oldest and Most Experienced Shippers in Southern California. **LOS ANGELES, CALIF.**

Los Angeles, Calif.

SUPPLY INCREASES—PRICES MODERATE.

Normal trade conditions still prevail, but there is considerable activity in decorations and funeral orders. The supply of good flowers is increasing and prices are not as high as a week ago. Roses and carnations are both better in quality.

NOTES.

S. Murato & Co. have taken a long lease of the Johnson building, 380-386 South Los Angeles street, where they will have two stores and a basement 50x145 feet. They have added seeds and fertilizers to their wholesale cut flower and supply business and will make a specialty of grass and clover seeds.

J. A. Norris & Son are enjoying good business at both the store and the nursery. At the latter establishment they have erected a glass house which will be devoted to palms and ferns. They make a specialty of bay trees of which they import large numbers.

Burt Cole, for many years associated with the nursery department of the Germain Seed & Plant Co., has been placed in full charge of that department. The position was formerly held by H. R. Richards.

Howard & Smith have a force constantly employed in making funeral designs and bouquets. This firm does considerable advertising, which accounts for their increased business.

Lily of the valley is in good supply at Wright's Flower Shop. Gardenias are also seen. This firm is usually busy in one department or another.

The Redondo Floral Co. reports a busy week, especially in decorations. Sweet peas of good quality are in plentiful supply here.

The Broadway Florists have been doing a big business in funeral orders. They now have a specialist in charge of this department.

Wolfskill Bros. & Morris Goldenson are getting their share of the business and have a varied stock of everything seasonable.

O. C. Saakes has been showing the first lilac of the season. Funeral orders are plentiful.

Visitor: George C. Roeding, Fresno, Calif. G. H. H.

FRAMINGHAM, MASS.—The postponed field day of the Boston Gardeners' and Florists' Club will be held January 20.

Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000
White Enchantress,	$3.00	$25.00
White Wonder, -	3.00	25.00
Matchless - - -	3.00	25.00
Enchantress Supreme	3.00	25.00
Peerless Pink, - -	3.00	25.00
Ward, - - - - - -	3.00	25.00
Washington, - -	$3.00	$25.00
The Herald, - - -	3.00	25.00
Victory, - - - -	3.00	25.00
Champion - - -	3.00	25.00
Aviator, Best Money Maker,	6.00	50.00
Thenanthos - - -	12.00	

MISCELLANEOUS PLANTS

PRIMULA MALACOIDES

2½ in.....3c each 4 in.....10c each
3 in..... ...5c each 5 in.....15c each

PRIMULA OBCONICA

4 in.....10c each 5 in.....15c each

CALCEOLARIA HYBRIDUM

Best strong plants, 2½ in.....7c each

CYCLAMEN

Full of bud and bloom, 5 in., 50c each; 6 in., 60c each; 7 in., 75c each.

CINERARIAS

Dwarf mixed, 3 in., 4c each; 4 in., 10c each.

BEGONIAS

Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

PYFER & OLSEM,

WILMETTE, - - - ILLINOIS.

Pittsburgh, Pa.

GOOD MARKET MAINTAINS PRICES.

Market conditions have been very satisfactory and prices held up very well during the past week. Roses have been somewhat scarce and there has been quite a demand especially in the shorter grades. Carnations have been moving well but have begun to arrive in quantities and prices have weakened to some extent. Paper Whites are plentiful and are selling at low figures, some at $15 per 1,000. Some very fine spring flowers are being received which find ready sale at good prices, being a change from the usual line of carnations, roses, American Beauties, etc.

NOTES.

Many bulb salesmen are visiting the local trade and if they are all successful in making sales there will be an oversupply of bulbous stock next year.

Wm. Turner is growing fine stock in the range of glass recently purchased from Arthur Jones.

Bert Luttle, formerly of Cleveland, is now with the G. P. Weaklen Co., of the East End.

John Harris, Mike Kronis and Mrs. Nick Harris are visiting relatives in Chicago.

Herman Zieger is now connected with P. S. Randolph & Son of Verona.

Zieger Co. finds ready sale for their exceptionally fine collection of birds.

Wm. Gallagher has recovered from an attack of la grippe.

, G. M.

PRINCETON, ILL.—Carl Erickson has added a large brick office and conservatory to his establishment, concrete walks throughout, making one of the show places of the state.

Seasonable Flower Seeds For Present Sowing

10 Per Cent Special Cash Discount.—On orders over $2.00 for Flower Seeds if the cash is enclosed. This discount does not apply to Asparagus Seed. Cash discount on this is 2 per cent.

Our Florist Catalog is now in the printer's hands and a copy will be mailed in a few days.

PANSY—Vaughan's International Mixture.

AGERATUM.

	Trade Pkt.	Oz.
Imperial Dwarf, Blue	$0.10	$0.40
Imperial Dwarf, White	.10	.40
Blue Perfection	.10	.60
Little Blue Star	.25	
Princess Victoria Louise	.10	.40

ALYSSUM.

Maritimum, Sweet Alyssum	.05	.15
Vaughan's Little Gem, extra fine strain, lb., $6.00	.10	.60

ANTIRRHINUM.

Golden King, yellow	.10	.50
Queen Victoria, pure white	.10	.50
Venus, apple-blossom pink	.10	.60
Delicate Pink	.10	.60
Vaughan's Special Mixture	.10	.60

ASPARAGUS.

Plumosus Nanus. Northern Greenhouse Grown. Per 100 seeds, 50c; 250 seeds, $1.00; 1,000 seeds, $3.50; 5,000 seeds at $3.25 per thousand.

Hatcherii. 100 seeds, 60c; 1,000 seeds, $3.00.
Sprengeri. 100 seeds, 15c; 250 seeds, 25c; 1,000 seeds, 75c; 5,000 seeds, $3.50.

ASTERS.

Queen of the Market Aster. White, Pink, Light Blue, Dark Blue, Scarlet, Flesh. Each of the above, ¼ oz., 25c; trade pkt., 10c; oz., 80c.

Queen of the Market, best mixed, trade pkt., 10c; oz., 60c.

BEGONIA.

	Trade pkt.
Gracilis Luminosa, foliage lustrous reddish brown, flowers fiery dark scarlet, 1-32 oz., $1.75	$0.25
Prima Donna, large transparent rose flowers, 1-64 oz., $2.50	.25
Vernon, red-leaved and red-flowered, oz., $2.00	.10
Melaine, white with pink edge	.25
Berna, foliage dark, flowers bright carmine red	.25
Erfordia, rosy carmine, 1/32 oz., 75c	.25
Double Tuberous Rooted, best mixed	.25

BELLIS.

	Trade Pkt.	Oz.
Vaughan's Mammoth Mixture	$0.25	$2.00
Mammoth, White, ⅛ oz., 35c	.25	
Mammoth, Pink, ⅛ oz., 35c	.25	
Longfellow, dark pink	.15	1.80
Snowball, double white	.15	1.80
Monstrosa, new giant double white, ⅛ oz., $1.00	.25	
Monstrosa, new giant double pink, ⅛ oz., $1.00	.25	
Double Red	.25	
Double Rosy White Quilled	.35	

CANDYTUFT

Giant Hyacinth-Flowered, Extra selected stock, lb., $5.00	.15	.50

CELOSIA

Cristata (Coxcomb): Dwarf President Thiers	.25	2.00
Dwarf Empress, crimson	.25	2.40
Dwarf Fire King	.25	
Pride of Castle Gould	.25	
Childsii, Chinese Wool Flower	.25	
Centaurea Candidissima, 1,000 seeds	.50	2.00
Cobæa Scandens, Purple	.10	.40
Scandens Flore Alba, White	.10	.80
Coleus, Vaughan's Rainbow Mixture, 1/32 oz., 75c	.25	
Extra Choice, large leaved mixed, 1/16 oz., $1.00	.25	
Large-leaved, Copper-colored	.25	
Lacinated and fringed	.25	
Cyperus Alternifolius, Umbrella plant	.15	1.00
Dracaena Indivisa, lb., $3.50	.10	.30
Indivisa Latifolia	.10	.40
Australis	.10	.50
Grevillea Robusta	.10	.50
Heliotrope, Mammoth Flowered, mixed	.25	1.50
Centifleur, Rich Purple	.25	
Lantana Hybrida, mixed	.05	.30
Bruant's New Dwarf Hybrids, mixed	.10	.40

LOBELIA.

Crystal Palace Compacta, true, ⅛ oz., 25c	.15	1.25
Speciosa, dark flowers and foliage	.10	.70
Emperor William, ⅛ oz., 25c	.10	
Hamburgia, ⅛ oz., 40c	.25	
Hybrida Sapphire, best for hanging basket	.25	

MIGNONETTE.

	Trade Pkt.	Oz.
True Machet, Vaughan's Selected Stock, ½ oz., 40c	$0.10	$0.75
New York Market, ⅛ oz., $1.00	.50	7.00
Myosotis, Vaughan's Early and Late Flowering	.15	.80

PANSY.

Vaughan's International Mixture. The World's Best, oz., $10.00; ¼ oz., $2.50; ⅛ oz., $1.50; Trade Pkt., 50c.

Vaughan's Giant Mixture. Oz., $4.00; ¼ oz., $1.00; ⅛ oz., 60c; Trade Pkt., 25c.

Send for list of separate varieties.

PETUNIAS.

Single Large Flowering Sorts.

	Trade Pkt.
Large-Flowering, finest mixed, 1/16 oz., $1.80	$0.25
Fringed, mixed, extra choice, 1/16 oz., $1.80	.25
Giants of California, true, 1/16 oz., $2.00	.25
Ruffled Giants, mixed, 1/32 oz., $2.00	.50
Triumph of the Giants	.50
Balcony Queen. Rich velvety violet with white blotches	.50
Vaughan's Best Mixture of Large-Flowering Single Petunias. Trade Pkt. (1,000 seeds), 50c; 3 pkts. for $1.35	

Large Double-Flowered Sorts.

Double Large-Flowering, extra choice mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1-64 oz., $3.25.

Double Large-Flowering Fringed, best mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1-64 oz., $3.25.

Vaughan's Special Mixture Double, extra choice, 1,000 seeds, $1.25, 500 seeds, 65c; 1-64 oz., $3.50.

Double Liliput, Rose, 1,000 seeds, 50c.

Double Liliput, blotched and striped, 1,000 seeds, 50c.

	Trade Pkt.	Oz.
Pyrethrum, Parthenifolium Aureum, Golden Feather	.10	.30

SALVIA SPLENDENS.

Clara Bedman	.25	2.00
Drooping Spikes	.25	1.80
Fireball	.25	2.50
Maroon Prince, rich plum purple	.25	

STOCKS.

Double Large-Flowering, Dwarf, German 10 weeks, Canary Yellow, Crimson, Brilliant Rose, Blood Red, White, Flesh. Each of above ⅛ oz., 35c	.25	
Extra choice mixed, ⅛ oz., 35c	.25	
Giant Perfection or Cut and Come Again. Sky Blue, Light Blue, Flesh, White, Dark Blue, Canary Yellow, Pink, Scarlet. Each of the above, ⅛ oz., 40c	.25	
Thunbergia, mixed	.10	.50
Torenia Fournieri Grandiflora	.15	

SWEET PEAS.

Write for special list.

VERBENA.

Defiance, brilliant scarlet	.10	.80
Mammoth, mixed	.10	.80
Mammoth, white, extra choice	.10	.80
Mammoth, Purple shades	.10	.90
Mammoth, striped on red ground	.15	1.50
Mayflower, beautiful pink	.10	1.00

Vaughan's Best Mixture of Verbena. Trade pkt., 25c; ¼ oz., 50c; oz., $2.00; 2 oz., $3.50.

Vinca Rosea, mixed	.10	.60
Rosea pink	.15	.60
Rosea Fl. Alba, white with pink eye	.15	.60
Rosea Alba Pura, pure white	.15	.60

Vaughan's Seed Store, 43 Barclay Street, NEW YORK. 31-33 W. Randolph St., 803 W. Randolph St. **Chicago**

Mention the American Florist when writing

Holyoke and Northampton Club.

The regular meeting of the Holyoke and Northampton Florists' and Gardeners' Club was held January 9 in the city hall, Northampton, Mass., upon invitation of C. E. Williams and G. W. Thornley. There was a good attendance, presided over by George Strugnell, newly elected president of the club. Committees were appointed to look up lapsed members and revise the by-laws.

G. H. Sinclair spoke entertainingly of an auto trip he made through New York state last fall, making special mention of the park systems of several cities and the noted nurseries at Rochester.

Carnation exhibits were made by F. D. Keyes & Son, Northampton, who showed a pleasing rose pink sport of Enchantress, and by G. H. Sinclair & Son, Holyoke, who staged a promising seedling, the result of a cross between Harry Fenn and Princess Dagmar. Butler & Ullman, Northampton, exhibited Sweet Pea Yarrawa and Rainbow freesias of excellent quality. The Smith College botanic garden showed Erlangea tomentosa and Coleus thyrsoidens.

H. E. D.

Get quality for your money. Get g
uine value. Get unfailing service.
these are yours when you deal with

CARNATIONS, Extra Fine Qualit

Roses, Valley, Easter Lilies, Paper Whites, Stevia

CATTLEYAS, CYPRIPEDIUMS, JONQUILS, FREESIA, TULIP

Price List:

AMERICAN BEAUTIES.		Per doz.
Specials		$8.00
36 to 40 inches		$6.00 to 7.50
30 inches		5.00
24 to 28 inches		3.00
RUSSELLS.		**Per doz.**
Extra Long		$5.00
Long		4.00
Medium		$2.00 to 3.00
Short		1.00 to 1.50
Hoosier Beauty, Scott Key, Milady, Richmonds		**Per 100**
	Long	$12.00 to $15.00
	Medium	8.00 to 10.00
	Short	5.00 to 6.00
Brilliants, Sunbursts, Ophelia		
	Special	15.00
	Long	10.00 to 12.00
	Medium	8.00
	Short	5.00 to 6.00
Aaron Wards, White Killarney, Killarney		
	Special	12.00
	Long	10.00
	Medium	8.00
	Short	4.00 to 5.00

For extra long special roses we charge accordingly.

MINIATURE ROSES.	Per 100
George Elgar	$3.00
Cecile Brunner	3.00
Baby Doll	4.00
Fireflame	$4.00 to 6.00

ORCHIDS.	Per doz.
Cattleyas	$6.00 to $7.50
Cypripediums	2.00
Phalaenopsis	1.50

CARNATIONS.	Per 100
Fancy	$4.00
Our selection	3.00
Splits	2.00

VALLEY.	Per 100
Extra Fancy	$8.00
Fancy	$5.00 to 6.00
Good	4.00

MISCELLANEOUS CUT FLOWERS.	P
Tulips	$ 5.00 to
Paper Whites	
Jonquils—Daffodils	4.00 to
Freesia	4.00 to
Romans	
Stevia	
Easter Lilies	
Violets	1.00 to
Sweet Peas	1.50 to
Snapdragon ....per doz..	1.00 to
GREEN GOODS.	**P**
Smilax ....per doz.	
Plumosus	
Sprengeri	
Adiantum	
Adiantum Hybridium	
Farleyense	$10.00 to
Galax gr. and br.	
Galax gr. and br. ....per 1,000.	
Leucothoe	
Mexican Ivy	
Flat Ferns	
Flat Ferns ....per 1,000	
Boxwood, per bu. 25c....case.	
Woodwardia Ferns	

FLORISTS' SUPPLIES

L-14—4-in. in diameter; 5-in. deep and 19-in. high.

Valentine Baskets

L-14 as illustrated, per dozen, $3.50.

Sphagnum Moss

Can supply you with all you need at **$1.25** per bale.

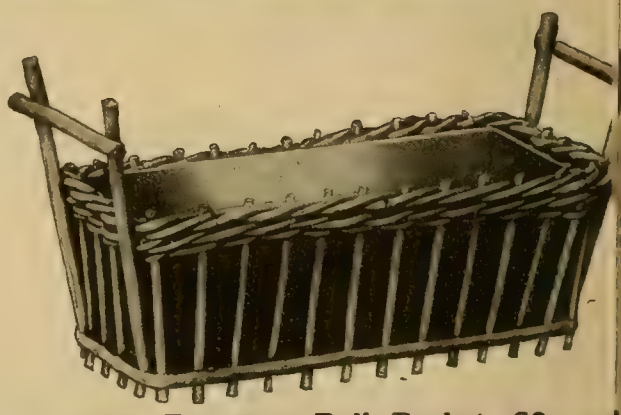
Greening Pins

10-lb. box for **$2.00.**

HUGHES'

Shamrock Box

Complete, **$25** per 100.



No. 207—Two-Tone Bulb Basket, 60c ea

POEHLMA

72-74 E. Randolph St.,

MISCELLANEOUS PLANTS.

	Each
Pandanus Veitchii, 4-in. pot	$0.35
" " 5-in. pot	$0.60 to .75
" " 6-in. pot	1.00
" " 7-in. pot	1.25
" " 8-in. pot	2.00
Rubber Plants, 5-in. pot	$ .50 to .75
" " 7-in. pots	1.50 to 2.00
Crotons, 5-in. pot, 60c to 75c each	
Asparagus Plumosus, 2½-in. pots, per 100	3.50
Asparagus Sprengeri, 3-in. pots, per 100	$ 6.00
" " 4-in. pots, per 100	10.00
Table Ferns, 2½-in. pots, per 100	3.50
" " 3-in. pots, per 100	8.00
" " 4-in. pots, per 100	15.00
Freesias, in pans	75c per pan.
Cyclamen	4-in. 35c.; 5-in., 50c each.
Azaleas	$1.00; $1.25 and $1.50 each.
Boston and Roosevelt Ferns, 5-inch	35c each.
Coleus, 2½-in	$3.00 per 100.

entias Western Headquarters Kentias

Largest and most complete stock offered in the West, in a healthy, strong and clean condition.

previous prices quoted on Palms are hereby cancelled.

IA FORSTERIANA SINGLE PLANTS.

	Leaves			Each
pots	5-6	28	inches high	$ 1.25
pots	6-7	32-34	inches high	1.50
pots	6-7	34-36	inches high	2.00
tubs	6-7	40-42	inches high	3.50
tubs	6-7	42-46	inches high	4.00
tubs	6-7	50	inches high	5.00
tubs	6-7	52-56	ins. high bv	7.00
tubs	6-7	60	inches high	8.00
tubs	6-7	60-65	inches high	12.00
tubs	6-7	8	feet high	40.00
tubs	6-7	9-10	feet high	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves	ins. high		Per doz.
4 inch pots	5-6	16-18	45c each	$5.00
6 inch pots	5-6	24	each	1.25
6 inch pots	5-6	28	each	1.50
8 inch tubs	5-6	42	each	5.00

Specimen plants, 15 inch tubs, $75.00 each.

KENTIA FORSTERIANA MADE UP PLANTS.

	Plants		Each
6 inch pots	3	26-28 inches high	$2.00
7 inch tubs	3	30-32 inches high	2.50
8 inch tubs	3	38 inches high	4.00
8 inch tubs	4	48-50 inches high	5.00
9 inch tubs	4	52 inches high	6.00
10 inch tubs	4	54 inches high	8.00

	Plants		Each
12 inch tubs	4	60-64 inches high	$12.00
12 inch tubs	4	66 inches high	15.00
15 inch tubs	4	6-6½ ft. high, heavy	25.00
15 inch tubs	4	75-80 inches high	30.00

ARECA LUTESCENS.

	Plants		Each
6 inch pots	4	bushy, 24-26 ins. high	$1.25

ASPIDISTRAS.

5 inch pots, 10-12 leaves, green	$1.00
6 inch pots, 16-20 leaves, green	1.50
5 inch pots, 10-12 leaves, var	1.50

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots	$10.00 per 100

LIVISTONA ALTISSIMA.

2¼ inch pots	$10.00 per 100

A Nominal Charge is Made for Packing.

N BROS. CO.

ng Distance Phone, Randolph 35. **CHICAGO, ILL.**

CARNATIONS

Big Crop Now On.

AMERICAN BEAUTIES

Our cut consists mostly of medium and shorter length stems, but very fine flowers.	Per doz.
Extra specials, extra long stems	$5.00 to $6.00
Stems 30 inches	3.00 to 4.00
Stems 18 to 24 inches	2.00 to 2.50
Stems 12 to 18 inches	1.00 to 1.50
Shorter lengths	50 to 1.00

RUSSELLS—The best in this market.	Per doz.
Specials, extra long	$2.50
Long	2.00
Good medium	$1.50 to 1.75
Good short	1.00 to 1.25

RED ROSES Rhea Reid and Richmond	Per 100
Long	$12.00 to $15.00
Good medium	8.00 to 10.00
Good short	4.00 to 6.00

Ophelia, Shawyer and Sunburst	Per 100
Long	12.00 to 15.00
Good medium stems	8.00 to 10.00
Good short stems	5.00 to 6.00

Pink and White Killarney, Brilliant	Per 100
Long	$10.00 to $12.00
Good medium	8.00
Good short	4.00 to 6.00

OUR SELECTION. Assorted Roses one-half white, in lots of 200 or more, at the rate of ..... $4.00 per 100

Cecile Brunner and Baby Doll

Per bunch of 25 buds $0.75

CARNATIONS

All colors, per 100 ..... $3.00 to 4.00

MISCELLANEOUS

PAPER WHITES	Per 100,	$3.00
JONQUILS	Per 100,	4.00
VALLEY	Per 100,	6.00
ASPARAGUS and SPRENGERI	Per 100, 2.00 to	3.00
GALAX, Green or Bronze, new crop, per 1000,		1.00
CHOICE COMMON FERNS	Per 1000, $2.50 to	$3.00

All other seasonable stock at market prices.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS SCARCE.

Stock of all kinds, with possibly one or two exceptions, is very scarce and the market is cleaned up at an early hour every day. The extreme cold below-zero weather of the past week had something to do with the present market conditions, but the demand has also been good, consequently what little stock was offered found ready sale and caused a shortage, as was predicted in this column last week. The shortage appears to be general throughout the country, especially in the east, for many large orders have been received from that section the past few days. Roses are most scarce, especially red, and it is impossible to fill anywhere near the demand. American Beauty roses are bringing high prices for January, and there is never any surplus when the stores close for the day. Mrs. Chas. Russell roses are in short supply and what few are offered are selling quickly at top notch figures. White roses are none too plentiful, but are not moving as well as the colored varieties and while they clean up satisfactorily, prices might be a whole lot better. Carnations are selling better than they have at any time this season and are bringing higher prices, which should please the growers, for the carnation returns so far this season have been anything but satisfactory compared to former years. Sweet peas are reaching the market in large supply, but are in brisk demand at good prices. Violets, both the home-grown singles and New York doubles, have not sold any too well as far as prices are concerned during the past week, but are selling at more satisfactory figures at this writing, owing to the shortage of other stock. Orchids and gardenias are moving nicely and the same holds true for lily of the valley. Paper White narcissus is about the only item that is not selling as well as it should, considering conditions, but it is expected that it will come in for its own before the week is over. Lilies and callas have sold better this week than they have for some time and are now rather scarce. Tulips and freesias are more plentiful but are having a good call and clean up fairly well right along. Jonquils, snapdragons, daisies, daffodils, Romans, mignonette, statice, bouvardia, stocks, iris, sweet alyssum, pussy willows, forget-me-nots, stevia, calendulas, candytuft, feverfew and pansies, are included in the many offerings and are in brisk demand. Green goods are in large supply but at times one or two items are found to be scarce.

PERCY JONES
INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

MAGNOLIA LEAVES

Green and Bronze—$1.20 per carton.

Chicago's Largest Dealers in Decorative Greens

NOTES.

W. D. Desmond, who has been engaged in the retail florist business at Minneapolis, Minn., for many years, has accepted a traveling position with Poehlmann Bros. Co. and is now calling on the trade in the northwest. Mr. Desmond is well and favorably known through his former connection and his many friends wish him every success in his latest undertaking.

The stores at the northwest corner of Wabash avenue and Van Buren street, one of which is now occupied temporarily by George Perdikas, have been leased by William C. Lobenstine to the Independent Drug Company for a period of two years at a term rental of $175,000. The drug company expects to open for business at this location on or before March 1.

HEAVY CROP
CARNATIONS

All the Best Old and Newer Varieties in RED, WHITE and PINK.

You can always get what you want here and it is well to remember when ordering that we have positively the best stock in the Chicago market at the prices quoted.

Buy Direct From The Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

	Per doz.
AMERICAN BEAUTIES	
48 to 60-inch stems	$5.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

	Per 100
RICHMOND	
Specials	$12.00
Select	10.00
Medium	8.00
Shorts	5.00

	Per 100
MILADY	
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

		Per 100
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia	Specials	$12.00
	Select	10.00
	Medium	$6.00 to 8.00
	Short	4.00 to 5.00

	Per 100
ROSES, OUR SELECTION	$4.00
Carnations, fancy	3.00
Harrisii .....per doz., $12 50 to $15 00	
Valley	6 00
Violets	1 00 to 1 50
Stevia	1 50 to 2 00
Sweet Peas	1 50 to 2 00
Smilax .....per doz. strings	2 00 to 2 50
Adiantum	1 00 to 1 50
Asparagus, per bunch.....50c to 75c	
Ferns, per 1000..... .....$3.00	
Boxwood .....per bunch, 25c	
Galax, bronze and green, per 1000, $1 25	
Leucothoe Sprays	75c to 1 00

2,000,000 Feet of Modern Glass

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Mr. and Mrs. E. C. Amling, daughter Gertrude and son Harold, will leave January 26 for a visit at Orange, Calif., lasting until April 1. Mr. Amling has shipped his car ahead and will spend considerable time with his family touring through the more picturesque sections of the state. Mr. and Mrs. Amling celebrated their twenty-fifth wedding anniversary, Monday, January 14. H. N. Bruns and John Michelsen were among those present. Mr. and Mrs. Bruns and daughter will accompany the Amling party to California.

Felix Reichling says that Peter Reinberg has had several calls from eastern points for stock this week, principally roses. Orders for rooted carnation cuttings are numerous and every mail is bringing in new ones.

Herman W. Rogers, for twelve years with Weiland & Risch, said good-bye to as many of his friends as possible this week before leaving for Detroit, Mich., January 16, which city he will make his future home.

CUT FLOWERS

CURRENT PRICE LIST.

BEAUTIES.	Per dozen
Stems 12-inch to 48-inch	$1.50 to $6.00

RUSSELLS	Per 100
Short and medium	$8.00 to $15.00

ALL OTHER ROSES OBTAINABLE IN THE CHICAGO MARKET.

	Per 100
Short, medium and select	$4.00 to $10.00
Roses—Our selection	4.00

Extra specials billed accordingly.

CARNATIONS	Per 100
Fancy	$3.00
Good	$1.50 to 2.00

MISCELLANEOUS.	Per 100
Violets	$1.00 to $ 1.50
Valley	6.00
Easter Lilies	12.50 to 15.00

TRY US NOW

MISCELLANEOUS—Cont.	Per 100
Stevia	$2.00
Yellow Narcissus	4.00 to 5.00
Calendulas	2.00 to 4.00
Paper Whites	3.00
Snapdragons .....per bunch	.75 to 1.00
Mignonette	6.00
Callas .....per doz.	2.00
Sweet Peas	1.00 to 1.50

GREENS.	
Asp. plumosus sprays...bunch	$0.35 to $0.50
Sprengeri .....per bunch	.35 to .50
Adiantum .....per 100	1.00
Fancy ferns.....per 1,000	2.50 to 3.00
Galax leaves .....per 1,000	1.25
Boxwood .....per lb.	.25
Mexican Ivy	1.00
Leucothoe Sprays	.75

SUPPLIES

Corsage Shields, Pins, Baskets, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads, Etc.

O. A. & L. A. Tonner

30 E. Randolph Street, Phone, Central 6284. **CHICAGO, ILL.**

BEAUTIES-ROSES
CARNATIONS

Wonderful Crop. Place Your Regular Orders With Us.

Current Price List-- Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per Doz.
48 to 60-inch stems	$5.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00

RICHMOND.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short stems	4.00

MRS. CHAS. RUSSELL.	Per 100
Fancy stock	$10.00 to $20.00

PINK KILLARNEY, WHITE KILLARNEY, KILLARNEY BRILLIANT, SUNBURST, OPHELIA.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short Stems	4.00

MINIATURE ROSES.	Per 100
Baby Doll	$3.00
Elgar	3.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy	$2.50
Good	$1.50 to 2.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	2.50
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.25

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

Poehlmann Bros. Co. has installed a machine in the supply department for the manufacture of wire greening pins and is now in a position to supply other dealers as well as its own trade. T. E. Waters says that a machine has also been installed at Morton Grove for making the loops in wire frames, which will enable his house to turn out a larger quantity at a much less expense than heretofore. Tom Conlon, superintendent of Poehlmann's plant range at Morton Grove, reports that over seven tons of wrapping paper, valued at $25 per ton, were used in making Christmas plant deliveries and that notwithstanding the fact that every precaution was taken in packing to avoid freezing, many complaints in regard to frozen shipments were received.

Albert Lies, Chris Blaumeuser, E. H. Blaumeuser, James Poulsen, Nick Damm, Matt Mann and Allie Zech took in the sights at the J. D. Thompson Carnation Co.'s greenhouses at Joliet, Thursday, January 11, where the new flesh pink carnation, Superb, was the center of attraction. Everyone in the party was most favorably impressed with this variety and several of the party have signified their intention of growing it next season. P. W. Peterson, superintendent of the Thompson Greenhouses, also escorted the visitors though the state penitentiary.

William Johnson, for many years in the employ of A. L. Vaughan & Co., will be married in the near future. "Bill" has always been fond of the ladies and the news, while a surprise to many, might be expected for it would be impossible for such a fine fellow to remain single for any great length of time. He is one of the last of the "clan" to submit to the inevitable.

A. T. Pyfer & Co. are handling large quantities of fancy long stemmed Killarney and White Killarney roses from Pyfer & Olsem's greenhouses at Wilmette. Sweet peas are also seen in good supply at this establishment.

H. E. & C. W. Krebs, of Cedar Rapids, Ia., have placed an order with the American Greenhouse Manufacturing Co. for a large new Agmco greenhouse.

August Juergens' many friends are pleased to know that he has recovered sufficiently from his recent operation for appendicitis to be able to be about again.

John Degnan is busy at Winterson's Seed Store, preparing the retail and wholesale catalogues, which will be ready for mailing soon.

J. S. Wilson, Jr., and A. J. Zwart, new proprietors of the Alpha Floral Co., Des Moines, Ia., were here on business this week.

Herman Schuettler, new chief of police, was formerly proprietor of the Pyfer & Olsem greenhouses at Wilmette.

Chas. London, with M. Weiland, Evanston, is happy as can be this week. It's a baby boy.

Southern Wild Smilax

$2.50 Per Case.

Holly, standard case	$2 25 per case
Fadeless Sheet Moss, 100 square feet	3 50 per bag
Natural Sheet Moss, 100 square feet	1 75 per bag
Southern Grey Moss, 25 pounds	2 50 per bag
Long Needle Pines, assorted 2 to 4 feet	1 25 per doz.

Caldwell The Woodsman Co., Evergreen, Ala.

WANTED-SWEET PEAS

Can handle regular shipments of Sweet Peas to good advantage on consignment as well as all other seasonable stock. I have a big Violet trade and also receive many calls for Sweet Peas, which at present I am not handling. If you have any stock you would like to consign to me, do not stop to write but start shipping immediately. Checks weekly.

M. C. GUNTERBERG, 158 N. Wabash Ave., Chicago

OUR POLICY

IS TO GIVE ALL OF OUR CUSTOMERS THE BIGGEST VALUE POSSIBLE FOR THEIR MONEY. TRY US ON

BEAUTIES-ORCHIDS-ROSES-CARNATIONS SWEET PEAS-LILIES-VALLEY-GREENS-ETC.

CURRENT PRICE LIST—Subject to Change without notice.

AMERICAN BEAUTY	Per doz.
Extra long stems	$6.00
Stems 48 inches	5.00
Stems 30 to 36 inches	4.00
Stems 24 inches	3.00
Stems 18 to 20 inches	2.00
Stems 12 inches	1.50
Short Stems	100, $6.00

MRS. CHAS. RUSSELL	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES	
Richmond, special	$12.00
" select	10.00
" medium	8.00
" short	$4.00 to 6.00
Milady, special	$12.00
" select	10.00
" medium	8.00
" short	$4.00 to 6.00
Killarney Brilliant, special	$12.00
" " select	10.00
" " medium	8.00
" " short	$4.00 to 6.00
Ophelia, special	$12.00
" select	10.00
" medium	8.00
" short	$4.00 to 6.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	6.00
" " short	4.00
Killarney, special	$10.00
" select	8.00
" medium	6.00
" short	4.00
Mrs. Ward, special	12.00
" " select	10.00
" " medium	8.00
" " short	$4.00 to 6.00
Sunburst, special	12.00
" select	10.00
" medium	8.00
" short	$5.00 to 6.00
Cecile Brunner	2.00 to 3.00
Elgar	2.00 to 3.00
Baby Doll	2.00 to 3.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	
Red	$4.00
White or Pink	$2.00 to 3.00

ORCHIDS.	Per doz.
Cattleyas	$7.50

Vandas, fine large sprays, 25c per flower.

Oncidiums, Cypripediums, Phalaenopsis, etc., at market prices. Most complete line of orchids in the city.

MISCELLANEOUS.	Per 100
Violets	$ 0.75 to $ 1.00
Valley	6.00
Easter Lilies	10.00 to 12.50
Stevia	2.00
Calendulas	3.00 to 4.00
Paper Whites	2.00 to 3.00
Daisies	.75 to 1.50
Snapdragons, per bunch	.75
Mignonette	6.00
Romans	3.00
Callas, per doz.	1.50 to 2.00
Sweet Peas	1.00 to 2.00
Jonquils	3.00 to 4.00
Tulips	3.00 to 4.00

GREENS.	
Asp. plumosus, per string	$0.50 to $0.75
Asp. plumosus sprays, bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Adiantum, per 100	.75 to 1.00
Smilax, choice, per doz.	1.50 to 2.00
Fancy ferns, per 1,000	2.50
Galax leaves, per 1,000	1.25
Wild Smilax, per case	5.00
Boxwood, per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 CHICAGO

CARNATIONS

Seventy-five expert growers make it possible for us to supply you with the best stock in all the leading varieties obtainable in the World's Largest Wholesale Cut Flower Market.

Extra Fine Supply of Tulips, Narcissi, Freesias.

All other choice seasonable stock including a large number of Pussy Willows now in good demand for basket work, decorations, etc.

Order Here—You Can't Do Better Elsewhere—Often Not Nearly As Good.

Mention the American Florist when writing

STOP LOSING MONEY.

You can prevent your losses on Cut Flowers by always buying strictly fresh stock from

A. T. PYFER & CO.

—Wholesale Florists—

30 E. Randolph Street, - - CHICAGO, ILL.

Long Distance Telephone—Central 3373.

Kennicott Bros. Co. increased its capital stock from $10,000 to $25,000 at a meeting of the stockholders held Wednesday, January 17. The additional capital is all paid in and will be used to enlarge the business along plans that they have in mind and which will no doubt be made public some time in the future. The firm also declared its usual annual 20 per cent dividend and carried over $15,000 in the reserve fund. Officers of the Kennicott Bros. Co. are: H. B. Kennicott, president and treasurer; F. K. Reilly, vice-president, and J. E. Pollworth, secretary.

Otto Goerisch, of the A. L. Randall Co.'s cut flower department, says that practically everyone has figured out that his initials are the fifteenth and seventeenth letters of the alphabet so he might as well admit that he is the one that is going to join the ranks of the benedicts. The young lady's name is Miss Maeta Martens and the date of the wedding is set for Saturday, January 20.

Mrs. John Borden and Mrs. James B. Waller are in charge of the booth for the Mary Borden Turner hospital at the Allied Bazaar now being held in the Coliseum for which twenty flower girls are working among the throngs. Practically all the wholesale growers donated liberally to the good of the cause, notwithstanding that stock in general is scarce at present.

Bassett & Washburn received an order from a grower at Havana, Cuba, this week for 500 rooted cuttings of their new scarlet carnation, Belle Washburn. Last year they received an order for this variety from a grower in the Orient who read their advertisement in THE AMERICAN FLORIST.

Arthur C. Leedle, of The Leedle Rosary, Springfield, O., was a visitor in the wholesale market, January 11. Paul Klingsporn, manager of The Chicago Flower Growers' Association, escorted him through some of the loop retail stores during his stay here.

The A. A. Arnold Paper Box Co. has a good supply of Valentine boxes ready for immediate delivery. The box is printed in two colors, red and gold, with the red heart embossed, and is used extensively by all the leading retail florists on this occasion.

Wietor Bros. report a good demand for carnations this week with a grand cleanup in all varieties. American Beauty roses are in exceptionally brisk demand, but the supply is so limited that it is impossible to fill any but the regular orders.

James McLaughlin, with the J. M. Gasser Co., Cleveland, O., was here on his first visit to this city January 16. He says that his firm will add two large Lord & Burnham greenhouses to its range next spring.

The Raedlein Basket Co. is offering a heart-shaped handle basket for Valentine day which should be a winner. A red heart on the basket itself makes it doubly attractive.

James Barnard is now in the employ of Adolph Malchow, 3745 North Clark street. Louis Bauscher, who was with Mr. Malchow, has returned to Freeport.

Fred Schramm, of Park Ridge, is serving on the jury. He will grow the J. D. Thompson Carnation Co.'s fine new blush pink carnation, Superb, next season.

Percy Jones is handling a large supply of calendulas but the demand is so heavy for them that there is never any surplus after the day's orders are filled.

Henry Kruchten is suffering from blood poisoning in the left hand, but is on the job as usual at the John Kruchten Co.'s store.

It is rumored that another one of the local wholesale houses is planning on moving into a new location. Particulars later.

John Harris, Mike Kronis and Mrs. Nick Harris, of Pittsburgh, are guests of George Manos, the Union Depot Florist.

Miss Frieda Poehlmann is learning how to drive a car and is treating all her friends to a ride in her Winton Six.

O. A. & L. A. Tonner are offering as fancy a grade of callas as there is obtainable in this market.

Chas. Bond donated several orchid plants to the Allied Bazaar now being held in the Coliseum.

Chas. Samuelson expects to make a trip to Idaho immediatetly after St. Valentine's day.

Robert Newcomb, of the American Bulb Co., is back from an out-of-town business trip.

SOUTHERN WILD SMILAX

$2.50 PER CASE.

Holly, standard case	$2 25
Dyed Sheet Moss, per bag 100 square feet	3 50
Natural Sheet Moss, per bag 100 square feet	1 75
Long Needle Pines, assorted sizes 2 to 4 feet, per doz.,	1 25
Grey Moss, 25-lb. bags, per bag	2 50

E. A. BEAVEN, Evergreen, Ala.

Mention the American Florist when writing

FANCY DOUBLE VIOLETS FOR VALENTINE DAY.

Make arrangements with me for your Valentine supply.

M. C. GUNTERBERG.
158 N. Wabash Ave.,
Chicago, Ill.
Phone.
Central 3067

If you want good stock and good treatment

Send Your Orders for

ROSES, CARNATIONS

Valley, Sweet Peas, Lilies, Narcissi, Jonquils, Violets, Calendulas, Snapdragons, Freesia, Stevia, Tulips, Mignonette, Daisies, Pansies, Feverfew, Romans and all other seasonable stock. Also Greens such as Ferns, Asparagus Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood

To Chicago's Most Up-to-date and best located Wholesale Cut Flower House

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

The A. L. Randall Co. has made arrangements with J. E. Yeats, of Champaign, to distribute his new rose, Mrs. Sarah Yeats, and is now ready to book orders for same. Mr. Yeats advertised this variety in several of the recent issues of THE AMERICAN FLORIST, consequently it is known to every rose grower of any importance throughout the entire trade.

F. L. Eagleston, proprietor of the store known as the Flower Craft, 1514 Hyde Park boulevard, broke his right wrist while cranking his Ford, Friday, January 12.

Visitors: Tom Best, of the Stuppy Floral Co., St. Joseph, Mo.; R. E. Jones, with the Advance Co., Richmond, Ind.; Jac M. Jansen, with C. Keur & Son, Hollegom, Holland; Julius Dilloff, with Schloss Bros., New York; Peter Freeman, Aurora.

Nashville, Tenn.

BUSINESS GOOD AND PRICES SATISFACTORY.

The supply of stock continues good, although some of the growers report a shortage in roses, some of the varieties being off crop at the present time. There are, however, very good Killarney, Russell and a few American Beauty, sufficient of all to supply the demand. Sales continue good with a brisk call for plants and prices are satisfactory. The best sellers are the bulbous varieties, hyacinths and narcissi being much sought after. Violets grown in cold frames have been plentiful but the cold weather we are experiencing at present will affect the supply for a few days, but they will be the leaders for Valentine's day. The local trade are looking forward to this event as the next great rush before the Lenten season, which, although it does not seriously affect the social activity in this city, its presence is felt nevertheless.

NOTES.

Geny Bros. have a nice lot of sweet peas which are beginning to come in. Their violets are also in plentiful supply as are Bermuda lilies and lily of the valley. Roses are scarce.

The Joy Floral Co. has on hand an abundant supply of Cattleya Trianae and a few good American Beauty. Other varieties of roses are quite plentiful and they are doing a good business. The carnations here are also fine and while plentiful are not in oversupply.

McIntyre Bros. and Haury & Sons had very pretty blooming plants in the market house despite the freezing weather January 13, and had good sales. The cyclamens were especially popular.

M. C. D.

SWEET PEAS

SWEET PEAS

Best Orchid Flowering varieties in quantity large enough to supply all demands. Fine for corsage work.

SPRING FLOWERS

Jonquils, Tulips, Freesias, Narcissus, Mignonette, etc. Spring flowers are always in brisk demand so have a supply of our quality stock always on hand.

If you are not receiving our price list regularly, kindly notify us immediately so we can add your name to our mailing list now.

A. L. RANDALL CO.

Wholesale Cut Flowers—Florists' Supplies.

Wabash Av. and Lake St., . CHICAGO

SWEET PEAS

SWEET PEAS

Mention the American Florist when writing

Order Your Supply Now!

Make Your Selection of These Six Special Offers and Let Us Have Your Orders as Early as Possible.—Do it today if Convenient.

Plant Baskets.

No. 1—$18.00.
12 Plant Baskets for plants ranging in size from 5 to 10-inch pots.

No. 2—$12.00.
12 Plant Baskets for plants ranging in size from 5 to 10-inch pots.

No. 3—$8.00.
12 Plant Baskets for plants ranging in size from 5 to 10-inch pots.

Cut Flower Baskets.

No. 1—$7.50.
25 Baskets for short-stemmed cut flowers.

No. 2—$15.00.
25 Baskets for medium-stemmed cut flowers.

No. 3—$19.00.
25 Baskets for long-stemmed cut flowers.

Willow and Reed used exclusively in our Baskets. Prices include liners.

WRITE FOR OUR NEW CATALOGUE.

RAEDLEIN BASKET COMPANY

713 Milwaukee Ave.. CHICAGO

Fort Wayne, Ind.

Business has held up well since the holidays and the demand continues with a well balanced supply. Funeral work has been heavy and there has been an unprecedented demand for flowers for numerous social functions. Present offerings include fine antirrhinum, Paper White narcissus, sweet peas, violets, orchids, tulips and calla and rubrum lilies.

NOTES.

The florists' club held its first banquet at the English tea room, January 4, covers being laid for 17. The decorations of the room were very handsome and consisted of French baskets filled with Shawyer roses, snapdragons, sweet peas and primroses. Miss Rhoda Doswell presided as toastmistress and responses were made by various members of the club. A. W. Herre, of Poehlmann Bros. Co., Chicago, was an out-of-town guest. The meetings will hereafter be held on the first Tuesday of each month, the February meeting at F. J. Knecht & Co.'s greenhouses.

A recent wedding of unusual interest to the florists of this city was that of Miss Rhoda Doswell, of the Doswell Floral Co. and president of the florists' club, to Henry J. Wickman of St. Louis. After a western trip the couple will make their home in that city. The bride was one of the best known local florists and decorators and her many friends wish her every happiness.

Christ. Winterich, of Defiance, O., shipped some exceptionally fine poinsettias to this market for the holiday trade. He has demonstrated the fact that he can grow fine poinsettias as well as cyclamens.

Among the local florists who will attend the annual meeting of the American Carnation Society at Indianapolis, January 31-February 1, is W. J. Vesey, Jr., president-elect of the State Florists' Association of Indiana.

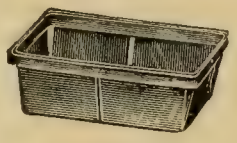
W. J. & M. S. Vesey are expecting shortly to receive a shipment of 5,000 orchid plants of many varieties from South America. This firm already has one of the foremost orchid collections in the United States.

The coal problem continues to be a serious one. Prices are beyond reason and deliveries of an adequate supply are hard to obtain at any price.

F. J. Knecht & Co. have purchased a fine new delivery car. H. K.

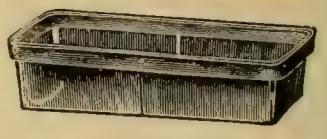
Pansy and Verbena Baskets

Their use assures the Florist and Greenhouse man the largest cash return for their plants.



Small size No. 0.
9 in. long, 6 in. wide, 3 in. deep.
Nested 500 in a crate.
Price, $9.00 per 1000.

Wire handles detached, $2.00 per 1000 extra.

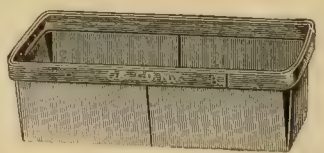


Large size No. 2.
13 in. long, 7½ in. wide, 3½ in. deep.
Nested 250 in a Crate.
Price, $17.00 per 1000.

Samples sent free upon request.

G. P. READ, Inc., 199 Duane St., New York

"Arrow Brand" PANSY BASKETS



THE BEST!

Small size, measure 9 inches long, 6 inches wide, 3 inches deep, put up 500 in a crate, per 1000.... **$ 9.00**

Large size, measure 13 inches long, 7½ inches wide, 3½ inches deep, put up 250 in a crate, per 1000.... **15.00**

Detachable wire handles for either of the above, per 1000.... **2.50**

Orders entered now either for immediate or future shipment.
Have other sizes. Send for descriptive circular.

COLES & COMPANY, 115 Warren St., New York, N. Y.
ESTABLISHED 1884 INCORPORATED 1911

ALBANY, N. Y.—L. Menand, florist, is extending a greeting to his many customers and friends on the occasion of the seventy-fifth anniversary of the establishment of the business.

ERNE & KLINGEL

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone, Randolph 6578 CHICAGO, ILL.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

RED CYCAS LEAVES.

Sizes.	Pkg. of 10	Per 100
8 to 12 inches	$0.45	$3.50
12 to 16 inches	.60	5.00
16 to 20 inches	.75	7.00
20 to 24 inches	.95	9.00

(50 Cycas at 100 rate—10 to pkg.)

CREPE PAPER AND POT COVERS.

	Per Doz.	Per 100
Waterproof (all colors)	$2.50	$20.00
Pebbled, pleated (all colors)	2.00	15.00

PINE CONES.

Extra choice quality, with stems and most desirable of all kinds of Xmas decorations.
Price per 100.....only $1.50

Get Our List of Other Supplies.

GEO. H. ANGERMUELLER,
Wholesale Florist
1324 Pine St., St. Louis, Mo.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
174-6 N. Wabash Ave., CHICAGO
L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing

Joseph Ziska & Sons

151-153 N. Wabash Ave., CHICAGO
Wire Designs and Wholesale Florists' Supplies

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen
Roses, Beauty, specials	$6 00@ $7 50
" " 36-in.	5 00
" " 30-in.	3 00@ 4 00
" " 24 in.	2 00
" " 20-in.	1 50
" " 18 in.	1 00
" " short.....per 100,	6 00@ 8 00
" Mrs. Chas. Russell	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	4 00@15 00
" Killarney	4 00@12 00
" White Killarney	4 00@12 00
" Richmond	5 00@15 00
" Prince de Bulgarie	5 00@15 00
" Rhea Reid	5 00@15 00
" My Maryland	4 00@12 00
" Mrs. Geo. Shawyer	5 00@15 00
" Milady	5 00@15 00
" Sunburst	5 00@15 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	5 00@15 00
" Ophelia	5 00@15 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	5 00@15 00
" Tipperary	4 00@12 00
" Francis Scott Key	5 00@15 00
" Bayard Thayer	5 00@20 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	3 00@ 4 00
Cattleyas....per doz.	6 00@ 9 00
Vandas.....25c per bloom.	
Freesias	2 00@ 4 00
Gardenias....$2 00@$4 00 per doz.	
Sweet Peas	1 50@ 2 50
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons.$1 00@$2 00 per doz.	
Violets	75@ 1 50
Lilium Harrisii	12 50@15 00
Valley	6 00@ 8 00
Adiantum Croweanum	1 00
Jonquils	4 00@ 5 00
Daffodils	4 00@ 5 00
Romans	3 00@ 4 00
Mignonette	6 00@ 8 00
Bouvardia	4 00@ 8 00
Pansies.....per bunch, 10c@15c	
Stevia.....per 100	1 50@2 00
Paper Whites..per 100	2 00@3 00
Ferns..... per 1000,	2 50@ 3 00
Galax..... "	1 00@1 25
Leucothoe	75
Mexican Ivy....per 1000,	5 00@6 00
Plumosus Strings..each,	60@ 75
Smilax.....per doz.,	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c lb., per case	8 00
Wild Smilax.....per case,	$5 00

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

George Reinberg

Wholesale Florist

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

ZECH & MANN

Wholesale Florists

30 East Randolph St., - - Chicago
Telephone Central 3284

HOERBER BROS.

Wholesale Growers of Cut Flowers

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave., Chicago

WEILAND & RISCH
SHIPMENTS EVERYWHERE — GROWERS AND SHIPPERS — IMMEDIATE DELIVERIES
CUT FLOWERS
154 NO. WABASH AVE., CHICAGO
PHONE CENTRAL 879

Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 No. WABASH AVE., CHICAGO
Telephone Central 466

Beauties-Lilac-Gardenias

Three items that are in good demand now. If you place your order with us we can assure you of good quality, the lowest market price and we are in a position to fill your orders on short notice.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

ROSE SUPPLY LIMITED.

The season is on in earnest, there being many fashionable balls, dinners, and other entertainments, at which the floral decorations are quite up to or above the average of previous years. The supply appears not to have increased over that of last, which fell considerably below the demand. Roses are particularly scarce as many more could be used and sold to advantage. Nearly all the houses have orders for total shipments before they arrive. Easter lilies are in good supply. Pink Japan lilies are now a standard stock as they come along with great regularity and are much in demand, particularly when other stock is scarce. White lilac is fine and a good seller. Carnations are more plentiful than last year at this time, but the market takes them and calls for more, particularly the pink shades. Cattleyas are not overly plentiful. Lily of the valley hangs fire and is not up to its best in quality. Freesia is in and white buddleia is a novelty that looks as if it had merit. Violets are in good supply. Very good sweet peas are seen and many more promised before long.

NOTES.

A. B. Cartledge, of Pennock Bros., in speaking of Christmas roses, stated that they had never handled better American Beauties than this season; they made special arrangements with their dealers that the growers were to be instructed to let the blooms to fill their orders come to bursting buds or even partially open before they were cut. These were packed and marked for them at the greenhouses, arrived in splendid condition and gave the greatest satisfaction. Mr. Cartledge claims that roses cut right for shipping are not fit for city sales; their experience is that many do not open, and if they do, are then off color. When tight buds are delivered to be used in the dwelling, they wilt down in the dry air of the house before they expand, being too young to open out and mature.

Frank Birnbrauer, Second avenue and Oak Lane, met with a severe loss January 10. A fire breaking out in his boiler and packing shed, discovered at 4 a. m., consumed the shed, his auto car stored there, and the adjoining ends of the three houses that comprised the plant. The loss is total, as it was impossible to save any of the stock, that not burned freezing immediately as the fire was put out. There was no insurance. Mr. Birnbrauer and his son, who assisted him, have taken positions with John Stephenson of York road until spring, when the houses will be rebuilt. Mr. Birnbrauer has the sympathy of the craft in his great loss. It is supposed the fire caught from an imperfect flue.

The Robert Craig Co. has recovered from the damage to the boiler house last week and has everything in working order again. A splendid stock for Easter is under way. They will be particularly strong in rambler roses, lilies and hydrangeas. K.

BEAUTIES-RUSSELL AND OPHELIA ROSES VALLEY AND VIOLETS

and all other flowers in season. Ferns, Galax, Magnolia Leaves, Asparagus, Adiantum, Etc.

H. G. BERNING,

WHOLESALE FLORIST

1402 PINE STREET, ST. LOUIS, MO.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street. PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Jan. 17.	Per 100
American Beauty, per doz.	1 00@ 6 00
Roses, Killarney	3 00@12 00
" Mrs. Chas. Russell	8 00@10 00
" Ophelia	8 00@12 00
" Richmond	4 00@15 00
" Sunburst	4 00@12 00
Carnations	2 00@ 3 00
Lilium Giganteum	10 00@12 50
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Narcissus	2 00@ 3 00
Violets	75@ 1 00
Sweet Peas	75@ 1 00

BOSTON, Jan. 17.	Per 100
Roses Beauty	20 00@60 00
" Killarney Queen	4 00@12 00
" White and Pink Killarney	4 00@12 00
" Double White Killarney	4 00@12 00
" Killarney Brilliant	6 00@16 00
" Hadley	6 00@16 00
" Cardinal	4 00@10 00
" Mock	8 00@16 00
" Mrs. Chas. Russell	8 00@16 00
" Sunburst	8 00@16 00
" Taft	4 00@12 00
" Milady	4 00@10 00
" Ward and Hillingdon	4 00@10 00
" My Maryland	3 00@12 00
Cattleyas	60 00@75 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 5 00
Paper White	2 50@ 3 00

BUFFALO, Jan. 17.	Per 100
Beauty Special..per doz.,	$6.00
" Fancy.... "	4.00
" Extra.... "	3 00
" 1st..... "	2 00
" 2nd..... "	50c@1.00
Roses, Killarney	4 00@12 00
" My Maryland	4 00@12 00
" Sunburst	4 00@12 00
" Ward	4 00@ 6 00
" Ophelia	5 00@15 00
" Russell	10 00@20 00
" Stanley	6 00@12 00
" Mock	6 00@ 8 00
" Shawyer	4 00@12 00
Lily of the Valley	6 00@ 7 00
Lilies	10 00@12 00
Cattleyas	40 00@50 00
Carnations	3 00@ 5 00
Violets	40@ 75
Asparagus Sprengeri... 35@ 50	
Ferns.....per 1000, 2 50	
Smilax	15 00@20 00
Stevia	1 00@ 1 25

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

Mention the American Florist when writing

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

Mention the American Florist when writing

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

Mention the American Florist when writing

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RICE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

Mention the American Florist when writing

Cut Boxwood Sprays

Used extensively as Greens in Funeral Work, etc.

Any amount, 12c per pound.

McCALLUM CO.

Pittsburgh, Pa.

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WHOLESALE GROWERS

116-118 Seventh Street

PITTSBURGH, - PA.

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GUST. RUSCH & CO.

Wholesale Florists

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FLORISTS' SUPPLIES.

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444-446 Milwaukee St., **Milwaukee, Wis.**

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.

Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.

FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN, Wholesale Florist. 1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA Jan. 17.

	Per 100
Roses, Beauty, special	30 00@50 00
" " fancy	20 00@30 00
" " extra	15 00@20 00
" " shorter grades	10 00@12 00
" Mrs. Chas. Russell	10 00@30 00
" Prima Donna	10 00@20 0
" Killarney	4 00@15 00
" White Killarney	4 00@15 00
" Liberty	10 00@30 00
" Hadley	15 00@50 00
" Sunburst	8 00@15 00
" Ophelia	8 00@20 00
" Hoosier Beauty	8 00@20 00
Carnations	4 00@ 8 00
Cattleyas, each, $0 60@ 75	
Lilium Longiflorum	10 00@12 00
Valley	4 00@ 6 00
Calendulas	3 00@ 8 00
Daisies, yellow	2 00@ 5 00
Violets, single	1 00@ 4 00
Sweet Peas	1 00@ 3 00
Freesias	5 00@ 8 00

PITTSBURGH, Jan. 17.

	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	4 00@10 00
" My Maryland	4 00@10 00
" Sunburst	4 00@10 00
" Mrs. Aaron Ward	4 00@10 00
Cattleyas	75 00
Lilium Giganteum	12 00
Carnations	3 00
Lily of the Valley	6 00
Snapdragons	5 00
Paper Whites	3 00
Violets	75
Adiantum	1 25
Stevia	1 50
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, Jan. 17.

	Per 100
Roses, Killarney and W. Killarney	5 00@12 00
" Ward	5 00@12 00
" Mrs. Chas. Russell	10 00@25 00
" Ophelia	6 00@18 00
" Hoosier Beauty	6 00@18 00
Lilies, per doz., 1 50@ 2 00	
Cattleyas, per doz., 6 00@ 7 50	
Carnations	2 00@ 3 00
Rubrums	4 00
Valley	5 00@ 6 00
Violets	1 00@ 1 50
Bouvardia	75@ 1 00
Stevia	1 50@ 2 00
Sweet Peas	1 00@ 2 00

DAVID WELCH EDWARD J. WELCH

WELCHS'

WHOLESALE AND COMMISSION FLORISTS

FLORISTS' SUPPLIES

280 and 282 Devonshire St., BOSTON, MASS.

Consignments of Beauties, Lilies of the Valley, Orchids and all other flowers received daily.

Telephone—Court Hill 2964, 2965.

Philadelphia Wholesale Florists' Exchange

igh Grade Roses, Violets, Gardenias and Orchids

and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

A good opening for a few more growers of cut flowers.

1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, Jan. 17.

	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	3 00@ 6 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	2 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	3 00@ 8 00
Carnations	1 50@ 2 50
Valley	4 00@ 6 00
Lillies	10 00
Orchids	50 00@ 60 00
Ferns	per 1000. 2 00

New York.

FAIR BUSINESS HOLDS PRICES FIRM.

There was a fair volume of business during the past week, enough, considering the supply of stock, to keep prices on most lines at good figures. By the middle of the week the supply of carnations was on the increase and they moved slowly. The receipts of violets were much greater than the demand and prices dropped; nothing unusual in the violet market, as it is see-sawing all the time. A cold wave struck this section on January 11 and that night was the coldest, thus far, of the winter. The temperature fell to about six above zero and, with strong winds, the supply of stock is likely to be somewhat diminished; but a scarcity is unlikely. There has been a fair supply of roses and the supply of narcissi and tulips is increasing, tulips with a fair length of stem being now on the market. There is also a sufficient supply of lilies and lily of the valley.

January 15.—There is a fair movement in roses at good prices, but carnations, orchids, gardenias and violets are all dragging. For cattleyas, gardenias and violets, the demand is very light, with low prices. Four cents is a fair average for carnations, and they are not cleaning up. Roses, lilacs, snapdragons and the bulbous stocks seem to have the call; even lilies and lily of the valley are slow. Indications point to a big snowstorm, if it does not turn to rain.

NOTES.

The annual dinner of the heads of departments of Peter Henderson & Co. was held at Spilker's cafe on the evening of January 11. Twenty-five were present, a number of others being absent from sickness in their families, or being out on the road. The program stated that "Patrick O'Mara, general manager and baseball fan," would deliver an address, the probable subject being "The Home Run You Made Last Year Will Not Win This Year's Game." The first number—if that's the right word—on the menu card was: "Peace Cocktail a la W. J. B. served to those desiring it instead of a Martini." Not being well versed in foreign languages, we are unable to state what all the other eats and drinks were composed of, but are certain that everybody had enough. Prof. Guy Hunter and W. R. Smith entertained with songs; A. Mackrell with violin solos, and James Black with minstrel sketches and "bones." It was a very enjoyable affair, and it was the unanimous opinion that the best way to knock the high cost of living is to—plant Henderson's seeds.

John J. Coan, 115 West 28th street, who sells stock from August Doemling's range, Lansdowne, Pa., recently communicated with him over the long distance telephone and learned that no tidings had been heard of his son, Emil, who sailed on the ill-fated steamer Maryland, that sent out S. O. S. calls on Christmas night. It is yet possible that the crew, or a part of it, may have been picked up by passing vessels bound for some distant port. Shipwrecked sailors have from time to time been brought into New York, who had long been given up for lost.

At a meeting of the Congressional Union for Woman Suffrage at a fashionable hotel in this city, January 9, it was decided to spend as much for the cause as they are spending for hats. The sisters have plenty of money; nobody can hold a meeting at a fashionable hotel in this city who has not. We hope they will go the limit and spend as much for flowers as they spend for those dandy shoes they are wearing this winter, and then, they must be saving money on the cloth for skirts.

Peter Beuerlin, of Elmhurst, has bought 35 acres of land at Westbrook, N. J., and will remove there in June and erect greenhouses. The city of New York has already acquired a considerable part of his Elmhurst property and he has decided to go where he will have room, "to swing a cat by the tail." He is an extensive grower of carnations and bulbous stock.

Mrs. W. L. Trumpore, wife of W. L. Trumpore, buyer for J. H. Small & Sons, died at her home, in Rosebank, Staten Island, January 14, after a long illness. Much sympathy goes out to this family, as W. L. Trumpore is a patient in the French hospital, having recently undergone a delicate operation. There is one son who conducts a retail store at Stapleton, S. I.

Peter F. McKenney arranged a fine decoration, January 9, at Delmonico's, for the dinner of the Rocky Mountain club. This club, as we understand it, is composed of men who made their money in the west and came here to spend some of it. John Hays Hammond presided and Charles B. Dillingham had charge of the arrangements.

Frank Traendly, of Traendly & Schenck, and Robert Simpson, the rose grower of Clifton, N. J., returned January 11 from an enjoyable western trip. They visited the ranges of the E. G. Hill Co., Richmond, Ind., the Heller Bros., Newcastle, Ind., and a number of the leading Chicago firms.

Even the old almanac makers, who predicted weather a year ahead, would have been puzzled by New York weather during the past week. On January 11-12 it was near zero; on the 13th and 14th there was a deluge of rain. The forecast is for another cold snap.

A. L. Young has recently been interested in the celebrated Rae Tanzer case, but not as a suitor of Rae, we hasten to state. He has been on a jury in the United States court that was trying a man who had somehow got mixed into it.

In our report of committees appointed by President Stumpp at the club meeting, January 8, the name of Frank H. Traendly was inadvertently omitted from the committee on special premiums for the club.

W. H. Long, the retailer of 412 Columbus avenue, who has been in a hospital for some time as the result of an operation, is now much improved and has been discharged from the institution.

John Manolos, who over a year ago bought out the retail business of George Hanges, at 546 Columbus avenue, has a good store and reports good holiday business.

George C. Siebrecht, 109 West 28th street, is handling good cut stock of acacia which was grown at the range of his father, W. H. Siebrecht, Sr., Chappaqua, N. Y.

Max Schling advises us that his large force is being kept very busy and that his present quarters are not large enough to accommodate his increasing trade.

OUR MOTTO: The Best the Market Affords.

Valley

Orders taken now for 1916 Crop of German - Swedish - Dutch Pips.

CHAS. SCHWAKE & CO., Inc., 90-92 West Broadway, New York.

HENTZ & NASH INC. N.Y. — WHOLESALE COMMISION FLORISTS — GROWER — AGENT — 55 and 57 West 26th St.

Mention the American Florist when writing

—We are—

Wholesale Florists

Have twenty-two years' experience behind us and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.

GUTTMAN & RAYNOR, INC.

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PHONE—FARRAGUT 8913

JAMES COYLE

WHOLESALE FLORIST

64 West 26th St., NEW YORK

(Opposite Coogan Building)

20 years experience

Consignments Solicited and Prompt RETURNS GUARANTEED.

Leo Klein, 767 Lexington avenue, was very busy during the past week with funeral work and table decorations.

A. F. F.

New York Florists' Club.

President George E. M. Stumpp wishes to announce the appointment of J. Harrison Dick, chairman; Alex. J. Guttman, and Wm. E. Maynard as the transportation committee to make arrangements for the delegates going from New York and vicinity to the annual meeting and exhibition of the American Carnation Society to be held in Indianapolis, January 31-February 1.

JOHN YOUNG, Sec'y.

ROCKVILLE, IND.—H. B. Brubeck reports the holiday business of 1916 about on a par with that of the previous year as far as volume of sales were concerned. Cut flower stock was in short supply, due to dark weather, and while the call for pot plants was greater than in previous years the supply was ample for requirements.

PAUL MECONI
WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

BADGLEY & BISHOP, Inc.
Successors to Badgley, Riedel & Meyer.
Phones { 1664 / 1665 } Madison Square, 34 W. 28th St., New York
Receivers and Distributors of
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25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
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Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
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All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, Jan. 17.	Per 100
Roses, Beauty, special	60 00@75 00
" extra and fancy	30 00@40 00
" No 1 and No 2	8 00@15 00
" Prima Donna	4 00@15 00
" Alice Stanley	5 00@18 00
" Francis Scott Key	6 00@35 00
" Mrs Geo. Shawyer	4 00@15 00
" Double White Killarney	5 00@12 00
" Killarney, Special	12 00
" " No 1 and No 2	4 00@ 6 00
" " Queen	4 00@15 00
" " Brilliant	4 00@15 00
" Aaron Ward	6 00@15 00
" Richmond	4 00@12 00
" Sunburst	4 00@15 00
" J L Mock	5 00@20 00
" Ophelia	4 00@15 00
" Mrs. Chas. Russell	5 00@20 00
" Cleveland	5 00@15 00
" Hadley	6 00@40 00
" Hoosier Beauty	4 00@15 00
Cattleya Orchids, special, each	40@ 50
" inferior grades	25 00@35 00
Bouvardia	3 00@ 6 00
Rubrums	6 00@ 8 00
Lilies, Longiflorum and Harrisii	8 00@10 00
Lily of the Valley	4 00@ 5 00
Carnations	3 00@ 5 00
Mingonnette, per doz	75@ 1 00
White Lilac, per bunch	1 00
Gardenias, per doz.	1 00@ 3 00
Sweet Peas	75@ 1 00
Sweet Peas, Spencers	2 00@ 2 50
Snapdragons	4 00@12 00
Violets	25@ 50
Yellow Narcissus	4 00@ 6 00
Paper White Narcissus	1 00@ 2 50
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus, doz. bchs.	2 50@ 3 00
Smilax, doz. strings,	75@ 1 00
Freesias	4 00
Iris, per doz.	4 00

United Cut Flower Co., Inc.
WHOLESALERS
111 West 28th St., New York
Telephones: Farragut { 4422 / 4423 }

HOUSE OF FERNS
Phone, Madison Square 4051.
41 West 28th St., NEW YORK
Asparagus Plumosus Nanus A Specialty.
RETTA E. RANKIN, Manager.

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK CITY
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.

WM. KESSLER,
Successor to Kessler Bros.
113 W. 28th St., NEW YORK.
CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut Shipments Everywhere
Prompt and satisfactory. Consignments solicited

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 26th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising.
V. S. DORVAL, Secretary.

The Kervan Company
FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
Telephones: Farragut 2164-5893
119 West 28th Street NEW YORK

George B. Hart
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24-30 Stone St., Rochester, N.Y.

Nippon Garden, Inc.
Successors to Satow & Suzuki
259 Fifth Avenue, NEW YORK
Greenhouses: Woodside, L. I.
Telephone: Madison Square 8950.
We are headquarters for Japanese Miniature Gardens. Fern Dishes, Vases, Flower Pots, Jardinieres and Dwarf Plants. A great stock of Fern Monkeys and Fern Balls.

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HERMAN WEISS
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M. C. Ford
121 WEST 28th STREET
NEW YORK
Tel. 3870-3871 Farragut.
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

A Big Cut in Prices But No Cut in Quality

This is your opportunity to buy the regular "Arnold Quality" boxes at a price far below present market values. As long as they last our present stock will be sold at prices listed below. We are unable to guarantee the filling of all orders as many of our sizes are exhausted. We will, however, fill all orders in rotation as they come in. Place your order now, thus making sure that you get yours.

WHITE GLAZE
For Violets and Corsages

	Per 100
7x 4x 2" covers	$ 3.60
8x 5x5 "	4.30
10x 6x5½ "	5.00
12x 8x5½ "	6.45
14x10x8 "	10.65

For Cut Flowers

16x 4x3 2" covers	$ 3.80
18x 5x3 "	4.30
21x 5x3 "	5.00
24x 5x3½ "	5.35
21x 8x4 "	6.60
24x 8x5 "	8.20
28x 8x5 "	9.25
36x 8x5 Telescope	12.80
36x10x5 "	15.65
42x10x5 "	21.35
48x10x5 "	25.60

VIOLET GLAZE
For Violets and Corsages

7x 4x4 2" covers	$ 3.80
10x 6x5½ "	5.25
14x10x8 "	11.25

PLAIN VIOLET
Made of Moisture Proof Board for Violets and Corsages

7x4x4 2" covers	$2.65
8x5x5 "	3.35
10x6x5½ "	3.80
12x8x5½ "	5.25

MIST GRAY
For Violets and Corsages Per 100

7x 4x4 2" covers	$ 3.60
8x 5x5 "	3.90
10x 6x5½ "	4.30
14x10x8 "	8.50
15x 6x5 "	5.00

For Cut Flowers

16x 4x3 2" covers	$ 2.65
18x 5x3 "	3.05
24x 6x4 "	4.95
28x 6x4 "	5.00
18x 6x4 "	4.30
21x 7x3½ "	4.60
21x 8x4 "	4.95
24 x8x4 "	5.50
36x 6x5 "	9.00
28x 8x4 "	6.20
28x 8x5 "	7.10
36x 8x5 Telescope	9.90
42x 8x5 "	15.65
48x 8x5 "	17.80
30x10x5 "	9.90
36x10x5 "	12.80
42x10x5 "	18.50
48x10x5 "	21.35

For Designs and Sprays

30x12x6 Telescope	$14.25
36x12x6 "	17.10
20x12x8 "	14.25
12x12x8 "	12.80
14x14x8 "	13.50
16x16x8 "	14.25
20x20x8 "	18.50
24x24x8 "	21.35
28x28x8 "	27.00
24x14x8 "	17.80
30x14x8 "	20.60
36x14x8 "	22.75
40x14x8 "	24.85

MIST BROWN
For Violets and Corsages Per 100

7x 4x4 2" covers	$ 3.80
8x 5x5 "	4.15
10x 6x5½ "	4.50
12x 8x5½ "	5.25
14x10x8 "	9.00
15x 6x5 "	5.25

For Cut Flowers

16x 4x3 2" covers	$ 2.80
20x 4x3 "	3.25
18x 5x3 "	3.25
21x 5x3 "	3.80
36x 5½x3½ "	6.75
21x 7x3½ "	4.85
24x 8x4 "	5.80
28x 8x4 "	6.30
36x 8x5 Telescope	10.55
40x 8x5 "	13.50
42x 8x5 "	16.45
30x10x5 "	10.55
36x10x5 "	13.50
42x10x5 "	19.55
48x10x5 "	22.50

For Designs and Sprays

30x12x6 Telescope	$15.00
36x12x6 "	18.00
20x12x8 "	15.00
16x16x8 "	14.75
24x24x8 "	22.50
28x28x8 "	28.50
24x14x8 "	18.75
30x14x8 "	21.75
36x14x8 "	24.05
40x14x8 "	26.30
42x17x8 "	29.95
32x32x8 "	37.55

MANILA
For Cut Flowers and Designs Per 100

16x 4x3 2" covers	$ 2.50
20x 4x3 "	2.90
18x 5x3 "	2.90
21x 5x3 "	3.40
24x 5x3½ "	4.05
36x 5½x3½ "	6.05
18x 6x4 "	4.05
21x 7x3½ "	4.40
21x 8x4 "	4.75
24x 8x4 "	5.20
24x 8x5 "	5.65
36x 8x5 Telescope	9.45
40x 8x5 "	12.15
42x 8x5 "	14.70
30x10x5 "	9.45
36x10x5 "	12.15
42x10x5 "	17.55
48x10x5 "	20.20
40x10x6 "	20.20
28x 8x6 "	8.10
30x12x6 "	13.50
36x12x6 "	16.20
24x14x8 "	17.55
30x14x8 "	20.20
36x14x8 "	21.95
40x14x8 "	24.05

SAMPLES WILL BE SENT AND SPECIAL TRADE AND CASH DISCOUNTS QUOTED PROMPTLY ON REQUEST.

SPECIALS

We will sell these boxes at the prices listed as long as they last. We have only a few left. At the prices offered they will not last long, so place your order at once if you want your share. They are all the regular well-known "Arnold Quality" boxes. Special trade and cash discounts will be gladly quoted upon request.

PALM GREEN
For Violets and Corsages

	Per 100
7x 4x4 2" cover	$ 3.80
15x 6x5 Telescope	5.25
15x 7x6½ "	7.45

For Cut Flowers and Designs

18x 5x3 2" cover	$ 3.25
12x12x8 Telescope	14.85
24x24x8 "	22.50
28x22x8 "	26.00
28x28x8 "	28.50

The "Old Favorite" Palm Green. Place your order now before they are all gone. The Designs and Violet sizes are a great bargain.

PEERLESS GREEN
For Cut Flowers and Designs Per 100

21x 8x4 2" covers	4.65
28x 8x4 "	5.60
24x 4x3 Telescope	3.30
18x 5x3 "	2.90
21x 5x3 "	3.35
28x 8x5 "	6.70
30x10x5 "	9.25
30x12x6 "	12.30
36x12x6 "	16.00

A very good looking shade of Light Green, slightly lighter weight quality than the Palm Green, but a very good box for local deliveries and a bargain at the prices offered.

PARCEL POST CONTAINERS Per 100

24x 5x4 2½" cover	$ 4.50
30x 5x4 "	5.00
28x 6x4 "	6.00
24x 8x4 "	5.75
28x 8x5 "	6.50
30x12x6 3" "	15.50
36x12x6 "	17.75
36x14x8 "	20.00
40x14x8 "	21.00
42x17x8 "	24.00
24x24x8 "	20.00
26x17x10 4" "	22.00
24x20x10 "	22.00
24x24x10 "	24.00
28x28x10 "	30.00
30x30x 9 "	31.00

For Baskets and Potted Plants

12x12x15	$12.00
15x15x20	20.00
18x18x25	29.00
19x19x30	33.50

The ideal packer for shipping. You will find these a great help in having your flowers arrive in fine condition. Waterproofed inside and out.

FOR VALENTINE'S DAY

Make your selection from the following sizes:

	Per 100
10 x 6 x 5½	$7.00
12 x 8 x 5½	8.25
24 x 5 x 3½	7.35
30 x 5 x 3½	8.45
24 x 8 x 4	9.50

These prices net—no discount.

YOU will no doubt want an assortment of these for **Valentine Day.** Printed in two colors, Red and Gold, as shown in the design, with the red heart embossed, they make a very handsome package. At the prices quoted you can well afford to give these to the customer without charge, and thus obtain considerable good advertising.

A. A. ARNOLD PAPER BOX CO.

1302 W. Division St.,

Chicago, - - Illinois.

When cash is received with order we will allow a special 5 per cent discount in addition to regular trade discounts allowed.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago

Established 1857.

Wittbold FLORIST

739 Buckingham Place.

L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing.

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullanphy Florists (INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Mention the American Florist when writing.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Albany, N. Y.

EYRES,

Flowers or Design Work.

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET.

Mention the American Florist when writing

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph Delivery Association.

THOS. F. GALVIN INC.

NEW YORK 561 Fifth Ave.

BOSTON 1 Park Street
799 Boylston Street

Deliveries to steamers and all Eastern Points.

Mention the American Florist when writing

Max Schling

NEW YORK.
No. 22 West 59th Street
Adjoining Plaza Hotel
Member of the Florists' Telegraph Delivery.

Original Decorations a Specialty.
Branch:
THE VANDERBILT HOTEL
Main Phone, Murray Hill, 783 — Park Ave. and 34th St.
Branch " " " 1808

Kottmiller

Member F. T. D.
426 Madison Ave.
And 49th St., NEW YORK

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

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REUTER'S

For Rhode Island and Connecticut

STORES

New London, Conn., Norwich, Conn. and Westerly, R. I.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Young & Nugent

Telephone 2065-2066 Madison Square.
42 West 28th Street,
To out-of-town florists: We are in the Heart of **NEW YORK**
And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Bangor, Me.

Adam Sekenger

FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing.

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.,

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

Mention the American Florist when writing

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
Cable address; Alexconnell, Western Union Code.

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ALPHA FLORAL CO.

146 S. Wabash Ave., Chicago.

Largest and most centrally located store in the city. All orders given prompt attention

Mention the American Florist when writing

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Wire and Mail Orders Our Specialty.

Rochester Floral Company

Retail Store. Greenhouses.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

J. PALMER & SON
Palmer's
304 MAIN STREET
BUFFALO, N.Y.
Members Florists' Telegraph Delivery Association

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

LARGEST FLOWER STORE IN THE CITY

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York
Established 1874.

DARDS

N. E. CORNER 44TH ST.
AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson,

20-22-24 West Fifth Street.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

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946 BROAD STREET.

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Philadelphia, Pa.

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1800 Chestnut Street

Members of Florists' Telegraph Delivery.

Syracuse, N. Y.

MILES S. HENCLE

FLORIST

536 SOUTH SALINA STREET

General designs—All flowers in season

Name Index to Retail Florists Filling Telegraph Orders.

Alfred Lozier Rosery, Des Moines, Ia.
Alpha Floral Co., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Archias Floral Co., Sedalia, Mo.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago, Ill.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave., and L, Washington.
Dard's, 44th and Madison Ave., New York.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
Foster, Fred, St. Louis, Mo.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Galvin, Thos. F., Inc., Boston, Mass.
Gasser, J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Hanft Bros., Madison Av., at 62d St., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., New York.
Hatcher, John C., Schenectady, N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Hencle, Miles S., Syracuse, N. Y.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison Ave. and 76th St., New York.
Higgins, N. F., Springfield, Mass.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Howard & Smith, Los Angeles, Calif.
Huscroft's Flower Shop, Steubenville, O.
Jahn, Hugo H., Brooklyn, N. Y.
Johnston & Co., T. J., Providence, R. I.
Joseph's, 233-235 Grant Ave., San Francisco.
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Kerr Floral Co., Robt. C., Houston, Tex.
Kottmiller, New York.
Lang Floral & Nursery Co., Dallas, Tex.
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Leborius, J. J., Duluth, Minn.
London Flower Shop, Ltd., Philadelphia, Pa.
Mangel, Chicago.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McConnell, Alex., New York.
McMurray, D. M., Pueblo, Colo.
Metairie Ridge Nursery Co., New Orleans, La.
Miami Floral Co., Miami, Fla.
Mullanphy Florists, St. Louis, Mo.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
Palmer, W. J., & Sons, Buffalo.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
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Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Reuter's, New London and Norwich, Conn.
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Rye, George, Ft. Smith, Ark.
Schiller the Florist, 2221 W. Madison, Chicago.
Schling, Max, 22 W. 59th St., New York.
Schmidt, Chas. L., Harrisburg, Pa.
Sekenger, Adam, Bangor, Me.
Seki Bros. & Co., Los Angeles, Calif.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Van Meter Flower Shop, Springfield, O.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Whitted Floral Co., Minneapolis, Minn.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wilson, J. S., Floral Co., Des Moines, Iowa.
Wittbold, G., 737 Buckingham Pl., Chicago.
Wolfskill Bros. & M. Goldenson, Los Angeles.
Young & Nugent, New York.

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John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

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Henry Hart, Inc.

FLORIST

1000 Madison Avenue

Telephone—Lenox 3822.

In the Heart of the most exclusive residential section.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

DES MOINES

IN THE CENTER OF IOWA

National Florist

J. S. Wilson Floral Co.

We cover all points in Iowa.

Members of Florists' Telegraph Delivery.

THE J. M. GASSER COMPANY,

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street,

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—Florist—

710 Nostrand Avenue

Corner Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Florist Corporation.

Philadelphia, Pa.

M. J. CALLAHAN

FLOWERS

3924 Market Street Both Phones

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to

Schiller The Florist

2221-2223 W. Madison St. CHICAGO.

All orders carefully filled under the supervision of

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Member of Florists' Telegraph Delivery.

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BROOKLYN'S LARGEST FLORIST

SEVEN STORES

Main store— 334 Lewis Ave., Telephone No. 1150 Bedford

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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Mrs. J. B. Freeman

(Successor to Geo. A. Heinl)

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Both Phones, 327.

Special attention to Mail and Telegraph Orders

Member of Florists' Telegraph Delivery.

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FLORISTS

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Rochester Phone, 506. Long Dist. Bell ph. 2189

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Bramley & Son

1181 E. 71st St.

The Largest Growers of Flowers in City

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J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Member of Florists' Telegraph Delivery.

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FINE STOCK, ARTISTIC ARRANGEMENT AND PROMPT DELIVERY.

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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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We grow our own flowers

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Mail or telegraphic orders promptly and most carefully executed.

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Hession

Madison Ave. and 76th St.,

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For "QUALITY" Flowers

Over forty years, doing one thing better and better each year, guarantees your order being attended to promptly and efficiently. Two greenhouses attached.

Plant Specialists Phones { 107 / 420 / 775 } Lenox

Member of Florists' Telegraph Delivery.

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The Park Floral Co.

J. A. VALENTINE, President.

Members of Florists' Telegraph Delivery.

Cincinnati

Julius Baer

FLOWERS

Mail and Telegraph Orders carefully executed.

138-140 Fourth Street East

Mention the American Florist when writing

Miami Floral Co.,

Orders promptly filled.

MIAMI, FLORIDA.

Mention the American Florist when writing

Sedalia, Missouri.

Archias Floral Co.

Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.

Member of Florists' Telegraph Delivery.

Lang Floral & Nursery Co., Dallas Texas

1303 Main Street

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No Orders too large, none too small.

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Telephone 1813 Main JOS. LEVY
BROOKLYN
Cut Flower Market, Inc.
Floral Designs a Specialty
356 FULTON STREET
BRANCH: 408 Fulton St.
BROOKLYN, N. Y.

NASHVILLE, TENN.
JOY FLORAL COMPANY
Members of Florists' Telegraph Delivery.

PHILIPS BROS, 938 Broad St.
NEWARK N. J.
Artistic Floral Work and Long Stem Beauties Our Specialty.

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants.
We solicit telegraph orders. Regular trade disct.
229 WEST THIRD STREET

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

Little Rock, Ark.
PAUL M. PALEZ
FLORIST
All orders carefully filled and delivered to all parts of the city, Arkansas and the Southwest.

St. Louis, Mo.
F. H. WEBER
Boyle and Maryland Avenues.
Flowers delivered in city and state on short notice
Member of Florists' Telegraph Delivery.

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

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HENRY SMITH
Wholesale and Retail Florist of GRAND RAPIDS.
Member of Florists' Telegraph Delivery.

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GRAND RAPIDS FLORAL CO.
ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan

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Orders Carefully Executed
Pikes Peak Floral Co.
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Members of Florists' Telegraph Delivery.

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Huscroft's Flower Shop
173 North Fourth Street
All Orders Promptly Executed

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The Smith & Fetters Co.,
LEADING FLORISTS.
735 Euclid Ave. CLEVELAND

Friedman
FLOWERS
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

SAN FRANCISCO
JOSEPH'S
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Members of Florists' Telegraph Delivery and National Florists for this District. A specialty made of "Welcoming" and "Bon Voyage" packages.

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Night and day service in all Central Pennsylvania.

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47 State St., NEWBURYPORT, MASS.,
Covers all New England points.

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Members Florists' Telegraph Delivery Ass'n.

CHICAGO
Mangel
The Palmer House Florist
17 E. MONROE ST.

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class. stock.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to
THE DOMINION FLORAL CO.
484 St. Catherines St., West
Montreal, Que., Canada
Every order receives prompt and careful attention

C. Frauenfelder
FLORIST
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WASHINGTON D. C.
Gudes'
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ALFRED LOZIER ROSERY

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Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

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853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

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Randall's Flower Shop,

13 Pleasant Street.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

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G. E. M. STUMPP

761 Fifth Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

FURROW & COMPANY

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SPRING and HIGH, Springfield, O.

BEST FLOWERS for EVERY OCCASION.

Mention the American Florist when writing

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Largest Growers in Central Pa.

Members of Florists' Telegraph Delivery.

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50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

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Flower Shops: 50 E. Main St., Amsterdam, N. Y. N. Y. C. Arcade, State St., Amsterdam, N. Y. Greenhouses: Hatcher's Station, Hoffmans, N. Y.

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1338 O Street, LINCOLN, NEB.

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Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

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CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.

35 Broadway, DETROIT, MICH.

Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

GEORGE RYE

"Some Florist"

The Plaza, Ft. Smith, Ark

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200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

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CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

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THINK OF HEINL'S

Mention the American Florist when writing

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H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

St. Louis, Mo.

WIRE

Grimm & Gorly

Mention the American Florist when writing.

Augusta, Me.

F. A. ROBBINS, Florist

122 WINTHROP STREET

We deliver in Maine and all New England points.

Mention the American Florist when writing.

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AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

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A. Graham & Son

5523 Euclid Ave.

Members of Florists' Telegraph Delivery.

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150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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Floral Experts

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Mention the American Florist when writing

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16 and 18 W. 3rd St.

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing

PROVIDENCE, R.I.

and all NEW ENGLAND POINTS. T. J. JOHNSTON & CO. 171 WEYBOSSET ST., PROVIDENCE

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, June, 1917.

GLOXINIAS and tuberous begonias have arrived.

FLOWER seed novelties are among the short items this season.

POTATOES for domestic use advanced two cents per bushel at Chicago last week.

CARL CROPP, of Vaughan's Seed Store, Chicago, closed the thirty-second year with his house January 12.

CHICAGO.—Prices for grass seed on the Board of Trade January 17 were as follows: Timothy, $4.00 to $5.50 per 100 pounds.

PEDRICKTOWN, N. J.—Hamilton G. Pedrick has been elected a director of the First National Bank of his home town for the ensuing year.

TRADE interest in the flower and vegetable seed needs of the government seems to be waning, probably due to the decrease in surplus stocks.

THE Japanese produce a "vegetable milk" from the soy bean. This milk is used fresh, in a condensed form, and as the basis for vegetable cheese.

BOSTON, MASS.—The Thomas J. Gray Co., Inc., is now located in more commodious quarters at 16 South Market street, where they occupy the entire building.

WATKINS & SIMPSON, the well known English firm of seed growers and dealers, are now located in a handsome new building at 27-29 Drury Lane, Covent Garden, London.

LOS ANGELES, CALIF.—S. Murato & Co. have leased the Johnson building, 380-386 South Los Angeles street, and will add a seed department to their cut flower and supply business.

VAUGHAN'S SEED STORE, Chicago, reports unusual wholesale demand for its flower seed specialties. This firm's store is being overhauled and decorated for the coming retail campaign.

VISITED CHICAGO: C. C. Massie, of Northrup, King & Co., Minneapolis, Minn.; Henry Nungesser, of the Nungesser-Dickinson Seed Co., New York; F. H. Henry, of Henry & Lee, New York.

PRESIDENT Kirby B. White has called a meeting of the executive committee of the American Seed Trade Association for January 30 at the Vanderbilt hotel, New York, to decide the meeting place of the next convention and arrange the programme.

WE are informed that some seedsmen of the United States continue to send orders for seeds and bulbs to Europe at the same time of year as they were accustomed to mail them before the war when steamship sailings were regular and frequent. It should be remembered that the sailings of ocean mail and freight service in either direction are few and far between as compared with those of the first half of 1914.

THE list of varieties available for the commission box business has been greatly curtailed.

PHILADELPHIA, PA.—Henry F. Michell Co., Inc., tendered their force of traveling salesmen a dinner at the new Bingham hotel December 30.

HELENA, MONT.—H. R. Gould, formerly in charge of the seed department of the Clinton Falls Nursery Co., Owatonna, Minn., has taken the management of the wholesale department of the State Nursery Co. of this city.

Catalogues Received.

Henry A. Dreer, Inc., Philadelphia, Pa., seeds and plants; Chris Reuter, New Orleans, La., seeds; S. M. Isbell & Co., Jackson, Mich., seeds; J. Bolgiano & Son, Baltimore, Md., seeds; R. H. Shumway, Rockford, Ill., seeds; The E. G. Hill Co., Richmond, Ind., roses; W. C. Slate, South Boston, Va., seeds; J. J. Wilson Seed Co., Newark, N. J., seeds; The A. L. Randall Co., Chicago, supplies.

Garden Seeds in Politics.

Old abuses die hard in congress. Some of them do not die at all.

Despite the criticism aimed at the policy of spending public money in the free distribution of garden seeds for the political glory of members of congress, the new appropriation bill is to provide $243,000 to be used in this manner. The need for economy is ignored by congress when expensive perquisites of its members are under consideration.

The appropriation ordered for the purpose, though preposterously large, does not tell the whole story. Garden seed packages are sent through the mails under congressional frank, which imposes a large additional cost on the national government.

Congress acts in a particularly shameless way in continuing such wasteful expenditures at a time when the burdens of the taxpayers are being very greatly increased and new taxes are being invented to swell the public revenues.—Chicago Daily News.

Imports at New York.

During the week ending January 6, imports were received at New York as follows:
From Bristol, England—
Webster Seed Co., 20 bags seed.
From Havre, France—
Jacot & Mullen, 200 bbls. seeds.
Pennsylvania R. R. Co., 200 bags clover seed.
From London, England—
Julius Roehrs Co., 3 cases trees.
Hempstead & Son, 5 cases trees.
J. M. Thorburn & Co., 16 packages seed.
McHutchison & Co., 9 cases manetti stocks.
C. H. Pearson, 109 packages boxwood.
G. H. Cobb, 44 packages seed.
Vaughan's Seed Store, 12 cases manetti stocks.
Storrs & Harrison Co., 16 cases manetti stocks.
From Rotterdam, Holland—
McHutchison & Co., 75 packages and 10 cases trees, 80 cases roots, 39 cases bulbs.
H. F. Darrow Co., 1 case bulbs.
Julius Roehrs Co., 12 cases and 10 packages trees and plants.
Vaughan's Seed Store, 15 cases bulbs, 1 case seeds.
Weeber & Don, 17 bags seed.
Hogewoning & Sons, 71 cases roots, 75 cases bulbs, 20 bbls. peat moss.
R. J. Irwin, 25 cases spireas.
P. Ouwerkerk, 5 cases plants.
T. A. Havemayer, 2 cases roots.
McNiff Horticulture Co., 4 cases roots.
A. T. Boddington Co., 41 cases bulbs.
M. Van Waveren & Sons, 18 packages plants, 18 cases bulbs, 67 cases pips.
To order and to others, 87 cases and 90 packages bulbs, 132 cases and 403 packages trees and plants; 311 cases roots, 375 bags, 7 cases and 6 packages seeds, 1,000 bbls. peat moss.
From Havre, France—
H. F. Darrow Co., 320 packages seed.
T. W. Woods & Son, 300 bags clover seed.
Peter Henderson & Co., 47 packages and 6 bags seed.
To order and to others: 200 bbls. and 349 packages seed.
From Naples, Italy—
Vaughan's Seed Store, 10 cases seed.
Tice & Lynch, 15 cases seed.
From Leghorn, Italy—
From London, England—
A. T. Boddington Co., 1 case seeds.
Wm. E. Barnard & Co., 74 packages seeds.
During the week ending January 13 imports were received at New York as follows:
From Havre, France—
Louis Dupuy, 3 cases plants.
Jacot & Mullen, 150 bags seed.
Jerome B. Rice Seed Co., 29 bags seed.
From Moji, Japan —
Jardine, Matteson & Co., 5 cases bulbs.
Merchandise entered for consumption at the port of New York during the week ended January 5: Red clover seed, $8,580; other grass seeds, $24,817; all other seeds, $4,423; bulbs, $6,095; plants, $6,372.

A. F. F.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
P-W
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Flower Seeds

Several large consignments arrived last week and we are now in good shape to fill orders **promptly.** On account of the late arrivals and advices of "can't does" we have not yet been able to go to press with our "Green List" but are in position to quote.

Vaughan's Seed Store
NEW YORK - CHICAGO

Western Seed & Irrigation Co.
Wholesale Seed Growers and Dealers
SPECIALTIES:
Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, - - NEBRASKA

BARNARD'S Seed Store
231-235 W. Madison St.
CHICAGO.

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS
Mention the American Florist when writing

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
CONTRACT GROWERS OF
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin; Sweet, Flint and Dent Seed Corn.
Mention the American Florist when writing

Henry Fish Seed Co.
Bean Growers for the Wholesale Seed Trade
CARPINTERIA, CALIF.

Contract Seed Growers
Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.
Correspondence Solicited.
George R. Pedrick & Son,
PEDRICKTOWN, N J.

BEANS, PEAS, RADISH
AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write or prices.
LEONARD SEED CO.
GROWERS FOR THE TRADE
226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

JAP LILY BULBS
AT IMPORT PRICES.
GIGANTEUM, 7-9, 8-10, 9-10, 10-11.
MULTIFLORUM, 7-9, -10.
AURATUM, 7-9, 9-11.
ALBUM, 9-11.
RUBRUM, 7-9, 8-10, 9-11.
MELPOMENE, 9-11.
Giganteum, 7-9, 8-10 and 9-10 also offered f. o. b. Chicago and London, Ont.
Write for prices and details, stating quantity desired.
McHUTCHISON & CO., THE IMPORT HOUSE.
95 Chambers St., NEW YORK.

S. M. Isbell & Co.
JACKSON, MICH.
Contract Seed Growers
Beans, Cucumbers, Muskmelon, Watermelon, Squash, Sweet Corn.
Michigan-grown Radish our Specialty.
Correspondence Solicited.

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.
Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

Trade Directory
PRICE, $3.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn Street, CHICAGO

Dwarf Gladiolus

		Per 1000
Cardinalis	Blushing Bride	$5.00
"	Crimson Queen	4.50
"	Queen Wilhelmina	5.00
"	Mixed	3.00
Colvillei	Rubra	4.00
"	Alba "The Bride"	5.00
"	Rosea	4.50
Ramosus Ne Plus Ultra		6.00

Lilium Longiflorum Giganteum
(BLACK STEM.)

	Per 1000
7 to 9 in.	$30.00
All 8 in., selected	35.00

Selected strains of **Ageratum, Alyssum, Aster, Begonia Erfordii, Calendula Meteor, Prince of Orange, Candytuft, Celosia, Centaurea, Cobaea Scandens, Cosmos, Lobelia, Gypsophila, Petunia** and **Verbena.** Special prices on the above on application.

J. M. THORBURN & CO.
53 Barclay Street, through to 54 Park Place
NEW YORK CITY.

Growers and Specialists
CROP CONTRACT
Peas, Beans and Sweet Corn.
Peas and Beans, Michigan Grown.
Sweet Corn, Iowa Grown.
Correspondence solicited.
Michigan Office: MILLINGTON,
Home Office: SIOUX CITY, IOWA.
Ask for prices now, 1917 crop.
Sioux City Seed & Nursery Co.
Established 1883.
Mention the American Florist when writing

Dreer's
Double Petunias

Our Usual Celebrated Strain.

15 varieties, 3 inch pots.
75c per dozen; $6.00 per 100; the set of 15 sorts, $1.00.

Seeds of Our Own Saving.

Superb Double Fringed, 75c per 500 seeds; $1.50 per 1000 seeds.

Superb Single Fringed, 50c per trade packet.

Henry A. Dreer

714-716 Chestnut St., Philadelphia, Pa.

The above prices are intended forthe trade only.

Dreer's Double Fringed Petunia.

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

THE KIMBERLIN SEED CO.
WHOLESALE SEED GROWERS **SANTA CLARA, CAL.**
Growers of
ONION, LETTUCE, RADISH, ETC.
Correspondence Solicited.

97th Year
J. BOLGIANO & SON,
Wholesale Garden and Field Seeds,
Onion Sets, Seed Potatoes
Growers of Pedigree Tomato Seeds
Baltimore, Md.

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER.
Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.
Correspondence Solicited.

R. & M. GODINEAU
SEED GROWERS
Angers, - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

GARDEN SEED
Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK and ORANGE, CONN.

Lily Bulbs

By planting A B C Lily Bulbs every month you will cut blooms every day.
We can supply all sizes in any quantity at the regular Fall import prices.

LILIUM GIGANTEUM
In the following sizes:
6-8, 4 10 to case; 7-9, 300 to case; 8-9, 275 to case.
8-10, 250 to case; 9-10, 200 to case.

HARDY LILIES
RUBRUM AND MAGNIFICUM
7-9, 190 to case; 9-10, 150 to case; 9-10, 100 to case.
9-11, 130 to case; 9-11, 100 to case; 11-13, 80 to case.

LILIUM AURATUM

7-9	180 to case	9-11	100 to case
8-9	170 to case	11-13	70 to case
9-10	120 to case	12-13	60 to case
13-15	50 to case		

LILIUM ALBUM
8-9, 190 to case; 9-11, 130 to case; 11-13, 80 to case.

LILIUM TIGRINIUM
8-10 ..... 150 to case

GLADIOLUS

In the following varieties:	Per 1000
America, 1¼ in. to 2 in	$14.00
Augusta, 1½ in. to 2 in	14.00
F. King, 1½ in. to 2 in	14.00
Niagara, 1½ in. to 2 in	60.00
America, 1¼ in. up	10 00
Chicago White, 1½ in. to 2 in	18.00
Panama, 1½ in. to 2 in	40.00
Halley, 1½ in. to 2 in	16.00

Write us for prices on smaller sized bulbs.
We have a good stock of **Cannas, Tuberoses, Caladiums Esculentum and fancy leaved. Seeds and Florists' Supplies at market prices.**

American Bulb Co., A. Miller, President. **178 N. Wabash Ave., Chicago**

KELWAY'S
SEEDS--Flower, Vegetable and Farm

For present delivery or on contract. Wholesale only.
Special quotations for next season and from 1917 harvest now ready.

Langport, - England.

Mention the American Florist when writing

My New PRICE LIST of
Winter Orchid-Flowering Sweet Pea Seed
Has been mailed. If you have not received a copy, send Postal for it.
Part of new crop is ready now.
Ant. C. Zvolanek, Lompoc, Calif.

Mention the American Florist when writing

Fancy Caladium Bulbs
20,000 fine well developed bulbs in 40 named leading sorts at $10.00 per 100
Delivery January, February.
Tampa Floral Co., TAMPA, FLA.
ANTON FIEHE, Prop.

Mention the American Florist when writing

TUBEROSES—True Dwarf Pearl

First Size, 4-6 inches.....Per 1000 **$9.00**
Medium Size, 3-4 inches.....Per 1000 **5.00**
Carload lots of bulbs are in warehouse, frost free, and ready for shipping.

GLADIOLUS

Double your returns by planting between the carnations as a catch crop. Grown by us. Per 1000

Mrs. Francis King, 1st Size.....**$12.00**
Augusta, 1st Size.....**13.00**
America, 1st Size.....**15.00**
Chicago White, First Early.....**18.00**
Florist XXX Mixed, 1st Size.....**16.00**

"Medium" sized bulbs of the above varieties 15 per cent less.

Ask for Gladiolus Price List.

Hardy Lilies

Just arrived in fine order.

	Per 100	Per 1000
Lilium Auratum (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
Lilium Rubrum, 8-9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00

Spiraea (Clumps)

These are the very best sorts grown.

	Per 100
America, Lilac Rose	$11.00
Avalanche, White	12.00
Gladstone, White	10.00
Queen Alex., Pink	11.00

Lots of 250, 7 Per Cent off.

Lily of the Valley

Pips, Hamburg, Holland Grown....Per 1000 **$20.00**

This stock proved very satisfactory last season.

Lilium Giganteum

NEW CROP

	Per 1000
6 to 8-inch (Case of 400, $12.50)	$30.00
7 to 9-inch (Case of 300, 15.00)	45.00
8 to 9-inch	65.00
9 to 10-inch (Case of 200, $16.00)	77.50

Lilium Formosum

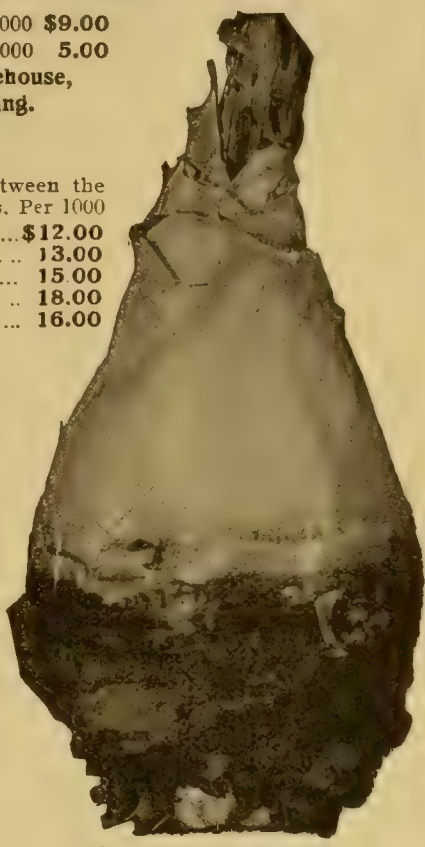
	Per 1000
6 to 8-inch, (350 to case) regular strain	$35.00
6 to 8-inch (350 to case) true black stem variety	40.00

Gladiolus Colvillei

The Bride. Price reduced to ..... Per 1000 **$5.00**

Spanish Iris

Named varieties, 4 separate colors....Per 1000 **$6.00**



The Dwarf Pearl Tuberose.

"JOSS" LILIES, Chinese Narcissus, per mat, (120 bulbs), **$3.00 at Chicago. In New York, $3.50.**

CHICAGO **VAUGHAN'S SEED STORE,** **NEW YORK**

Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
CHICAGO, ILL.

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.
Rocky Ford, Colorado.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

TOMATO SEED

Grown For The Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA.

CONTRACT GROWER of

Cucumber and Muskmelon Seed

I offer Pure Stock, Personal Service Intimate Knowledge of Stocks and Local Conditions.

Good Deliveries and Moderate Prices.

R. H. JAMES, **Rocky Ford, Colo.**

PANSY SEEDS

DANISH GROWN SEEDS (New Crop)

	Per Oz.
Giant Non Plus Ultra	$5.00
Giant, Special mixture (our own)	5.00
Giant Trimardeau, mixed	1.20
Giant Trimardeau, in separate colors	1.50

Price List at Your Service.

Danish Seed Import
CHRIS MOSBJERG
210 7th St. N., MINNEAPOLIS, MINN.

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn, in variety on contract.

EDGAR F. HURFF,

Correspondence Solicited. **SWEDESBORO, N. J.**

The L. D Waller Seed Co.

Gaudalupe, California
Wholesale Growers of
FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS
Correspondence Solicited.

WRITE FOR OUR

SURPLUS LIST of GARDEN SEEDS

Absolutely the Very Best Stock.

Send us a list of your requirements and let us give you our prices.

The Forrest Seed Co., Inc.
CORTLAND, N. Y.
Growers, Importers and Dealers.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Mention the American Florist when writing

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

Prices of Indoor Fruits and Vegetables.

Chicago, Jan. 16.—Mushrooms, home grown, 40 to 50 cents per pound; lettuce, small cases, 25 to 30 cents; radishes, 40 to 60 cents, dozen bunches; celery, 50 cents to $1.15, open crate; tomatoes, 10-lb. baskets, $1.00 to $2.00; cucumbers, per 2 dozen box, $2.00 to $2.75.

New York, Jan. 16.—Celery, per crate, $2.50 to $3.00; cucumbers, 75 cents to $1.75 per dozen; mushrooms, 85 cents to $1.75 per 4-lb. basket; tomatoes, per lb., 10 to 25 cents; radishes, per 100 bunches, $2.50 to $4.00; lettuce, per strap, 25 cents to $1.00.

Potato Prices at New York.

Potato prices at New York January 13 were as follows: Bermuda, No. 1, bbl., $7.25 to $7.50; No. 2, bbl., $6.00 to $6.50; No. 3, bbl., $4.00 to $4.50; Long Island, bbl. or bag, $5.75 to $6.15, per 180 lbs., $6.00 to $6.50; Maine, per 165 lbs., $5.40 to $5.60; Maine, in bulk, 185 lb. bag, $5.75 to $6.25; Canadian, 165 lb. bag, $5.00 to $5.50; Canadian, 180 lb. bag, $5.00 to $6.00; state, per 180 lbs., $5.25 to $5.85; Virginia late crop, per bbl., $4.85 to $5.25; 165 lb. bag, $4.75 to $5.15; Virginia, late crop, per bbl., $4.50 to $5.50; frozen, $2.00 to $4.00; Sweets, southern, per bbl., — to —; per basket, 90 cents to $1.50; Jersey, No. 1, per basket, $1.35 to $1.75; No. 2, per basket, 65 cents to $1.10; yams, southern, per bbl., $1.75 to $2.25.

New Zealand Spinach.

One of the crops we have tried with success under glass is the New Zealand spinach. It promises well, and we believe it could be pushed to hold a very important position in the forcing industry. At first the public was a little skeptical but we have overcome all doubts by handing out free samples for a time. The result was that we soon had no samples to spare, the demand taking the entire cut. We set the price on a par with leaf lettuce, and at this it should be more profitable than lettuce as it is a cut and come again crop. Its producing power is a wonder. It seems to be free from all diseases and insect pests and adapts itself to a wide range of temperatures. It thrives in a higher temperature than lettuce, say 55° to 60°; however, it will make good progress at 50°. Besides, it transplants readily. It can be handled much like lettuce, but needs more room, 15x15 being better than 8x8. It is extremely succulent, and its tender growth appeals to the buyer at sight. We simply termed it, "Hot-house spinach," and as such it has a place. Compared with the common spinach it is away ahead as a cropper under glass, and if the demand can be established permanently, here is a new and valuable crop. MARKETMAN.

Providence, R. I.

SUPPLY OF STOCK VERY SHORT.

The supply of stock in this market has been very short during the past week. Roses are advancing in price daily, present quotations being from $8 to $16 per 100. Carnations are selling at from $6 to $8 per 100, and while violets are beginning to arrive and the quality is excellent the supply is limited. Sweet peas are also seen and what few there are show good form. Orchids are good and colors superb; daffodils and marguerites are among the offerings. Bulbous stock seems to be in short supply this year, but what little is being received is good. Paper Whites and Romans sell well.

NOTES.

The Rhode Island Fruit Growers' Association, the Rhode Island Horticultural Society, the Newport Horticultural Society and the Corn Growers' Association held a meeting during the past week to decide whether it would be advisable to hold a joint exhibition this year instead of individual shows as in past years. As yet nothing definite has been decided upon.

Samuel Resnick of the Jos. Kopelman force, who has been on the sick list, is out again and gaining fast. He will be back on the job shortly, his friends will be glad to hear.

Max Villers has left the Johnston Bros. force to enter another line of business. Henry Patrie takes his place. H. A. T.

Mushroom Growing

By B. M. Duggar.

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.50.

American Florist Company

440 S. Dearborn Street, Chicago

Big Seed Company is Distributing New Catalogue.

AGGELER & MUSSER SEED COMPANY, OF LOS ANGELES, ISSUE 24TH ANNUAL BOOK.

One of the largest seed houses in the West, The Aggeler & Musser Seed Company, Sixth and Alameda streets, Los Angeles, have just received the first edition of their new 1917 catalog, and are giving it broadcast distribution. This is their 24th Annual Catalog, and it certainly surpasses any previous edition.

It contains many new features such as hints to the home vegetable gardener, how gardening may be made easy, etc. In fact, the supplementary booklet, called the "Garden Manual," which heretofore has been printed separately, is this year incorporated in the big Annual, and is claimed to be one of the most complete seed books published. It contains answers to more than 1,000 questions and gives information regarding all varieties of plants listed and is fully illustrated. Not only does it tell all about seeds, but gives full data concerning the correct tools and implements agriculturists should use to obtain the best results. Valuable hints on Poultry, Spraying, Fertilizing, and the use of Insecticides are also given.

The Aggeler & Musser Seed Company will gladly send this descriptive, illustrated and interesting catalog free and postpaid to anyone writing and requesting it.

TO THE TRADE.

HENRY METTE, Quedlinburg, Germany.

GROWER and EXPORTER on the VERY LARGEST SCALE of all CHOICE VEGETABLE, FLOWER AND FARM SEEDS. (Established 1787.)

SPECIALTIES: Beans, Beets, Cabbages, Carrots, Kohlrabi, Leek, Lettuce, Onions, Peas, Radishes, Spinach, Turnips, Swedes, Asters, Balsams, Begonias, Carnations, Cinerarias, Gloxinias, Larkspurs, Nasturtiums, Pansies, Phloxes, Primulas, Scabiosa Stocks, Verbenas, Zinnias, etc. Catalogue free on application.

HENRY METTE'S TRIUMPH OF THE GREAT PANSIES—(mixed), the most perfect and most beautiful in the world, $6.00 per oz., or $1.75 per ¼ oz., $1.00 per ⅛ oz., postage paid. Cash with order.

All seeds offered are grown under my personal supervision on my own vast grounds, and are warranted true to name, of strongest growth, finest stocks and best quality.

ALSO GROW LARGELY ON CONTRACT.

Asparagus Plumosus Nanus

Greenhouse Grown Seed

1,000 Seeds, $3.50 10,000 Seeds, $32.50

Californian Grown Seed

1,000 Seeds, $2.50 10,000 Seeds, $22.50

5 per cent discount, Cash with order.

ARTHUR T. BODDINGTON CO., Inc.

128 Chambers Street, NEW YORK.

To Grow on for EASTER

CLIMBING ROSES

Field-Grown Extra Strong

We offer the following list of EXTRA STRONG FIELD-GROWN stock that will make FINE PLANTS FOR EASTER if started cool.

3 YEAR OLD.

Excelsa—"Red Dorothy Perkins."
Delight—Bright carmine flowers; base of petals, white.
Dorothy Perkins—Beautiful shell-pink.
Flower of Fairfield—Everblooming Crimson Rambler.
Hiawatha—Single crimson, lighter center.
Lady Gay—Beautiful cherry pink.

Price: Doz., $3.00; 100, $22.00; 1000, $200.00

2 YEAR OLD.

Crimson Rambler.
Dorothy Perkins.
Excelsa.
Flower of Fairfield.
White Dorothy Perkins.
Baby Ramblers.

Price: Doz., $2.00; 100, $15.00; 1000, $140.00

DORMANT 2-YEAR OLD ROSES.

	Doz.	100		Doz.	100
Anna de Diesbach	$2.00	$15.00	Gruss an Teplitz	$2.25	$16.00
Baby Rambler	2.00	16.00	Jonkheer J. L. Mock	2.50	18.00
Baroness Rothschild	2.25	16.00	J. B. Clark	2.25	16.00
Betty	2.50	18.00	Mabel Morrison	2.00	15.00
Captain Christy	2.50	18.00	Mme. Abel Chatenay	2.50	18.00
Caroline Testout	2.50	18.00	Magna Charta	2.00	15.00
Conrad F. Meyer	2.25	16.00	Mrs. John Laing	2.00	15.00
Frau Karl Druschki	2.50	18.00	Orleans	2.50	18.00
George Arends	2.50	18.00	Paul Neyron	2.00	15.00
General Jacqueminot	2.00	15.00	Persian Yellow	2.25	16.00
General McArthur	2.50	18.00	Prince C. De Rohan	2.00	15.00

FRENCH MANETTI STOCKS, PER 1000, $16.00.

Ask for Prices on Young Rose, Carnation and Chrysanthemum Stock.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

BELLE WASHBURN

The New Red Carnation With An Unbeatable Record Behind It.

Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country.

This is purely a commercial carnation—very bright clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress of which it is a seedling.

Prices of rooted cuttings ready for delivery now and later, 25 or less at the rate of $8.00 per 100. 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100 and orders of 250 or more at the rate of $45.00 per 1000. All cuttings guaranteed strictly first class.

BASSETT & WASHBURN, Store and Office: 178 N. Wabash Ave. Greenhouses: Hinsdale, Ill. **Chicago**

Chrysanthemums

PRELIMINARY LIST OF

Novelties and Standard Varieties

Now Ready. Ask for a Copy.

Elmer D. Smith & Co.

ADRIAN, MICH.

A. N. Pierson, Inc.

Wholesale Florists

CROMWELL, - CONN.

Nephrolepis Verona

Best of all crested ferns, rapid grower; it's splendid fronds stand up well; each show individually; does not rot in center.

BUY FROM THE ORIGINATORS.

	Per 100	Per 1000		Per 100	Per 1000
2-inch	$8.00	$72.00	3-inch	$12.00	$90.00

BAMBOO

Best decorative plant that grows; strong bushy stock.

7-inch pots.....$1.50 each 12-inch tubs.....$6.00 each

P. S. Randolph & Sons

Wholesale Florists and Plant Specialists

R. D. VERONA, - PA.

The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

LOS ANGELES, CALIF.—Burt Cole, for many years associated with the Germain Seed & Plant Co., has been placed in full charge of the nursery department.

KANSAS CITY, MO.—The thirty-seventh annual meeting of the Western Association of Nurserymen will be held at the Coates House in this city, January 24-25.

E. R. LAKE, secretary of the American Pomological Society, says in all probability the next meeting of that organization will be held at Boston, Mass., November 11-17.

PEACH SCAB, which injures commercial peach crops in many sections of the United States, can be successfully controlled at small cost by spraying, according to Bulletin 395, recently issued by the United States department of agriculture.

Apple Cultivation.

The Indiana farm orchard operation costs and methods are treated of in Bulletin No. 194 issued by the Purdue University agricultural experiment station, Lafayette, Ind., 80 well illustrated pages being devoted, outlining the conditions underlying successful fruit growing for both home orchards and large and small commercial establishments. Included in the contents are chapters on management, pruning, spraying, thinning apples, harvesting and marketing.

"The Apple in Canada: Its Cultivation and Improvement," is the title of Bulletin No. 86 by W. T. Macoun and issued by the Dominion of Canada department of agriculture experimental farms, the fruit industry having become one of Canada's chief industries with the apple by far the most important fruit grown.

Western New York Horticultural Society.

The sixty-second annual meeting of the Western New York Horticultural Society will be held in Convention hall, Rochester, N. Y., January 24-26, 1917. An excellent programme has been prepared and a number of well known speakers will discuss topics of interest, among them being the following: "The Fertilizer Situation for 1917," by Dr. L. L. Van Slyke, New York agricultural experiment station; "Results of Dusting for Plant Diseases in Nursery Stock," by Prof. V. B. Stewart, College of Agriculture, Cornell University; "The Relation of Certain Cover Crops to the Formation of Nitrates in the Soil," Prof. T. L. Lyon, College of Agriculture, Ithaca, N. Y.; "Apple Diseases in Relation to Apple Grading Law," Prof. F. C. Stewart, New York experiment station; "Garden Vegetables," Paul Work, College of Agriculture, Cornell University; "Pruning Problems in Orchard Renovation" (stereopticon), M. G. Kains, Port Washington, N. Y.; "Outlook for Profitable Apple Growing," Prof. S. W. Fletcher, State College of Pennsylvania; "Grape Industry During 1916," Frederick Z. Hartzell, Geneva experiment station; "Results of Demonstrations with Fall Spraying for Leaf Curl," Lewis A. Toan, Monroe county farm bureau. The exhibits of fruit, both in competitive and non-competitive classes, will be a feature of the meeting. Copies of the complete programme may be had on application to Secretary John Hall, 204 Granite building, Rochester, N. Y.

PROVIDENCE, R. I.—The seventy-second annual meeting of the Rhode Island Horticultural Society was held in the public library, this city, January 17, an interesting feature of the meeting being an illustrated lecture by Dr. Harland H. York on "White Pine Blister Rust."

PEONIES AND GENERAL NURSERY STOCK.

Send for Catalogue

PETERSON NURSERY

30 No. LaSalle St., CHICAGO, ILL.

Mention the American Florist when writing

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists — Largest Growers in America

Box 404. DUNDEE, ILL.

Mention the American Florist when writing

FORCING STOCK

ROSES, field-grown, selected forcing grade. Climbers, $15.00 per 100

Excelsa (Red Dorothy Perkins) Lady Gay Dorothy Perkins
Climbing American Beauty American Pillar

HYBRID PERPETUALS, ASSORTED, $14.00 per 100.

HYDRANGEAS, 3½-inch pots, $6.00 per 100

Single stem plants, set with good, plump flower buds.

La Lorraine. Large flowers, pale rose, turning to bright pink.

Mme. Maurice Hamar. Large delicate flesh-rose color.

Mme. Emil Mouilliere. Pure white, with rosy carmine eye; very large; the best white.

Otaksa. The old standby for pink. More easily forced than some of the newer sorts.

Radiant. Clear bright pink; an exceptionally handsome shade.

2½-inch pots, $4.00 per 100.

Otaksa Mme. Emil Mouilliere
Mme. Maurice Hamar

We offer a complete assortment of **Roses, Shrubs, Vines** and **Perennials** for **Spring,** out-of-door planting. Send for current list.

JACKSON & PERKINS CO., NEWARK, NEW YORK

Mention the American Florist when writing

Ferns, Palms, Rhododendrons, Etc.

Our Stock of Kentias is larger than usual, with bright clean stock in all sizes.

Kentia Belmoreana, 4-in. pots, 5 leaves, 15 in. high, 40c each; 5-in. pots, 5 to 6 leaves, 18 to 20 in. high, $1.00 each; 6 in. pots, 5 to 6 leaves, 20 to 24 in. high, $1.25 each; 6-in. pots, 5 to 6 leaves, 24 to 28 in. high, $1.50 each.

Kentia Forsteriana, 6-in. pots, 5 to 6 leaves, 30 in. high, $1.50 each; 6-in. pots, 6 to 7 leaves, 34 in. high, $2.00 each; 7 in. pots, 6 to 7 leaves, 36 in. high, $2.50 each.

Kentia Forsteriana, made up, 3 and 4 plants in 7-in. tub, 36 in. high, $3.50 each; 3 and 4 plants in 8-in. tub, 38 to 40 in. high, $4.50 each; 3 and 4 plants in 8 in. tub, 40 to 44 in. high, $5.00 each; 3 and 4 plants in 10-in. tub, 60 to 66 in. high, $8.50 each.

Ferns, Teddy, Jr., extra quality, 5 in. pots, 35c each; 6-in. pots, 50c each.

Boston Ferns fine stock, 5-in. pots, 35c each; 6 in. pots, 50c each; 8-in. pots, $1.00 each; 10-in. pots, $2.50 each.

Asparagus Sprengeri heavy field plants, row in 4 in. pots, $12.00 per 100; 5-in. pots, extra heavy, $18.00 per 100.

English Ivy, 4-in. pot plants, 2 and 3 shoots, 2 to 3 ft. tops, at $12.00 per 100.

Rhododendrons, special forcing varieties, 8 to 12 buds, 80c. each; 12 to 16 buds, $1.10 each. Pink Pearl, 6 to 8 buds, 80c each; 8 to 12 buds, $1.25 each.

Azalea Mollis, seedlings, 12 to 15-in., full of buds, $4.50 per doz.; 15 to 18-in., very bushy, $5.40 per doz.

THE STORRS & HARRISON CO.,

Painesville, Lake Co., Ohio.

Our 2 to 3 Feet Privet.

California Privet

Over two millions California Privet of finest quality; in all sizes, from one to four feet. Send for our new spring Trade List giving revised and reduced prices. Especially attractive prices in carload lots. The illustration shows the make up of our best grade of 2 to 3 feet size. We have the largest and best stock of California Privet of any nursery upon this planet.

Polish or Iron Clad Privet

We offer a nice lot of this, in sizes from 6 inches up to 3 feet.

J. T. LOVETT, Inc.

LITTLE SILVER, N. J.

For the Best New and Standard

DAHLIAS

Address

Peacock Dahlia Farms,

P. O. Berlin, N. J. Williamstown Junc., N. J.

Mention the American Florist when writing

ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.

Mention the American Florist when writing

OWN ROOT

ROSES

Pot grown 2¼ and 4-in.

Field grown to pot 4 to 5-in.

THE LEEDLE FLORAL COMPANY, SPRINGFIELD, OHIO

Mention the American Florist when writing.

If You are interested in Mid-Winter

Blooming Plants

—or anything in—

Soft Wooded Plants

—Write—

Geo. A. Kuhl, Wholesale Grower, PEKIN, ILL.

Mention the American Florist when writing

HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.

Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.

Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.

Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.

Forcing Stock—Azaleas, Rhododendrons, Aucubas, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses, in large assortment, choicest quality, best commercial sorts.

Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.

Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.

Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

Wholesale price list will be mailed promptly on request.

Write for information and price today.

THE D. HILL NURSERY COMPANY, INC.

EVERGREEN SPECIALISTS
LARGEST GROWERS IN AMERICA

Box 404, DUNDEE, ILL.

WHOLESALE GROWERS AND IMPORTERS

VINCAS

	Per 100	Per 1000
Rooted cuttings		$10.00
Strong field rooted tips, one to three leads, 2¼ in. pots	$3.00	25.00
Carnations, rooted cuttings. White Enchantress and Beacon	2.50	20.00
Table Ferns, fine stock, 2¼ in	3.50	30.00

JAMES VICK'S SONS, Rochester, N. Y.

Mention the American Florist when writing

GERANIUMS

Immediate delivery at $13.50 per 1000 for S. A. Nutt and Buchner and $16.00 per 1000 for Ricard and Poitevine.

Asparagus Plumosus, fine stock at $25.00 per 1000; same rate per 100.

ALBERT M. HERR, LANCASTER, PA.

Robert Craig Co...

High Class PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	35c each

F. O. FRANZEN 5319 N. Clark St. CHICAGO

Rooted Carnation Cuttings

Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. $6.00 per 100; $50.00 per 1000.

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
White Enchantress	2.50	20 00
White Wonder	3.00	25.00
DARK PINK.		
Peerless Pink	2.50	20.00
C. W. Ward	2.50	20.00

FLESH PINK.	Per 100	Per 1000
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Enchantress Supreme	2.50	20 00
Alice	3.00	25 00
VARIEGATED.		
Benora	3.00	25.00

RED	Per 100	Per 1000
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Champion	3.00	25.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

Ferns in Flats

In Best Varieties For Fern Dishes.
$1.50 per 100
100,000 READY NOW
Write for Wholesale Catalogue of
FERNS, KENTIAS, ETC., to

H. PLATH

"THE FERNERIES"
Lawrence and Winnipeg Avenues.
SAN FRANCISCO, CALIF.

Rooted Cuttings.

Coleus, 10 varieties, including Golden Bedder and Verschaffeltii. **Heliotrope, Ageratum,** Blue and White, 75 cents per 100, postpaid, $5.00 per 1,000 by express not prepaid.

Send for Catalogue. Cash with orders.

R. Vincent Jr. & Sons Co.,
WHITE MARSH, MD.

100,000 GERANIUMS

Ready now, 2 and 2¼ in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberle, Buchner, etc., $2.50 per 100; $22.50 per 1,000.

2¼ in. Fuchsias, 15 varieties; Double Petunias, 12 varieties; Marguerites, 3 varieties; Lantanas, 8 varieties; $2.75 per 100; $25.00 per 1,000.

Alonzo J. Bryan, Wholesale Florist
Washington, New Jersey.

Jos. Heacock Co.,

Wyncote, Pa.
Grower of Kentias.

CHAS. H. TOTTY

MADISON, NEW JERSEY
Wholesale Florist

Chrysanthemum Novelties my Specialty

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1000
Vinca Variegata, 2-in., $2.00 per 100	$20.00
S. A. Nutt, 2-in.	16.00
Rex Begonias, 3-in. per dozen	1.00

Satisfaction guaranteed.

ELMER RAWLINGS,
Wholesale Grower
ALLEGANY, NEW YORK

ROOTED
Carnation Cuttings

600,000 Ready For Immediate Shipment.

Finest rooted cuttings obtainable at remarkably low prices until we are sold out. Peter Reinberg's stock is known for its supreme quality everywhere and is the best kind for you to buy. Look over our list of offerings—all money makers, and order what you need immediately. Do it right now. **HURRY.**

	Per 100	Per 1000
White Enchantress	$2.00	$16.00
White Perfection	2.00	16.00
White Wonder	2.00	18.00
Enchantress	2.00	16.00
Rose Pink Enchantress	2.00	16.00
Ward	2.00	18.00
Beacon	2.00	18.00
Herald	2.00	18.00
Champion	2.00	18.00
Joy	2.00	16.00
Belle Washburn	4.00	30.00

Specify Plants When Ordering.

Peter Reinberg

30 East Randolph St., Chicago, Ill.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - Indiana

Mention the American Florist when writing

Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs J. A. Peterson.

CYCLAMEN, our own selected strain.
APLENIUM NIDUS AVIS (Bird's Nest Fern
Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

Mention the American Florist when writing

Ready Reference Section.

10 CENTS PER LINE, NET.

AMARYLLIS.

AMARYLLIS (Hippeastrum). Imported and American seedlings, 9 to 10-in. cir., $18; 11 to 12-in. cir., $22 per 100. Tait's seedlings from very choice stock, $25 per 100; fancy stock, $1 to $5 each. C. S. Tait, Brunswick, Georgia.

AMARYLLIS, Vittata Hybrids. A magnificent strain equal to many of the very expensive named varieties. 4-year-old bulbs, $25.00 per 100; 25 at 100 rate; $3.50 per doz. H. J. CONDRON, Amaryllis Specialist, Dickinson, Texas.

ASPARAGUS.

Asparagus Sprengeri Seed, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

Asparagus Sprengeri, bushy field plants, now in 4-in. pots, $12.00 per 100; 5-in. pots, extra heavy $18 per 100. The Storrs & Harrison Co., Painesville, Ohio.

Asparagus Sprengeri, 3-in., $6 per 100; 4-in., $10 per 100. Plumosus, 2¼-in., $3.50 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.00 per 1,000. VAUGHAN'S GREENHOUSES, Western Springs, Ill.

Asparagus plumosus, fine stock, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

3-in. plumosus, at $5.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BAY TREES.

BAY TREES—Write for wholesale price list. JULIUS ROEHRS CO., Rutherford, N. J.

BEGONIAS.

Begonias. Glory of Cincinnati, Melior and Mrs. J. A. Peterson. Price list on application. J. A. Peterson & Sons, Westwood, Cincinnati, O.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BOXWOOD.

Boxwood. For varieties and prices, see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BOXWOODS.

PYRAMIDS. Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b. Dundee, Ill. Write for prices on larger sizes.

BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.

THE D. HILL NURSERY CO., INC.
Box 404. Dundee, Ill.

BOX TREES—Standards, Pyramids and Bush. Price list on demand. JULIUS ROEHRS CO., Rutherford, N. J.

BULBS.

Bulbs. Gladiolus, all first size. Mrs. Francis King, $12 per 1,000; Augusta, $13 per 1,000; America, $15 per 1,000; Chicago White, $18 per 1,000; Florist XXX Mixed, $16 per 1,000. Tuberoses, first size, 4-6 in., $9 per 1,000; medium size, 3-4 in., $5 per 1,000. Gladiolus Colvillei, The Bride, $5 per 1,000. Spanish Iris, 4 named varieties, $6 per 1,000. Chinese Narcissus, per mat (120 bulbs), $3. Lilium Formosum, L. Giganteum, Hardy Lilies, Spiraea and Valley. For varieties, sizes and prices, see advertisement elsewhere in this issue. Chicago White Galdiolus. Very first flowering early white variety for bench forcing. First grade, 1⅝ to 1¾-in., $18 per 1,000. Vaughan's Seed Store, Chicago and New York.

Bulbs. Dwarf gladiolus and Lilium Longiflorum Giganteum (black stem.) For sizes and prices see advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Lilium Giganteum and Magnificum. For sizes and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Bulbs, fancy caladium. Fine, well developed in 40 named leading sorts, $10 per 100. Delivery January and February. Tampa Floral Co., Tampa, Fla.

Bulbs. We can supply all sizes in any quantity at the regular fall import prices. For varieties, sizes and prices see advertisement elsewhere in this issue. American Bulb Co., 178 N. Wabash Ave., Chicago.

CARNATIONS.

CARNATIONS.
Standard and New Varieties.

White.	Per 100	Per 1000
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Enchantress Supreme	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
Peerless Pink	$2.50	$20.00
C. W. Ward	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Champion	3.00	25.00
Variegated.		
Benora	$3.00	$25.00

J. D. THOMPSON CARNATION CO.,
Joliet, Illinois

We can save you money on
STRONG ROOTED CARNATION CUTTINGS
For January delivery.

	Per 100	Per 1,000
Light Pink Enchantress	$2.00	$14.00
White	2.00	17.50
C. W. Ward	2.00	15.00
Winsor	2.00	14.00
Victory	2.00	15.00
Joy	2.00	15.00
Also a limited supply of		
Nebraska	$5.00 per hundred	
Herald	2.00 per hundred	
White Perfection	2.00 per hundred	
White Wonder	2.00 per hundred	

Place your orders now.
J. A. BUDLONG,
184 North Wabash Ave. Chicago.

CARNATIONS.

Belle Washburn, the new red carnation with an unbeatable record behind it. Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country. This is purely a commercial carnation—very bright, clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress, of which it is a seedling. Prices of rooted cuttings ready for immediate delivery. 25 or less at the rate of $8.00 per 100; 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100, and orders of 250 or more at the rate of $45.00 per 1,000. All cuttings guaranteed strictly first class. Bassett & Washburn, 178 N. Wabash Ave., Chicago.

CARNATIONS.

Strong rooted cuttings from flowering wood only. Guaranteed clean and healthy.

	100	1,000
Nebraska, best of all scarlets	$5.00	$45.00
Good Cheer, fine new rose pink	6.00	50.00
Enchantress	2.50	20.00
Matchless	2.50	20.00
Mrs. Akehurst, good early rose-pink	2.50	20.00

See our ads. for Verbenas and Salvias elsewhere in these columns.

STUPPY FLORAL CO.,
St. Joseph, Mo.

CARNATION CUTTINGS.

Well rooted, from strictly clean, healthy stock.

	100	1000
Enchantress	$2.50	$20.00
White Wonder	3.00	25.00
Beacon	3.00	25.00
Good Cheer	4.00	35.00
Nancy	6.00	50.00

SCHROEDER FLORAL CO.,
West 24th and Pease Sts., Milwaukee, Wis.

CARNATIONS—ROOTED CUTTINGS.

Enchantress, Rose Pink Enchantress, White Enchantress, May Day and Philadelphia, $2.50 per 100; $20.00 per 1,000.

Victory, $2.00 per 100; $18.00 per 1,000.

January or February deliveries. Cash from unknown parties.

THE COLUMBUS FLORAL COMPANY,
Columbus, Ohio.

ROOTED CARNATION CUTTINGS. A1 STOCK.

	100	1,000
White Enchantress	$2.00	$15.00
Pink Enchantress	2.00	15.00
Aviator (best Red)	6.00	50.00
Superb (flesh Pink)	12.00	100.00

ZECH & MANN,
30 East Randolph Street, Chicago.

Carnation cuttings. We are offering the following varieties of the best quality: Matchless, Mrs. C. W. Ward, Alice, $3 per 100, $25 per 1,000; Belle Washburn, $6 per 100, $50 per 1,000; Cottage Maid, $12 per 100, $100 per 1,000; Crystal White (1918 delivery), $12 per 100, $100 per 1,000. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Rooted carnation cuttings, A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Enchantress Supreme, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

New red carnation, "Cornell." Very free bloomer, good red color, medium size flower, lasts well and does not split. Cuttings ready for delivery now. $6 per 100, $50 per 1,000. Ira G. Marvin, 23 S. Franklin St., Wilkes-Barre, Pa.

Carnation rooted cuttings. Rosalia, Merry Christmas, Doris, Cottage Maid. Delivery January, 1917, and later. $12 per 100, $100 per 1,000, 250 at 1,000 rate. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CARNATIONS.

Rooted Carnation Cuttings. 100,000 White Enchantress. Extra fine stock, ready for immediate shipment. $1.75 per 100; $14 per 1,000. Percy Jones, 56 E. Randolph St., Chicago.

ALICE.
2,000 rooted carnation cuttings, ready for delivery now, $2.00 per 100 or the lot for $35.00 cash.
J. F. AMMANN, Edwardsville, Ill.

Carnations, rooted cuttings, 600,000 ready for immediate shipment. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation Superb. Fine new flesh pink. Rooted cuttings, Jan., 1917 delivery, $12 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnations, rooted cuttings, White Enchantress and Beacon, $2.50 per 100; $20 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS

LAST CALL.
Chrysanthemum Stock Plants—New Varieties.

	Doz.	100
25 Josephine Foley (white)		$5.00
25 October Queen (white)		5.00
50 Early Rose (pink)		5.00
White Chieftain	$2.00	$15.00
Oconto (white)	2.00	15.00
Crystal Gem (white)	2.00	15.00
Wm. Turner (white)	2.00	15.00
Marigold (yellow)	2.00	15.00
Golden Queen (yellow)	2.00	15.00
McNiece (pink)	2.00	15.00
Chieftain (pink)	2.00	15.00
Wells' Late Pink	2.00	15.00
Pompon.		
Western Beauty (pink)	2.00	15.00

The above are all the best commercial varieties offered in the Chicago market last season. No order for less than one dozen of a kind will be accepted.
BASSETT & WASHBURN,
Phone Central 1457,
178 N. Wabash Ave., Chicago.

Hamburg Late White Chrysanthemums. It is a sport of White Maud Dean, but no trace of pink as has the original. Will be disseminated in the spring of 1917. Plants ready March 1, 1917. Rooted cuttings, $12 per 100, $100 per 1,000; 2-in. pots, $15 per 100, $125 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

ALEX GUTTMAN.
Chrysanthemum (Dinda), the best early lavender-pink in the market. Blooms have been selling for $6.00 per dozen since middle of September. Stock plants, 75 each; $7.50 per dozen. GUTTMANN & RAYNOR, Inc., Wholesale Florists, 101 W. 28th St., New York, or Frank Dinda, Farmingdale, L. I., N. Y.

CHRYSANTHEMUMS. Good commercial varieties, 2¼ in. pots, $3.00 per 100; $25.00 per 1,000. Write for list of varieties. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus, in beauty, as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it. $1.50 per doz., $10.00 per 100 from 2½ in., with plenty of fine cuttings on them. See my cyclamen and begonia ads.
C. Winterich, Cyclamen Specialist, Defiance, O.

CYCLAMEN.

CYCLAMEN, strong seedlings, $4.00 per 100; $30.00 per 1,000. Transplanted, $5.00 per 100; $40.00 per 1,000.
Rococo Erecta, new, finest ever introduced (not to be compared with the old Rococo); to be well recommended for commercial growing. Strong seedlings, $5.00 per 100, $40.00 per 1,000. Transplanted, $6.00 per 100, $50.00 per 1,000.
ERNEST ROBER,
Wilmette. Illinois.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DRACAENAS.

DRACAENA INDIVISA, 5 in., 35c. Harry Heinl, West Toledo, O.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

FERNS.

Ferns in flats, in best varieties for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

Ferns. Nephrolepis Verona. Splendid fronds, stand up well, 2-in., $8 per 100, $72 per 1,000; 3-in., $12 per 100, $90 per 1,000. P. S. Randolph & Sons, R. D., Verona, Pa.

HARDY FERNS. Illustrated descriptive catalogue and wholesale price list mailed free on application. LUDVIG MOSBAK, Ferndale, Askov, Minnesota.

Ferns. Teddy, Jr., extra quality, 5-in., 35c; 6-in., 50c. Boston, 5-in., 35c; 6-in., 50c; 8-in., $1; 10-in., $2.50. The Storrs & Harrison Co., Painesville, O.

TABLE FERNS, best varieties, fine stock, 2-in., $3 per 100, $25 per 1,000; 3-in., $5 per 100, $40 per 1,000. HENRY SMITH, Grand Rapids, Mich.

Fine Nephrolepis ferns. For varieties and prices see advertisement elsewhere in this issue. F. R. Pierson Co., Tarrytown, N. Y.

Table ferns, fine stock, 2¼-in., $3.50 per 100; $30 per 1,000. Jas. Vick's Sons, Rochester, N. Y.

GERANIUMS.

Geraniums, S. A. Nutt and Buchner, $13.50 per 1,000; Ricard and Poitevine, $16 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums. S. A. Nutt, Gen. Grant, Mad. Buchner, Mad. Recamier, Jean Oberle, Abbie Schaffer, E. H. Trego, etc., 2-in., $2 per 100; 3-in., $3 per 100. For miscellaneous plants and rooted cuttings see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

100,000 geraniums, ready now, 2 and 2¼-in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberly, Buchner, etc., $2.50 per 100, $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

GERANIUMS. Gen. Grant (best scarlet bedder), 2-in. ready to shift, $2.00 per 100, $17.50 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

GREENS.

Greens. Southern Wild Smilax, $2.50 per case; holly, $2.25 per case; fadeless sheet moss, $3.50 per bag; natural sheet moss, $1.75 per bag; southern gray moss, $2.50 per bag; long needle pines, $1.25 per dozen. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern wild smilax, $2.50 per case; holly, $2.25 per case; dyed sheet moss, $3.50 per bag; natural sheet moss, $1.75 per bag; long needle pines, $1.25 per dozen; gray moss, $2.50 per bag. E. A. Beaven, Evergreen, Ala.

HYDRANGEAS.

Hydrangeas, single stem plants, set with good plump flower buds. For varieties and prices see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

HYDRANGEA OTAKSA, 3-in., $5 per 100. Flowering sizes pot-grown, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

IRISES.

Irises. Catalogue now ready. Peterson Nursery, Stock Exchange Bldg., Chicago.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

From Storage.

Lily of the valley. Orders taken now for 1916 crop of German, Swedish and Dutch pips. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

ORCHIDS.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PANSIES.

FOR SALE—Pansies, Vaughan's Giant mixture, Improved German mixture, Paris market; also other varieties in separate colors. Strong plants, Sept. sown, cold frame grown, $2.50 per 1,000. G. F. ODOR, Iola, Kansas.

PALMS.

PALMS.
KENTIA FORSTERIANA—SINGLE PLANTS.

		Leaves		Each
6	inch pots	5-6	28 inches high...	$ 1.25
6	inch pots	6-7	32-34 inches high...	1.50
6	inch pots	6-7	34-36 inches high...	2.00
8	inch tubs	6-7	40-42 inches high...	3.50
8	inch tubs	6-7	42-46 inches high...	4.00
8	inch tubs	6-7	50 inches high...	5.00
9	inch tubs	6-7	52-56 inches high hv	7.00
10	inch tubs	6-7	60 inches high...	8.00
10	inch tubs	6-7	60-65 inches high...	12.00
15	inch tubs	6-7	8 feet high.....	40.00
15	inch tubs	6-7	9-10 feet high.....	50.00

KENTIA BELMOREANA—SINGLE PLANTS.

		Leaves		
2¼	inch pots	4	$1.50 per doz., $12 per 100 ins. high	Per Doz.
4	inch pots	5-6	16-18 45c each.....	$5.00
6	inch pots	5-6	24 each.....	1.25
6	inch pots	5-6	28 each.....	1.50
8	inch tubs	5-6	42 each.....	5.00

Specimen plants, 15-in. tubs, $75 each.

KENTIA FORSTERIANA—MADE UP PLANTS.

6	inch pots	3	26-28 inches high.....	$ 2.00
7	inch tubs	3	30-32 inches high.....	2.50
8	inch tubs	3	38 inches high.....	4.00
8	inch tubs	4	48-50 inches high.....	5.00
9	inch tubs	4	52 inches high.....	6.00
10	inch tubs	4	54 inches high.....	8.00
12	inch tubs	4	60-64 inches high.....	12.00
12	inch tubs	4	66 inches high.....	15.00
15	inch tubs	4	6-6½ ft. high, heavy..	25.00
15	inch tubs	4	75-80 inches high.....	30.00

ARECA LUTESCENS.

	Plants		Each
6 inch pots	4	bushy, 24-26 inches high.	$1.25

ASPIDISTRAS.

5 inch pots	10-12 leaves green.....	$1.00
6 inch pots	16-20 leaves green.....	1.50
5 inch pots	10-12 leaves var.....	1.50

POEHLMANN BROS CO.,
Morton Grove. Illinois.

Kentias. Our stock is larger than usual; all bright, clean stock. Kentia Belmoreana, Kentia Forsteriana. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

LATANIA BORBONICA PALMS, 15-in. tubs, suitable for decorative work, $5 each. Pandanus Veitchii, 15-in. tubs, $5 each. HENRY SMITH, Grand Rapids, Mich.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

PANDANUS VEITCHII, 6-in., 75c; 7-in. and 8-in., $1.50 to $2.00; 10-in. and 12-in., from $3 to $5 each. Fine specimens. HENRY SMITH, Grand Rapids, Mich.

Pandanus Veitchii, 4-in., 35c each; 6-in., 75c to $1 each; 7-in., $1.25 each; 9-in. $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PEONIES.

Peonies. Write for list. Peterson Nursery, Stock Exchange Bldg., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

PEPPERS.

Peppers. Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.
Peppers, Celestial, 4-in., $12.00 per 100; $100 per 1,000.
Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.
PYFER & OLSEM. Wilmette. Ill.

PRIMULAS.

PRIMULA MALACOIDES.

Extra fine stock.	100	1,000
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM. Wilmette. Ill.

PRIMULAS. Obconica, Chinensis and Malacoides. 2-in. pots at $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

California Privet. Finest quality in all sizes, from one to four feet. Polish or Iron Clad Privet in sizes from six inches to three feet. Write for spring trade list. J. T. Lovett, Inc., Little Silver, N. J.

ROSES.

ROOTED ROSE CUTTINGS.

	100	1,000
Sunburst	$3.50	$20.00
Richmond	2.50	20.00
Killarney	2.50	20.00
White Killarney	2.50	20.00
Ophelia	4.00	35.00

GEORGE REINBERG,
162 North Wabash Avenue. Chicago.

New Red Rose—Donald MacDonald. A new Hawlmark red rose sent out this year by Alex Dickson & Sons. It is a money-maker for the rose grower, as no pinching is necessary. Strong, grafted plants, $35 per 100; $300 per 1,000. Own root plants, $30 per 100; $250 per 1,000. Robert Scott & Son, Sharon Hill, Delaware Co., Pa.

Roses. Extra strong, field-grown climbing roses to bloom for Easter; also hybrid perpetual roses. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Selected Forcing Grade Roses, Climbers, extra strong, $15 per 100; baby roses, $15 per 100. For varieties see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

Baby Roses. For varieties and prices see advertisement elsewhere in this issue. A. Henderson & Co., 211 N. State St., Chicago.

Roses: Pot-grown, 2¼ and 4-in. Field-grown, to pot 4 to 5-in. The Leedle Floral Co., Springfield, O.

SALVIAS.

SALVIAS.

Large, well-rooted cuttings of Salvia Fireball, free of white fly and other pests; $1.00 per 100, $9.00 per 1,000.

See our ads. for Verbenas and Carnations elsewhere in these columns.

STUPPY FLORAL CO.,
St. Joseph, Mo.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS. $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Ia.

Seeds: Pansy, Danish grown. Giant Non Plus Ultra, $5 per oz.; Giant Special Mixture, $5 per oz.; Giant Trimardeau, mixed, $1.20 per oz.; Giant Trimardeau, in separate colors, $1.50 per oz. Danish Seed Import, Chris Mosbjerg, 210 Seventh St. N., Minneapolis, Minn.

Seeds. Asparagus Plumosus Nanus, greenhouse grown, 1,000, $3.50; 10,000, $32.50. California grown, 1,000, $2.50; 10,000, $22.50. Arthur T. Boddington Co., Inc., 128 Chambers St., New York.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

SEEDS.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, sweet peas, Spencers, grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Dreer's superb double fringed Petunias, 75c per 500 seeds, $1.50 per 1,000 seeds. Superb single fringed, 50c per trade packet. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds. Bean, cucumbers, muskmelon, watermelon, squash and sweet corn. Michigan-grown radish our specialty. S. M. Isbell & Co., Jackson, Mich.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Winter Orchid Flowering Sweet Pea. Price list now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Vaughan's Flower. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Peas, beans and sweet corn. Michigan and Iowa grown. Sioux City Seed & Nursery Co., Sioux City, Iowa.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Beet, sweet corn, garden bean, onion sets and seed potatoes. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Elliott Sts., Baltimore, Md.

Seeds. Cucumber and Muskmelon. Pure stock, good deliveries and moderate prices. R. H. James, Rocky Ford, Colo.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seeds. Garden seed of absolutely the very best stock. Write for list. The Forrest Seed Co., Inc., Cortland, N. Y.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds. Onion, lettuce, radish, etc. The Kimberlin Seed Co., Santa Clara, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Vegetable, flower and farm. Henry Mette, Quedlinburg, Germany.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SPIREA.

Spiræa clumps. Floribunda and Compacta, white, $1.25 per doz., $8.50 per 100; Japonica, white, $1.50 per doz., $7 per 100; Queen Alexandra, pink, $1.50 per doz., $11 per 100. A. Henderson & Co., 211 N. State St., Chicago.

STRAWBERRY PLANTS.

Progressive and Superb, $5.00 per 1,000. Other varieties as low as $1.50 per 1,000. Catalog free. L. G. Tingle, Box 170, Pittsville, Md.

SWAINSONA.

SWAINSONA, 4-in pots, fine plants, $12.50 per 100. HENRY SMITH, Grand Rapids, Mich.

VERBENAS.

VERBENAS.

Large, well-rooted cuttings of Verbenas in eight good named varieties. Clean, healthy stock, free of mildew. Shipped under separate labels, but in collection only. $1.00 per 100, $9.00 per 1,000.

See our ads. for Salvias and Carnations elsewhere in these columns.

STUPPY FLORAL CO.,
St. Joseph, Mo.

VEGETABLE PLANTS.

Let your contract for spring delivery for asparagus, rhubarb, strawberry, blackberry, sweet potato and tomato plants. Write for price list.

HENRY P. MILLER,
Cobden, Illinois.

VINCAS.

Vinca variegata, 2-in., $2 per 100; $20 per 1,000. Elmer Rawlings, Allegany, N. Y.

MISCELLANEOUS.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Choice landscape, decorative and forcing stock for florists' trade. For varieties see advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Munson, 1353 N. Clark St., Chicago.

Glass cloth. A transparent waterproof fabric for all forcing purposes. Sample, 3x6 feet, 50c prepaid. Turner Bros., Bladen, Nebraska.

Pansy basket, "Arrow Brand." The best. Orders entered for immediate or future shipment. Send for descriptive circular. Coles & Company, 115 Warren St., New York.

Clay's fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Aetna Brand Tankage Fertilizer. Write for prices. Farmers' and Florists' Fertilizer Co., 809 Exchange Ave., Room 5, Chicago, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Use Evans' Challenge Vent Machine. Write for catalog. John A. Evans Co., Richmond, Ind.

Japanese miniature gardens, fern dishes, vases, flower pots, jardinieres, etc. Nippon Garden, Inc., 259 Fifth Ave., New York.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works, 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Baskets, pansy and verbena. For sizes and prices see advertisement elsewhere in this issue. G. P. Read, Inc., 199 Duane St., New York.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogues. Giblin & Co., Utica, N. Y.

Wizard brand manures. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $1.85; 50,000, $8.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Tile greenhouse benches. Write for circular. Camp Conduit Co., Cleveland, O.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

GREENHOUSE INSURANCE.

Cyclone and hail insurance; also insurance on growing crops while in the fields. The American Mutual Cyclone and Hail Insurance Co., Muncie, Ind.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. We design, manufacture and build greenhouses of every style and size. Building material of all kinds. American Greenhouse Mfg. Co., 1000 Masonic Temple, Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Greenhouse construction. Builders of greenhouses and conservatories of every description. Lord & Burnham Co., 42d Street Bldg., New York.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. Estimates on request. The Foley Greenhouse Mfg. Co., 31st and Spaulding Ave., Chicago.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

INSECTICIDES.

Nicotine. The Grasselli Chemical Co., Cleveland, Pittsburgh, St. Louis, New York, Cincinnati, St. Paul, Boston, Detroit, Birmingham, Chicago, Milwaukee, New Orleans.

Aphine, $1 per qt.; $2.50 per gal. Fungine, 75c per qt.; $2 per gal. Vermine, $1 per qt.; $3 per gal. Scaline, 75c per qt.; $1.50 per gal. Nikotiana, $1.50 per qt.; $4.50 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

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Coyle, James, New York.
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McCallum Co., Pittsburgh, Pa.
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Miller & Musser, Chicago.
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Niessen Co., The Leo, Philadelphia, Pa.
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Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
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Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
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MARKET IS FIRM.

During the past week business has held up very well on nearly every line of stock. Roses have advanced in price, as the crop shortened with the dull weather. The average figure is now from $6 up to $16 per 100 for the common commercial grade, but a few fancy lots sell for even more. Carnations are a little more plentiful and consequently the price has decreased a slight degree. From $4 to $5 per 100 seems to be about the average. Bulbous stock is coming slowly and the price is high. Jonquils bring $6 per 100 and Paper White narcissi sells from $2.50 to $3 per 100. Violets are scarce and bring $1 per 100. Yellow primroses and polyanthus sell at $4 per dozen bunches, the supply being very limited. Yellow marguerites are very scarce and are bringing unusually high prices. Lily of the valley is practically unobtainable at any price.

NOTES.

Robert Montgomery, of Natick, is improving after his mishap, and, with the exception of a badly sprained shoulder and a broken bone, is as well as may be expected after such a severe shaking up.

The Rawson Conservatories, Inc., are cutting a heavy crop of carnations at present, many of which are going to New York. Enchantress Supreme, Ward and Matchless are grown extensively.

John Barr, of South Natick, is getting a fine lot of carnations now. His Pink Delight are especially fine. He will grow 2,500 plants of the new carnation, Albert Roper, next year.

W. S. Wilson, of Wellesley, has commenced cutting Spencer sweet peas of very good quality. He will have a large crop of them this year, as about half his range is devoted to them.

Burgess & Cooney are shipping a fine lot of fresias from their plant at Maplewood. F. L. W.

Tri-City Florists' Club.

The January meeting of the Tri-City Florists' Club was held at the residence of Ludwig Stapp, Rock Island, Ill., and the flower show committee reported the Masonic temple in that city had been rented for November 2-4. It was decided to have a competitive show and an admission fee of 25 cents will be charged. C. O. E. Boehm, C. J. Reardon and A. Anderson were appointed a committee to draft a set of rules by which the exhibitors will be governed. The next meeting will be held at the residence of H. G. Pauli, Davenport, Ia.

WM. GOOS, Sec'y.

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Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.

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Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, $1.21.

The Rose.—By H. B. Ellwanger. Its cultivation, varieties, etc. A complete guide. Price, $1.25.

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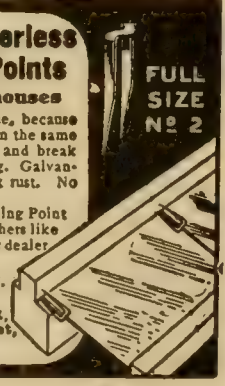

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518 Milwaukee Ave., Chicago, Ill.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. XLVIII. CHICAGO AND NEW YORK, JANUARY 27, 1917. No. 1495

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR, Houston, Texas, President; A. L. MILLER, Brooklyn, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Indianapolis, Ind., January 31-February 1, 1917; J. F. AMMANN, Edwardsville, Ill., President; W. J. VESEY, JR., Ft. Wayne, Ind., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition Philadelphia, March 20-23, 1917. S. S. PENNOCK, Philadelphia, Pa., President; LOUIS REUTER, Westerly, R. I., Vice-President; BENJAMIN HAMMOND, Beacon, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

AMERICAN CARNATION SOCIETY.

Indianapolis Meeting Jan. 31-Feb. 1.

The American Carnation Society will hold its twenty-sixth annual meeting and exhibition at Indianapolis, Ind., January 31-February 1, 1917, this being the fourth time the society has met in the metropolis of Indiana, the third, eleventh and eighteenth conventions having been held February 20-21, 1894, February 19-20, 1902, and January 27-28, 1909, respectively. Those who attended the previous meetings in this city will recall them as most successful and all indications presage that the 1917 convention will go down in the history of the society as an unsurpassed success, both in attendance and the number and quality of the exhibits. Indianapolis is well known as an ideal convention city with unsurpassed railroad and express facilities, accessible from all directions. Hoosier hospitality is always unstinted, and the committees, composed of members of the State Florists' Association of Indiana and the local trade, in charge of the local arrangements, have left nothing undone that might add to the comfort and pleasure of the visitors. The Claypool hotel, which will be convention headquarters, with its splendid exhibition hall, as well as meeting and committee rooms, all on the mezzanine floor, offers unexcelled facilities.

The exhibition will be staged by 1 o'clock, and after the judging is finished, it will be held for inspection of the members of the society until 8 p. m., at which time the public will be admitted, also Thursday afternoon and evening, no admission being charged.

All members are requested to attend the business sessions, the first of which will be called to order at 8 p. m., Wednesday. Another session will be held Thursday morning, and if necessary, a third will be called Thursday afternoon. Officers will be nominated Wednesday evening and the election will take place Thursday morning. The banquet will be served Thursday evening.

Novelties being disseminated this year will be a feature of the exhibition, and it is expected that many of these will be seen, in addition to the standard varieties. Among the varieties offered this year, we note the following:

Cottage Maid, a sport of Mrs. C. W. Ward, essentially a commercial variety, which originated with the Cottage Gardens Co., Inc., Queens, N. Y., winner of the first prize and sweepstakes cup at the St. Louis exhibition in 1916, first prize in its class at the Cleveland show, and the prize for keeping qualities after being shipped from New York, has also added prizes and certificates from many other exhibitions to its credit. Crystal White, winner of the American Carnation Society's gold medal among other honors, is also a Cottage Gardens Co. novelty, which, however, will not be sent out until 1918.

Belle Washburn, the red commercial carnation sent out by Bassett & Washburn, Chicago, winner of the American Carnation Society's silver medals in 1915 and 1916; also the S. A. F. silver medal in 1916, is fully maintaining its splendid record, having received numerous first prizes and certificates at exhibitions in various parts of the country.

Superb, a seedling of Gloriosa and Enchantress, of a soft salmon color, introduced by the J. D. Thompson Carnation Co., Joliet, Ill. The blooms average three inches in diameter and are of excellent keeping quality. It has the strong stem of Gloriosa and the quick growing habit of Enchantress.

Olive Whitman is a new red seedling, possessing all the fine qualities of its parents, Victory and Beacon, grown by M. Matheron, Baldwin, N. Y., and distributed by Guttman & Raynor, Inc., New York. This variety will be disseminated 1917-1918.

Rosalia, cerise pink, and Old Gold, dark yellow with narrow pink stripe, are the 1917 novelties of F. Dorner & Sons Co., Lafayette, Ind., possessing all the sterling qualities for which this well known firm's products are famous.

Doris is described by its grower, S. J. Goddard, Framingham, Mass., as a fine growing crimson with a robust

constitution, producing high grade blooms throughout the season.

Thenanthos, for which A. L. Randall Co., Chicago, are sole distributors, winner of the silver sweepstakes cup and first prize medal and ribbons awarded by the Horticultural Society of Chicago, continues to be an object of deep admiration among the reds. Its parentage is Enchantress x red seedling, the latter a cross of Nelson x Lawson, with the habit of Scott but stronger stem.

Radium, a new red seedling, with Bassett and Victory for its parents, is a new introduction of P. J. Olinger, New Castle, Ind. This is said to be a carnation of great producing power, a beautiful scarlet of uniform shade with flowers averaging four inches in diameter, has strong stems and is a continuous bloomer during the winter months.

Cornell, a new red which originated with Ira G. Marvin, Wilkes-Barre, Pa., five years ago has been successfully grown since then, said to be of good color with medium sized flower, lasts well and is a very free bloomer, especially at the holiday season.

Merry Christmas, Baur & Steinkamp's popular scarlet, is in fine condition at this firm's range at Indianapolis and will doubtless give a good account of itself.

Miss Theo, a product of the Littlefield & Wyman establishment at North Abington, Mass., is, it is said, living up to her reputation.

Amaryllis Belladonna and Ismene.

ED. AMERICAN FLORIST:

Please advise winter treatment of Amaryllis Belladonna and Ismene bulbs for our climate, northern Kansas.

C. K.

If the amaryllis bulbs are still in the pots in which they have been growing, we would leave in moderate temperature and light, with little or no water until the bulbs show signs of growth; then shake out of old soil, trim off decayed roots, and repot in soil that drains well, avoiding any rank or raw fertilizer. Water sparingly until growth of flower stalk shows, and then more freely as the plants seem to need it. After the blooming period, we keep them under growing conditions until the crop of leaves develop and ripen. When leaves begin to yellow, we dry off, leaving in the pots in a shady, cool place until time to start again.

For bulbs out of soil we plant in suitable size pots, give one good watering, and then treat as above, except they will hardly need further potting for this season. Ismene calathina are usually treated much like gladioli, for outdoor flowering, and for indoor growing, we would suggest treatment similar to gladioli also, not planting until mid-December or January 1.

W. H. C.

OMAHA, NEB.—The Omaha and Council Bluffs Florists' Club installed the following officers at its meeting January 11: John Bath, president; Lee Harmon, vice-president; J. S. Gardner, secretary; H. Clark, treasurer.

THE RETAIL TRADE

Conducted by Robt. Kift, Philadelphia, Pa.

George Wittbold Co.'s New Store.

In 1868, George Wittbold purchased a plot of ground in the outskirts of Chicago on which he erected greenhouses to carry on his business. It was a rather swampy spot where he had been wont to hunt game, but he found it could be bought cheap, and would suit his purpose, so the sale was made. Today, it lies in a high-class residential district, fronts on Buckingham place, and extends through to Halsted street, a full city block. As the business grew it was finally covered with greenhouses. A year ago, about a quarter of these, together with the retail store, were torn down, and a large flat or apartment building, was erected by the company on the corner of the lot. This is now filled with tenants. A sunken garden or court adjoins this, which will have a row of ornamental pillars along the street front of 100 feet. Adjoining this has been erected another apartment house, the first floor of which is occupied with their very up-to-date and handsomely arranged store, in the rear of which are two large conservatories.

The store is entered from Buckingham place through a marble and glass vestibule, with flemish oak woodwork. The walls and domed ceilings are of cement with cream colored tile finish. Four large square tiled columns in the center support the ceiling. Clusters of candle electric light fixtures in copper effects add materially to the decorative features.

A large Buchbinder flower case or refrigerator, 18 feet in length, by four in depth, with tiled floor, leaded glass front, woodwork hand carved and finished in flemish oak, is the last word in ornamental flower cases, quite in keeping with the handsome interior. Two large doors, which open out, are thought better and more convenient than if made to slide.

Commodious and well furnished offices open off the store to the right, while the conservatories in the rear, in full view of the store, are ornamental and very practical. They are of Garland truss construction, divided in two sections, one to be kept cooler than the other. One is 27x65 feet, the other, 23x45 feet. All the walls are covered with "Tufa" stone and planted with ferns and other suitable plants. A large fountain, supplied by the A. L. Randall Co., is a feature. Hand elevators at each end provide convenient means of conveying stock to the packing rooms in the basement.

A wide stairs leads from the store to a half basement show room, in which are carried all the latest baskets, ribbons and other bric-a-brac, so necessary to the up-to-date business of today. Opening from this room, in the rear, are the work room and stock refrigerator. A series of zinc-covered tables, on which all orders are put up and bouquets and designs arranged, are conveniently placed. Enclosed phones are a feature. The balance of this basement floor is used as a receiving and shipping room; it is a commodious space, 50 and 60 feet with cement floor, an invaluable aid, particularly during the rush days of the holiday seasons. A Kroeschell ice machine furnishes the cold storage for all refrigerators.

A space along the rear wall of the sunken garden has been built over and is used as a storage house for wild smilax and other like material. A large show room to the right of the basement staircase is to be used for displays of garden furniture, vases and a full line of terra cotta jardinieres and other such requisites. Taken aitogether, this is one of the best appointed retail stores in the country. Large ranges of glass in the rear on Halsted street are filled with an immense assortment of palms, ferns, dracænas and other decorative plants. The firm enjoys perhaps the largest decorative plant business in this country.

Two of the Wittbold brothers comprise the firm. Louis is general manager and Frederick has charge of the decorative branch. Fred Nelson is in charge of the retail department and takes great pleasure in showing the many local and out-of-town visitors through the beautiful Wittbold establishment.

CONSERVATORY OF THE GEO. WITTBOLD CO.'S NEW STORE.

NEW STORE OF THE GEO. WITTBOLD CO., CHICAGO.

St. Valentine's Day Posterette.

The St. Valentine's day posterette or stamp issued by the Chicago Florists' Club for the use of florists in advertising for business incident to this great flower day is attracting widespread attention in the trade, over 130,000 having been already ordered. This beautiful posterette or stamp is heart shaped and appropriately printed in red and white, size 2x2¼ inches and is especially designed for the use of florists and others on the face or back of their letterheads, bills, statements, circulars or other matter sent out through the mails and on flower boxes. This posterette is very attractive and gummed ready for use.

An enlarged or poster form (7¼x7¾ inches) has been prepared for use on store entrances, windows, mirrors, greenhouses, delivery wagons, etc. One retailer has already ordered a large number of these posters to be used in street car advertising. The price of these posters is five cents each or 50 cents per dozen. Some 6,000 of these posters have already been sold.

The prices for the small posterettes are as follows: 100, 75 cents; 500, $3; 1,000, $5; 2,000, $9; $5,000, $20; 10,000, $35; 15,000, $50; 25,000, $70; $50,000, $125; 100,000 $200; 500,000, $500; 1,000,000, $800. These prices include postage or express.

To insure the best results the use of the St. Valentine's day posterette should be started without delay. All orders and inquiries should be addressed to the chairman of the committee in charge of this publicity work, F. Lautenschlager, 440 West Erie street, Chicago, Ill.

Florists everywhere can obtain supplies of these posters and posterettes by sending order as above with remittance to cover the quantity desired.

Mr. Lautenschlager will attend the Indianapolis convention of the American Carnation Society, January 31 and February 1, prepared to book orders for these posters and posterettes. Arrangements can be made for the use of this poster in bill posting by addressing Mr. Lautenschlager as above. The February bills and statements will afford an excellent opportunity for the use of these posterettes. The posterettes and posters are ready for immediate delivery or shipment.

DAYTON, O.—W. G. Matthews, of the Dayton Floral Co., reports business good and the outlook rosy. Coming on for Easter he has 20,000 fine lilies, 5,000 pot roses, 10,000 tulips, 5,000 Dutch hyacinths, 500 rhododendrons and 400 azaleas, besides quantities of miscellaneous stock such as ferns, palms, primroses, cyclamens, begonias, etc.

Bedding Plants.

With the month of January another season's work commences with this class of plants and from now on until planting out time there will not be any let up in the preparation and working along of the stock. The gardeners in charge of cemetery greenhouses or others who grow large quantities of bedding plants will not have to look around to find something to keep them busy.

A very important part at the commencement of this work is to overhaul the stock plants and get them in shape to produce a generous supply of cuttings. Clean off any dead or diseased foliage, repot such as need it and give them a good situation on the greenhouse bench where they will get ample light and receive daily attention. Unless a close watch is kept to have these plants free of insects by frequent fumigations they quickly become nests for all kinds of insects which not only check the plants' growth but weaken the cuttings as well. Watering is another important part of their care; they should receive water as they need it, but when overdone, it causes the cuttings to be soft and liable to rot quickly after being put in the sand. At the same time it is a mistake to allow stock plants of any description to get to extreme dryness, which is a favorable condition for the spread of red spider.

When everything has been done to encourage the stock plants and a good supply of cuttings are in sight, the propagating house should be put in order, seeing to it that all the necessary arrangements are made to facilitate the work of turning out a large number of rooted cuttings in the shortest possible time. One of the secrets of being successful with bedding plants is to keep them moving quickly, never allowing cutting or plant to stand still long enough to receive a check and become hard and wirey. Fresh clean sand is one of the most essential requisites in the propagation of these plants as with all others; it is a mistake to think because bedding plants are considered a cheap line of stock, any old sand will do to propagate them in. Trouble will very soon arise if the sand is not strictly fresh and sweet.

The list of these plants that can be propagated now is a long one, but our first consideration should be to arrange for plenty of stock of such standard varieties as alternanthera, ageratum, Luminosa begonia, cuphea, geranium, heliotrope, fuchsias, marguerites, etc. Keep the propagating beds filled up all the time until all the stock needed for the spring business is provided for.

It is now time to commence shifting along the fall struck stock of bedding plants, the most important of which are the geraniums. These should now be in condition for potting into 3-inch pots. The most suitable compost for them is a live fresh soil containing a liberal amount of well rotted stable manure and sand. Should the soil be too wet to handle properly, spread it out on the shed floor to dry out a bit; when dry enough, run it through the sifter.

Pot geraniums firmly; they make a much more sturdy growth than if lightly potted and one of the beauties of a well grown geranium plant is its dwarf habit. After potting, a good bench in a light, airy house is the ideal place for them. Water them in well, after which allow the plants to become well along toward dryness between each watering, which will help to keep them dwarf and sturdy. When allowed too much water they become long and stalky.

Examine the clumps of cannas and dahlias to find out how they are keeping, and if found to be rotting or drying up too much give them attention. If an early supply of pot cannas is needed, it is not any too early to start them up; tubers started up now will make nice salable plants in 3½-inch or 4-inch pots by May 1.

The seeds of the different annuals are now coming in. Make every preparation for sowing them as soon as they come to hand. Sow pansy seed now for late spring flowering plants. Prepare the shallow boxes by placing a little coarse material over the bottom, filling up with finely sifted soil, pressing it firmly down, then water the soil with a fine rose sprinkler and let it remain several hours before sowing the seed. Sow the seed thinly and lightly and cover with finely sifted soil. Very fine seed such as begonia, petunia and lobelia should receive only a dusting of fine soil as a covering and cover the boxes with panes of glass, removing them for a little while each morning to let the dampness dry off them. Verbena, celosia, bellis, Centaurea candidissima, salvia and vinca are all due for sowing at this time. Watch closely for the appearance of the young seedlings, and as soon as they become large enough to handle, attend to the work of transplanting them. One thing connected with the raising of these plants that should be borne in mind is that they need plenty of light and the best place for them is on a shelf near the glass.

C. W. JOHNSON.

PORTLAND, ORE.—The Tonseth Floral Co. has doubled the capacity of its establishment.

SALT LAKE CITY, UTAH.—Christmas sales were 15 per cent better with no advance in prices as compared with the corresponding period in 1915, is the report of D. E. Law. The supply of roses and carnations was ample and violets were imported. Paper Whites were the only bulbous flowers on the market and cleaned up completely. The quality of stock in all lines was better than last year. The call for flowering plants was better than in former years, but an increase in the number of street stands operating this year and selling greens and cheap flowers from the coast cut down the business of the established stores.

E. G. Hill with His Seedling Roses.

THE ROSE.

E. G. Hill's Seedling Roses.

Comparatively few American rose growers have tried to produce new varieties by means of cross fertilization; many will lose large sums, however, trying out new kinds, which look to them at first sight, much better than they afterwards prove to be.

"Idealism plays an important part in the work of the hydridist; let the imagination have play; conjure up in your mind the kinds and qualities you would combine in the variety you wish produced, then select the parents carefully and await results. Time, patience—unlimited patience—is the one great requisite."

These are the words of E. G. Hill, the greatest rose hybridist of America, whose ideals of perfection in roses are mountain high. His reaching into the future, his grasping at what some think are but rainbow vapors, which soon and too often fade away, did not chill his enthusiasm. He has for the past 15 years, in the face of many disappointments, kept up his ardor for the work, until at last reward has come in the most wonderful results it has been the lot of any hybridizer to obtain.

OPHELIA, THE MOTHER PLANT.

There is now in his greenhouses at Richmond, Ind., a collection of over 40 varieties of seedlings from crosses made with Ophelia as the mother plant. The general excellence of these 40 or more varieties is proven by the fact that no two of the many practical rose growers, whose pleasure it has been to study and go over their various characteristics, have agreed as to which are the best. All grafted, and now in their second year, the selections by Mr. Hill as the best of some 2,500 are with but few exceptions growing luxuriously, all showing the vigor of the mother plant to a degree and bearing the birth mark of the more or less curved stem that is the pronounced feature of Ophelia. In nearly every seedling the man who knows roses can pick out the other parent, recognizing the variety at once in the shape, petalage and color of the flower and the closely inherited foliage. There are blocks of six, of twelve, and even

SEEDLING ROSE BEDS AT E. G. HILL CO., RICHMOND, IND.

more of some kinds, planted on two long benches in the same house with standard sorts grown for flowers. These seedlings look equally as well and quite a number of the varieties pronouncedly better than this proven stock. As they open out, they are, with but few exceptions, superior in some particular. A few very strong growing, creamy white with sulphur and deeper shades of yellow in the center, Sunburst crosses, will as the plants grow stronger make huge flowers. No. 609 is one of the best of this family. No. 1238 is another showing great vigor, a beautiful bud with as many petals as Ophelia. No. 112 is a large white with yellow center, a very strong grower.

KAISERIN CROSSES.

There are several fine pure white crosses of Kaiserin, perfect flowers; No. 666, while not such an erect grower, may come through later. A standard white should be found here.

There are several very fine pinks. No. 627, a Killarney Brilliant cross, is a huge flower, a trifle single but gorgeous in color. No. 1367, a strong grower, is a good clear shade, fine in bud and when open, a shapely full flower—certainly a fine variety. A Shawyer cross No. 392 is picked as a winner by many; it would count very high in the commercial scale; the color, form, size, growth and vigor all are there. A beautiful pink, No. 427, is a long shapely bud on strong stem—one of the best.

There are not many reds. A Richmond cross is fair, but not conspicious. Another cross produced an immense brilliant flower, but too single. Quite a number favor the mother in color, but none are as deep as this variety when well grown. They are nearly all lighter outside, with shades of coppery pink or yellow toward the center; very beautiful, but perhaps not as definite in color as is necessary for commercial sorts.

Others that stood out were: No. 1367, a strong grower, good shade of pink, very free; No. 702, a full double creamy yellow; No. 467, My Maryland cross, a very free flowering pink of Maryland shade; No. 844, an almost white Ophelia, strong grower; No. 565, a blush, with long stems, very free. A Russell cross, No. 427, seemed very prolific, having three buds on stems, 30 to 36 inches on one plant; others in the same block were almost as good. Lady Alice Stanley was seen in several blocks, foliage and flower very apparent; one of these should make a place. A Mrs. Ward held her own in the struggle, the personality being quite pronounced, but Ophelia was seen in the stem and foliage.

To see and properly appreciate this wonderful collection, one should make visits two or three weeks apart or perhaps in early March, when they have attained their full growth and all are likely to be in crop. They will be then at their best. Perhaps by that time, the best will have proved their right to be worthy of a place as forcing roses for the American market.

Mr. Hill has just gathered the seed hips of this year's hybridizing. The utmost care has been given this work, particularly along the lines laid down by Mendel. A number of older varieties, parents of the present standard sorts, have been secured and crossings of the seedlings made back; also seedlings back on Ophelia, which have given splendid results.

SEEDLING ROSES AT E. G. HILL CO.'S, RICHMOND, IND.

Vase of Red Rover.

The plants for breeding purposes are grown in six and seven-inch pots. Spring is the best time for hybridizing and considerable care must be taken in all stages of the work to secure accuracy; plants must be well cared for until seed is fully ripened, as immature seed will not germinate.

Mr. Hill is entitled to the greatest appreciation by all the craft in this country. He has raised many splendid garden sorts. His General McArthur is a superb flower, unquestionably the best scarlet garden rose. Rhea Reid obtained the highest honors in Europe, being decided the finest rose in the world, in the competition of that year. Many other sorts of his introductions of less note are still grown. His Richmond has held the place of honor as one of the best forcing roses for a long time. He was the first to see merit in Ophelia and has many other like successes in introducing new varieties of commercial roses.

Rose Mrs. Chas. Gersdorff.

Chas. E. F. Gersdorff, of Washington, D. C., advises that the description of his rose printed in our issue of December 23, 1916, should read as follows:

"The plant is of strong climbing habit, sending strong canes yearly from the root, both in spring and fall; strong thorns, not too thickly set; profuse and almost constant flowering habit; flowers generally borne singly, though, also in clusters of two to four; flowers very durable, remaining in good condition in hot sunshine for five days by actual test; buds large, like tulips in shape; color, a beautiful Killarney pink, shading to blush shell pink. The flowers possess a strong hybrid tea fragrance. Have grown these roses for past seven years outdoors without protection in both northern and southern exposures without winter killing.

Western Association of Nurserymen.

As we go to press the Western Association of Nurserymen is in session at the Coates House, Kansas City, Mo., the occasion being the thirty-seventh annual meeting of the organization, the dates being January 24-25.

Among the interesting topics included in the well balanced programme are the following: "Just What the Advanced Costs of Labor, Box Straps, Lumber, Paper, Twine, Burlap, Nails and Packing Material Means in the Running of the Cellars and Packing Rooms This Year," by Bert Lake; "How Are We to Raise Our Prices, Both Wholesale and Retail, to meet the High Cost of Doing Business?" by G. A. Marshall; "If the Wholesale Nurserymen Want to Take Orders from Retail Customers, Should They Not Issue a Retail Price List?" by Will A. Harrison; "What is the Outlook in the Apple Tree Market for Spring Trade?" by J. H. Skinner; "Are There Any Serious Difficulties Confronting the Importer of Nursery Stock This Spring?" by James McHutchison and E. S. Welch; "Should Not Wholesale Nurserymen Who Do Business with Nurserymen and Florists Quit Advertising in Farm and Fruit Papers, Offering Nursery Stock at Wholesale?" by C. W. Carman; "Landscaping Home Grounds," by L. E. Wilson; "What We did in Cutting Down the Wholesale Mailing Lists of the National Association," by Vice-presidents E. P. Bernardin, F. A. Weber, J. W. Hill and G. A. Marshall; "Is It a Fair Shake to the Retail Nurserymen to Advertise in Papers That Give Trees and Plants as Premiums for Subscriptions?" by Carl Sonderegger; "Selling Nursery Stock," by O. P. Beckley of the McFarland Co., Harrisburg, Pa.; "What Was the Matter with the Cherry Tree Trade This Fall?", by Harry Hobbs and W. C. Reed; "Would a National Retail Association as a Branch of the American Association Benefit the Entire Trade?" by J. R. Mayhew; "Can We Standardize the Selling Methods of Marketing Nursery Stock at Retail?" by W. S. Griesa and J. Frank Jones; "How to Eliminate the Deadbeats," by M. E. Chandler; "Suggested Rearrangement of the Pay and Liar Reports," by A. E. Willis; "How Arbitration Works," by F. H. Stannard; "Methods Essential to Successful Nursery Business," by J. W. Hill; "Will the Retailer Who Sends Out a Cheap Cut-Price List to the Trade at the Beginning of the Buying Season, Spend Eternity in the Same Place as the Wholesaler Who Sends Out a Wholesale List to the Retail Buyer?" by Gerald L. Holsinger; "What It Cost Us to Grow and Cellar a Three-Year Apple Tree," by W. A. Harrison.

Ohio State Hort. Society Anniversary.

The fiftieth anniversary of the Ohio State Horticultural Society will be celebrated at the annual meeting at Columbus, January 30-31. Speakers for the meeting will include H. M. Dunlap, president of the National Apple Growers' Association; S. W. Fletcher, professor of horticulture, Pennsylvania State College; and the following from the staff of the Ohio Agricultural Experiment Station: W. J. Green, J. B. Keil and F. H. Ballou, horticulturists; A. D. Selby, botanist; H. A. Gossard and J. S. Houser, entomologists. The speakers from the College of Agriculture will include Wendell Paddock, V. H. Davis, R. B. Cruickshank and A. C. Hottes of the department of horticulture and F. H. Lathrop and Max Kisliuk of the department of entomology. N. E. Shaw and E. J. Hoddy, nursery inspectors of the state board of agriculture, and W. T. Mann and W. W. Farnsworth, practical nurserymen, will also be on the programme.

Nebraska State Florists' Society.

The annual joint meeting of the Nebraska State Florists' Society, in conjunction with members of the trade in western Iowa and Missouri, brief mention of which was made in our issue of January 13, page 1394, was held at Lincoln, January 16. There was a good attendance and the programme was a very interesting one. President Williams being unable to attend, Charles Green was selected to act as chairman. The opening address was made by J. J. Hess of Omaha who brought up a number of pertinent points, among them being regulating credits and discounts or commissions to agents in the country districts. In the discussion which followed, the following spoke in favor of regulation in both cases: Roy Wilcox, Council Bluffs, Ia.; Chas. P. Mueller, Wichita, Kan.; J. S. Wilson, Des Moines, Ia.; Arthur Smith, of Boone, Ia.; C. H. Green of Fremont, Neb.; G. M. Johnson of Beatrice, Neb.; W. E. Davidson of Holdrege, Neb.; C. Chapin of Lincoln, Neb.; J. R. Simanton, Falls City, Neb.; L. Henderson, Omaha, Neb.; C. H. Frey of Lincoln, Neb., and others.

A vote being called for, the society decided on a discount of 20 per cent to all agents, payable the first of each month. It was also decided to allow a discount of 10 per cent on bills of 60 days dating and 90 days net. Accounts of longer standing will be considered bad pay and marked as such. J. J. Hess, Roy Wilcox, C H. Green and C. P. Mueller were selected to draft a resolution for adoption, after which copies will be sent to all florists in this part of the country.

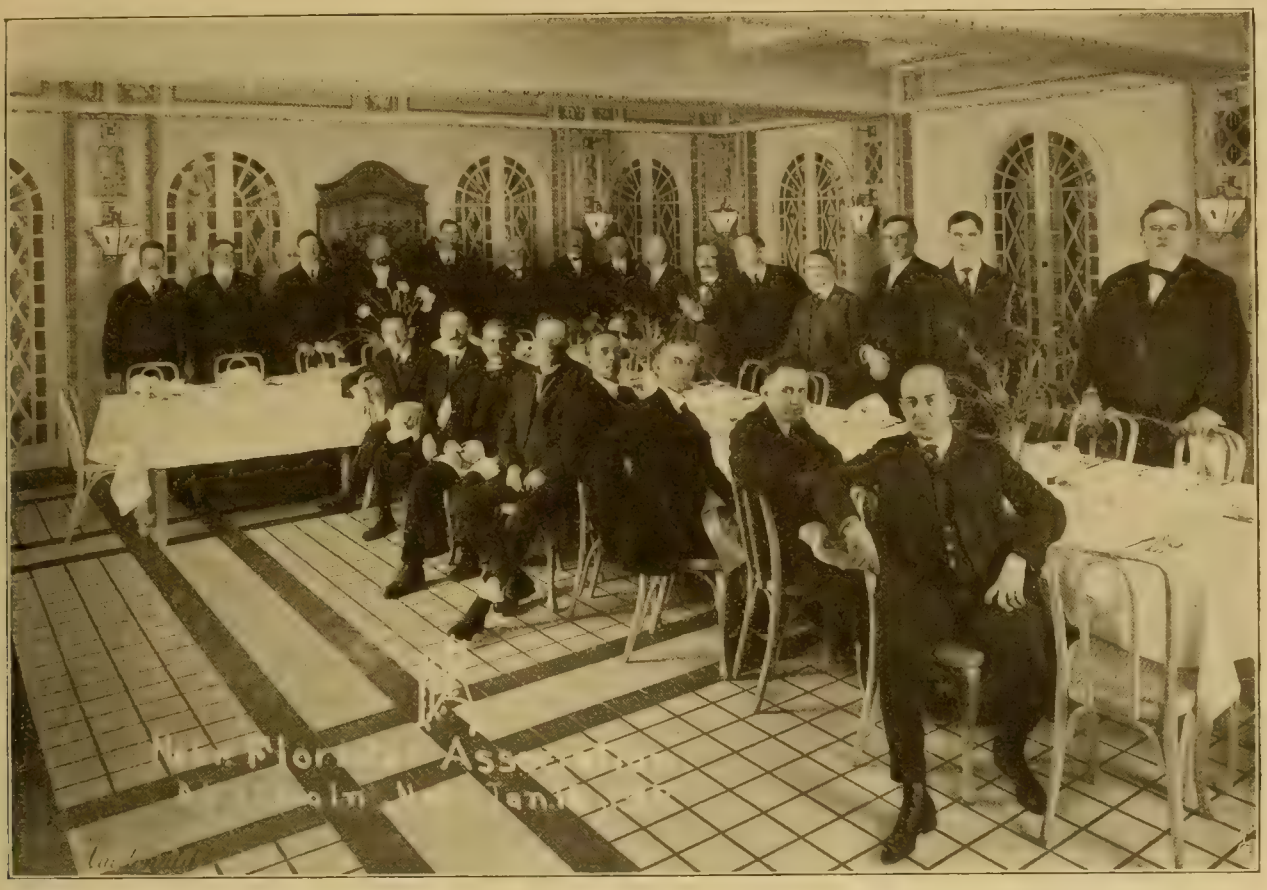
Included in the local hospitalities was a trip to the several growing establishments followed by a dinner at the Savoy Hotel, tendered the visitors by C. H. Frey.

The following officers were elected for the ensuing year: C. H. Frey, Lincoln, president; C. M. Johnston, Beatrice, vice-president; Lewis Henderson, Omaha, secretary-treasurer.

The banquet at the Lincoln hotel, which was attended by 25 florists and their guests, was a most delightful affair. The tables were resplendent with C. H. Frey's red carnation, Nebraska, and the mantel was elaborate with roses arranged by Roy Wilcox. President Williams welcomed the guests.

SEEDLING ROSES AT E. G. HILL CO.'S, RICHMOND, IND.

At Top—No. 1238, White, with Lemon Center, Strong Stem;
Below—No. 392, Two Blooms of a Very Fine Pink Shawyer Cross.



NEBRASKA STATE FLORISTS' SOCIETY'S ANNUAL BANQUET AT LINCOLN, JANUARY 16, 1917.

Among those present were the following:

Ed. Williams, Grand Island, Neb.
C. H. Frey, Lincoln, Neb.
C. P. Mueller, Wichita, Kan.
J. S. Wilson, Des Moines, Ia.
Arthur H. Smith, Boone, Ia.
Philip J. Foley, Chicago.
J. J. Hess, Omaha, Neb.
E. C. Pruner, Chicago.
Guy Reburn, Chicago.
M. H. Levine, New York.
Roy Wilcox, Council Bluffs, Ia.
Lewis Henderson, Omaha, Neb.
Irwin Frey, Lincoln, Neb.
C. M. Johnston, Beatrice, Neb.
L. Buckendorf, Norfolk, Neb.
John Ellsworth, Grand Island, Neb.
J. R. Simanton, Falls City, Neb.
Carl Vaughan, Chicago.
O. H. Enslow, Lincoln, Neb.
J. K. Hiltner, Lincoln, Neb.
W. E. Davidson, Holdrege, Neb.
R. L. Howard, Scott's Bluffs, Neb.
H. J. Jensen, Lincoln, Neb.
W. B. Yule, Lincoln, Neb.

P. J. Foley, president of the Foley Greenhouse Manufacturing Co., Chicago, was elected to honorary membership as were C. P. Mueller, Wichita, Kan.; J. S. Wilson, Des Moines, Ia., and Arthur H. Smith, Boone, Ia.

The following motion by Lewis Henderson, Omaha, was carried: That the Nebraska State Florists' Society extend a vote of thanks to the directors and members of the Society of American Florists for the great honor conferred upon us in electing J. J. Hess, one of our fellow members, as treasurer of the national body.

The floral display which was staged at the Auditorium was most excellent. Awards were made as follows: Fifty roses, Lewis Henderson, first; Simanton & Pence, Falls City, Neb., second. Fifty carnations—Hiltner Bros., Lincoln, first; Simanton & Pence, second. One hundred sweet peas—Hiltner Bros., first; Simanton & Pence, second. Display of flowers—Simanton & Pence, first; Lewis Henderson, second.

GRIPPE.

C. H. Green, Fremont, Neb.
State Vice-Pres. Society of American Florists.

COLLEGE POINT, N. Y.—Anton Schultheis, Jr., and Miss Frieda Kastner were married January 10.

BUFFALO, N. Y.—Stroh's Flower Shop at 354 Main street has been closed and the stock transferred to the firm's new store at Main and North Division streets.

San Francisco.

COLD WEATHER HOLDS BACK SUPPLY.

Business continues to be most satisfactory, the only trouble being to secure enough stock. The cold weather is still with us and is holding back flowers to a great extent. All available roses are quickly bought up and prices continue very firm. American Beauties are in brisk demand, with the supply short. Russells are coming along a little more freely. The quality is extra good and the stock moves fast. There are plenty of shipping calls for this variety and Ophelia. The cut of carnations is not increasing to any appreciable extent and none of the stock waits very long for buyers. Red carnations are more plentiful just at present than for some time past. Many of the growers report the carnations splitting badly just at present, owing to the very cold weather. Violets especially are suffering more than anything else from the continued cold spell. The stems are shorter, flowers smaller and supply much below that of former years. The shipping call is brisk, but all orders have to be cut down to a considerable extent. The supply of bulbous stock is the only item that seems to be on the increase. Freesias are plentiful and of splendid quality. There are very large quantities disposed of daily at very good prices. Daffodils and narcissi are in ample supply. The former sell well but have taken a drop in price as compared with last week. A few lilies are coming along, just about enough for the demand, which is not very strong. Cattleyas are in the market a little more plentifully. Trianæ is the chief variety coming along. All sell at firm prices. Quite a lot of cut cyclamens are used, also some Primula obconica, and Forbesi. Snapdragons are scarce and practically out of the

market. The same is true of lily of the valley. Some fine azaleas are to be seen in the down town stores. They seem to have made their appearance too late for the holidays. Greens are in strong demand, yet stock is none too plentiful. Asparagus has not suffered from the cold weather as yet, and sells quickly.

NOTES.

We have been informed by Frank G. Cuthbertson, of C. C. Morse & Co., who is assistant secretary of the American Sweet Pea Society, that there will not be a sweet pea show in this city this coming spring. This announcement will be a matter of much regret to the many lovers of this charming annual. It was found that all of the work and much of the financial burden of the show fell on a limited number, and coming at a time of the year when most of them are exceptionally busy, it was thought best to drop the show until a stronger organization could be gotten together. It is hoped that the cause of the sweet pea will be championed on the coast by the Pacific Coast Horticultural Society or the Menlo Park Horticultural Society. There is surely a splendid opportunity for these two strong organizations to co-operate now and hold a sweet peas show in June.

The Lynch Nursery Company was in with a splendid house of snapdragons for the Christmas holidays. This firm is very successful in the growing of this popular flower. The favorite varieties are Nelrose, Keystone and Silver Pink. The carnation range at this establishment is producing heavily. Matchless is largely grown and does splendidly here. Their new red seedling carnation, as yet unnamed, is proving the most prolific of all reds to date that they have tried.

The coal situation is again very acute in this vicinity. Many of the growers who were unable to get deliveries early in the season, are now compelled to go into the open market for their supplies at very much advanced prices. There seems to be no immediate relief in sight or prospects of any. Many of the growers say this will be their last season with coal, intending to change to fuel oil. Several of our largest growers are now using oil exclusively, with splendid results.

At the last meeting of the Menlo Park Horticultural Society, President elect John M. Daly was awarded the society's gold medal for the most points won during the year at the monthly meeting exhibits. A gold medal was also awarded to John M. Aitken for his exhibits made during the past year. A large number were in attendance and refreshments were served after the meeting.

Henry Goertzhain is bringing in some splendid carnations from his Redwood Nurseries. He has a splendid lot of lilies coming along. They are all clean and vigorous, and give promise of being extra fine stock. Like a great many more of the growers, his coal supply has been giving him much concern, but so far he has been able to secure enough for his needs.

Last month was the coldest December we have passed through for 11 years. Many varieties of plants which heretofore survived our winters without injury, show the effects of the severe cold. Such plants as coprosmas, pittesporums, crepe myrtle and plumbago have all been hit more or less. We will all be glad to see the cold spell pass again.

Many florists and greenhouse men claim that there will be a very heavy demand for bedding plants of all kinds this coming spring. We have had the coldest weather known for many years and all soft wooded plants have been killed. Many growers are now preparing to meet this demand.

M. H. Ebel, Sacramento, who is in town this week, reports having a splendid Christmas and holiday trade. He says more stock could have been easily disposed of if it were to be had. Large quantitites of pot plants were sent up from this section and sold out completely.

J. Otto Thilow, of Henry A. Dreer, Inc., Philadelphia, Pa., is spending a few days in the city. Paul and Henry Dailledouze, of New York, were also in town and visited many of the leading growers before they departed for Honolulu, where they will spend part of the winter.

John Carbone, the orchid grower at Berkeley, had a large write-up in the Wasp, a local society magazine, recently. A splendid cut of his new hybrid Brasso-Cattleya, Queen of California, was shown. It is claimed that this is the first seedling to flower in this state.

Superintendent McLaren of Golden Gate Park has a large force of men beautifying Lincoln park. About 4,000 plants are being set out. A large collection of acacias will be one of the pleasant features of this park when the work is completed.

Nels Peterson, of San Mateo, has long been recognized as the producer of the finest carnations that arrive in this market. His cut this season compares very favorably with former years, and his flowers always bring the top notch figures.

C. A. Tonneson, secretary of the Pacific Coast Association of Nurserymen, retires as editor of the "Northwest Horticulturist," owing to ill health, after 27 years' service. We all hope his health will be restored after his well earned rest.

It is the unanimous opinion of most of the nurserymen that the coming season is going to prove a very prosperous one. The demand for ornamentals is heavy and several growers report being sold up very close on many items.

Walter Egglington, who has charge of the Fleishacker collection of orchids, surprised his friends by a quiet marriage ceremony during the holidays. Walter is now back from his honeymoon receiving congratulations.

Podesta & Baldocchi have been showing some very good azaleas of late. Their orchid display is up to their usual high standard. They say they are very well pleased with business conditions.

The San Francisco Sunday Chronicle had a two-page write-up of the Cottage Gardens Nurseries of Eureka. It was illustrated with many photographs of the nurseries and greenhouses.

We regret to announce the death of the mother of J. J. O'Connor, the Mission florist. Mrs. O'Connor was a very estimable woman and greatly beloved by a wide circle of friends.

Angelo J. Rossi, of Pelicano, Rossi & Co., has been appointed on the executive committee of the Mardi Gras carnival, which is to be held during the latter part of this month.

Dave Cooper of Josephs' spent several days in Sacramento last week. He said that all the Sacramento florists were busy and that business was in a very healthy condition there.

Howard D. Bowen, a noted landscape engineer of Honolulu, who has been spending some weeks in this city and vicinity, departed for Honolulu this week.

Ricarde Lee Murray, at 894 Geary street, has been using the daily papers in advertising his store, and says the results have been very good.

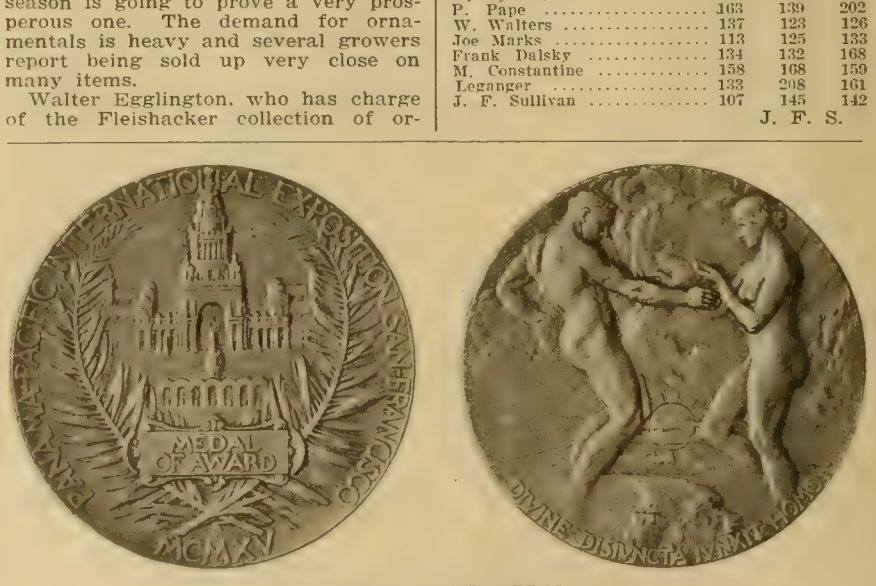
Arthur Bearsby, of Frank R. Mills' force, has been laid up for some time with the grippe, but is hoping to be out soon again. G. N.

Detroit Bowling.

The Detroit bowlers, undismayed by their defeat at the hands of the Cleveland teams, January 16, resumed their weekly practice games Thursday evening, January 18. The scores were as follows:

Jos. Streit	185	148	190
Ed Moss	156	110	172
W. A. Manda	125	118	...
John Klang	137	145	158
Thos. Browne	137	119	208
A. Bezner	115	144	130
H. Taylor	139	143	160
Norman Sullivan	144	168	157
J. K. Stock	144	156	169
A. Sylvester	119	130	143
P. Pape	163	139	202
W. Walters	137	123	126
Joe Marks	113	125	133
Frank Dalsky	134	132	168
M. Constantine	158	168	159
Leganger	133	208	161
J. F. Sullivan	107	145	142

J. F. S.



PANAMA-PACIFIC MEDAL.
Actual Diameter 2¾ Inches.

Vaughan's Panama-Pacific Medals.

Vaughan's Seed Store, Chicago and New York, has just received the handsome medals awarded at the Panama-Pacific exposition, held at San Francisco, Calif., in 1915. The medals received are as follows:

Canna Firebird	Gold medal
Gladiolus Mrs. Francis King	Gold medal
Gladiolus Rainbow Mixture	Gold medal
Gladiolus Chicago Salmon	Gold medal
Gladiolus Chicago White	Silver medal
Rose Madame Jules Gouchault	Gold medal

Cincinnati.

GOOD STOCK SELLS AT SIGHT.

The stock problem has become a serious one in this market. The supply has shortened so that at the time of this writing everything is cleaning up at sight at prices that the retailers regard as rather stiff for the time of the year. Shipping to out-of-town points is heavy. The greatest decrease in any one flower was in roses. The supply at this time is not much more than a shadow of what it was a fortnight ago. The carnation supply, too, was shortened considerably. Sweet pea receipts are holding their own. Easter lilies are in demand and are proving good property. Rubrum, lilies and callas are in a fair supply. Daffodils and Murillo tulips may be had. Both have been cleaning up very readily. Other offerings include narcissi, Roman hyacinths, freesias, snapdragons, lily of the valley, orchids and single violets.

NOTES.

The following Cincinnatians will attend the Carnation society meeting at Indianapolis, January 31-February 1: Mr. and Mrs. J. A. Peterson, C. E. Critchell, E. G. Gillett and R. Witterstaetter.

Mr. and Mrs. E. G. Gillett have made arrangements to spend four or five weeks at West Palm Beach, Fla., with C. J. Olmer. They will leave February 6.

Will Brueggemann, of P. J. Olinger's, is being congratulated upon the arrival of a baby boy at his home.

The Cincinnati Cut Flower Exchange has been getting in some excellent baby primrose plants.

C. E. Critchell has been having an excellent market for his daffodils and primroses.

Visitors: Robert Shoch, of M. Rice Co., Philadelphia, Pa., and S. Lipman, of Scheuer & Co., New York.

H.

Pittsburgh, Pa.

EXCELLENT DEMAND, BUT NO OVERSUPPLY.

In spite of the fact that we had all kinds of weather last week, business held up well. The greatest demand was for short roses. It seems that the longer grades and American Beauties do not sell so well. There was no over-supply of other stock until the latter part of the week, when carnations and daffodils started to come in in quantities, which brought down the price. Indications are that all bulb stock will now come in large amounts, which will be welcome, as we are always glad to see the spring flowers come (and go). Some very good sweet peas are now in this market, which find ready sales. The scarcity season is about over until after Easter, which will give the retail men a much needed rest. Funeral work keeps all the stores very busy.

NOTES.

Mr. Retail Florist, prepare for the next big day (Valentine's). It is only a few days now until you will have another grand rush. This is one of the best flower days of the year, so begin early to advertise and do something about your store to attract the attention of your customers and remind them of Valentine's day.

The next meeting of the florists' club will be held February 6 at the Fort Pitt hotel. It is very important that all members attend the meetings regularly, as it is only five months until the Pittsburgh flower show is to be held, and every member is expected to work hard to make it a grand success.

Randolph & McClements are cutting some very fine white lilac and purple iris from their Stanton avenue greenhouses.

Dave Hill, of Fifth avenue, has opened a new store at 6117 Penn avenue, in the heart of East Liberty.

Pittsburgh expects to be well represented at the rose festival in Philadelphia March 21-24.

W. H. Rosenbauer is cutting some very fine freesia from his Leetsdale greenhouse.

Al Briggs of the North Side has been very busy with decorations the past few weeks.

G. M.

Washington, D. C.

PRICES HIGH, BUT SALES GOOD.

Business is at its best, as it seems everybody is trying to do much entertaining before the inauguration. Prices have been extremely high, especially on Sunburst, Maryland, both Killarneys, Hadley, Richmond, Ward Ophelia and Stanley. In orchids, the best were quoted at $9 per dozen; others not quite so large at $7. The price on American Beauty ranged from $1.50 to $7.50 per dozen. Lily of the valley, which has been high in price all winter, has taken quite a drop and can now be had at prices ranging from four to six cents. Gardenias sell at from $2 to $3 per dozen. Easter lilies are none too plentiful and are bringing $12.50 per 100. Rubrums have been scarce all week.

NOTE.

All of the local trade were represented more or less at the funeral of Admiral Dewey, and some very handsome designs were seen. The Washington Floral Co. made a standing anchor, six feet high, rubrum lilies, violets, lily of the valley, orchids and Ward roses being used in the arrangement. George C. Shaffer arranged a reproduction of a 4-inch gun that was on the Olympic in gardenias, rubrum lilies, violets and lily of the valley. A ship's anchor was made of orchids, rubrum and calla lilies and sweet peas. Many handsome arrangements including wreaths and clusters reflected Gude Bros'. usual good style. J. H. Small & Sons had orders for extra fine pieces. One large wreath, which stood over 12 feet high, was especially attractive. Orchids and American Beauty roses were prominent in this, while another of orchids and Easter lilies was handsome.

G. C. D.

Rochester, N. Y.

CUT FLOWERS LIMITED IN SUPPLY.

Cold, unsettled weather with a lack of sunshine has caused a shortage in the supply of cut stock of all kinds. Trade keeps up wonderfully well and there is a good demand for funeral work. Decorations for dinners and social functions also add their quota to the volume of business. Carnations are scarce and the price correspondingly high. Roses are only fair in quality and the quantity moderate. Sweet peas and daffodils are becoming more plentiful. Paper Whites find a ready sale. Violets are not much sought after.

NOTES.

Ernest H. Wilson, celebrated botanist and explorer, whose researches in China and Japan are well known, was the guest of Mr. and Mrs. John Dunbar, January 7. Mr. Wilson is enroute to Japan and thence Korea, where he will spend the next 15 months in the study of the flora and in securing new specimens for the Arnold Arboretum. Many of the plants in the Rochester park system were grown from seed which he brought from the Orient on previous trips. Following a tour of the parks, Mr. Wilson and his wife were guests at an informal dinner given by Mr. Dunbar and his wife, among others present being Park Commissioner A. B. Lamberton, Deputy Commissioner W. S. Riley, Superintendent of Parks C. C. Lancy, President Castlemann of the board of education, Chas. Maloy, Wm. P. Dunbar and John Dennis.

Carnation Alice is not giving as good satisfaction locally as it is in the east and west. A great many growers are planning on Nancy another year. This variety seems to have found favor with them. F. Bennett, Clifford & Son and C. E. Fry, all of Barnard, N. Y., will grow Nancy next year.

Harry Merritt is disposing of cuttings of his sport carnation taken from Nancy. It is a good keeper and the color is an unusually good shade of pink. His Delight is also increasing in size and color each week.

J. M. Keller is producing some very good daffodils, narcissi and tulips at the Keller greenhouses in South avenue. His crop of freesias now in full bud will be ready to cut next week.

Frank Pursell of Irondequoit is having wonderful success with his roses, which are capably handled by George Rauchy, who is in charge of the rose range.

Frank McLewis of the Unique Flower Shop reports good trade in funeral orders, but a weak counter demand, due to limited supply and high prices.

J. B. Keller Sons featured a handsome vase of pink roses in a large gilt frame, which was the center of attraction in their window recently.

H. E. Wilson has been very busy with funeral work. A large casket cover of Easter lilies was among the orders of the past week.

Paul Campus will open a flower shop on South Clinton avenue near Court street in a few weeks.

E. C. Kaelber recently had a splendid window decoration of Golden Spurs arranged in vases.

Ambrose Secker is now connected with the Hugo Teute range.

Visitors: E. H. Bishop, of D. M. Ferry & Co., Detroit, Mich.; H. A. Price, representing S. S. Pennock-Meehan Co., Philadelphia, Pa.; Geo. W. Cohen, of Cohen & Hiller, New York; M. Myers, of Myers Bros.; Milton Slinka, New York; E. R. Sishens, Philadelphia, Pa.

CHESTER.

OBITUARY.

Swain Nelson.

Swain Nelson, founder of Swain Nelson & Sons Co., Chicago, original designer of Lincoln park, in that city, and one of the leading nurserymen of the west, died January 18, at the residence of his son, Seymour G. Nelson, Glen View, Ill., at the age of 89 years.

Mr. Nelson located in Chicago in 1855 and engaged in the landscape gardening profession, having previously prepared himself for it in Sweden, his native land.

His designs for Lincoln park were accepted in 1865 by the city council, and during the following 15 years he directed the work of developing that park as well as several others, including Humboldt, Garfield, Douglas and Union parks. He laid out Graceland cemetery and also the Waller estate, now known as Buena Park.

He moved from Chicago to Glen View in 1893 and was an active member of his firm up to the time of his death. He is survived by two sons, Seymour G. and Alvin E. Nelson, and three daughters, Mrs. A. L. Gyllenhall and Miss Emelia and Miss Adah Nelson.

LINCOLN, NEB.—H. H. Frey, Sr., father of the well known florists of this city, died in December.

THE AMERICAN FLORIST

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Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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BELLADONNA culture as a drug plant is the subject of a bulletin (No. 275) recently issued by the experiment station at Berkeley, Calif.

LATE chrysanthemums have been very good stock this fall, top prices being realized for all special flowers in markets both east and west.

VIOLETS should be allowed to attain full size on the plants. The fragrance is one of their best features and if not allowed to fully open the flowers will be found without odor.

CONSIGNEES should always be notified before or at the time of shipping to be on the lookout for a package coming by a certain express. Such advance information often corrects wrong street addresses and avoids other annoying delays.

Convention Garden at New York.

An additional tract of 140 acres is being developed at the New York botanical garden, Bronx Park, part of which will be devoted to the S. A. F. convention garden.

Society of American Florists.

Secretary J. G. Esler of the Florists' Hail Association calls my attention to a typographical error, which appears in the suggestions to state vice-presidents sent out from this office a few days ago. The paragraph reads that the Florists' Hail Association now underwrites risks on 4,000,000 square feet of glass. This should read "44,000,000 square feet of glass."

JOHN YOUNG, Sec'y.

Dorothy Perkins.

Newark, N. Y., Jan. 15, 1917.—Mr. and Mrs. George C. Perkins have issued invitations to the marriage of their daughter, Miss Dorothy Perkins, and Mr. E. B. Estabrook, of Germantown, Pa., which will be solemnized January 27. A large reception follows the wedding. Miss Perkins' name has been made very familiar to the horticultural world by the popularity of the well known climbing rose, raised and introduced some years ago by Jackson & Perkins Co. and named in honor of Mr. Perkins' daughter.

Sceery Again Heads Park Commission.

Edward Sceery, well-known proprietor of model florist establishments at Paterson and Passaic, N. J., was elected president of the board of park commissioners of the first named city for the seventh consecutive time at a meeting of the commission January 10, the vote being unanimous. President Sceery outlined to the board a number of improvements in the park system to include a skating rink, golf links and additional playgrounds which he hopes to see effected in the near future. At the Hamilton club, January 17, the members of the commission were the guests of Mr. Sceery, the occasion being the president's annual dinner.

American Sweet Pea Society.

A meeting of the executive committee of this society was held at the Hotel Breslin, New York, January 18, there being present Geo. W. Kerr, president; Wm. Gray, W. A. Sperling and J. Harrison Dick. A letter was read from Harry A. Bunyard, who has been secretary of the society from its inception, tendering his resignation of that office; after discussion this was accepted with regret. Wm. Gray, Bellevue road, Newport, R. I., was appointed secretary to carry on the work until the annual meeting in July. As this left a vacancy on the executive committee, J. H. Stalford, Bar Harbor, Me., was nominated. The schedule and bulletin were discussed, and these will be issued as one publication by March 1 at latest. Other matters for the furtherance of the objects and membership of the society were discussed.

Fifth National Flower Show.

ST. LOUIS, MO., APRIL 5-16, 1918.

Under the direction of Chairman George Asmus of the National Flower Show Committee, the work of the Fifth National Flower Show is well advanced. Floor plans of the Coliseum are being prepared, showing the location of the trade exhibits, and same will be sent out at an early date. The first preliminary plant schedule has been distributed, and extra copies may be procured upon application to the secretary at 53 West 28th street, New York. The schedule committee will be pleased to receive suggestions as to how and where this schedule may be improved, and such suggestions and recommendations will be acted upon by this committee at their next meeting, and included in the final schedule, if approved. The guarantee fund, which is to be $10,000, will soon be completed. Any member desiring to subscribe to this fund should do so at once.

The committee would also esteem donations of special prizes, the same to be offered under the names of the donors. Kindly, if possible, select the subject for your award from the preliminary schedules, thus relieving our obligations to the prize fund to that extent. Special prizes have been received from the Cottage Gardens Nurseries, Inc., of Eureka, Humboldt county, Calif., for the best display of American grown Azalea indica. Plants must have been growing at least three years in the United States. Collection must consist of not less than six plants, five plants of each variety—First prize, cash $50; second prize, cash $30; third prize, cash $20; total, $100. John Lewis Childs, Inc., Flowerfield, N. Y., offers for Calla "Elliottiana," 25 plants, in bloom—First prize, $20; second prize, $12. Twelve plants in bloom: first prize, $10; second prize, $6.

JOHN YOUNG, Sec'y.

Chicago to Indianapolis.

CARNATION MEETING AND EXHIBITION.

For the annual convention of the American Carnation Society to be held at Indianapolis, Ind., January 31 and February 1, the Monon Route has been selected as the shortest and most convenient line for the Chicago party. The one-way fare between Chicago and Indianapolis is $4.60 and the party fare for 10 or more, $4.14 each. Lower berths, $2; upper berths, $1.60.

The night train leaving the Dearborn station, Polk and Dearborn streets, Tuesday, January 30, at 11:40 p. m., due in Indianapolis at 4:30 a. m., has been chosen by the Florists' Club as the convention train for its members and others wishing to join the party. Berths on the night train are ready at 10 o'clock and can be occupied until 7:30 a. m. the next morning.

Reservations should be made early to secure the party rate by writing or telephoning Herbert Wiley, General Agent Passenger Department, 104 South Clark street, Chicago. Telephone Harrison 3309.

For those who wish to reach Indianapolis earlier the Monon Route has an evening train, leaving the Dearborn station Tuesday, January 30, at 5:30 p. m., due in Indianapolis at 10:30 the same night.

Indianapolis Hotels.

In view of the fact that the convention of the hardware dealers will be held in Indianapolis on the same dates as that of the annual meeting of the American Carnation Society, namely, January 31-February 1, 1917, it has been deemed advisable by the reception committee to have rates of Indianapolis hotels published so that reservations may be made in due time. There are plenty of good hotel accommodations in Indianapolis included in the following list:

Grand hotel—Rooms, $1 up; with bath, $1.50 up.

Washington hotel—Rooms with bath, $1.50, $2, $2.50 and $3.

Claypool hotel—Single room, $1.50; with bath, $2.

Severin hotel — Room with shower bath, $1.50; with tub bath, $2 to $3.50 (European plan).

JOHN BERTERMANN, Chairman

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—A 1 salesman, designer and all around storeman. Chicago prefered. Address Key 740. care American Florist.

Situation Wanted—Young man wants position on private or commercial place; able to take care of boiler. Nationality, Dane. Address Key 743. care American Florist.

Situation Wanted—By A1 saleslady, designer and bookkeeper: Chicago only considered; can furnish best of references; able to take charge. Address Key 737 care American Florist.

Situation Wanted—By mushroom grower, gardener and general mechanic. Married, no children, good references. Address H. G. WILLIS, P. O. Delawanna, N. J.

Situation Wanted—German, 35, single. First-class grower of cyclamen, poinsettias, ferns and general stock, wants position immediately. Middle west preferred Key 746, care American Florist.

Situation Wanted—Foreman at present of 30,000 square feet of glass growing roses, carnations and general line of pot stock, desires change. Would like to take full charge of smaller place. Good designer, married, excellent reference. EARLE FORTNEY, 17 N. Fremont St., Coldwater, Mich.

Situation Wanted—By a practical man 42 years of age, with 20 years' of experience in the florist business. An all around grower, salesman and designer; American born. Married and have one child 7 years old. Can furnish best of references. Please state wages in first letter. Address Box 473, Salina, Kan.

Situation Wanted—By Scandinavian, single, with over 20 years' experience in Scandinavia, England, Germany and America. Several years in charge of greenhouses and outside. Cut flowers, forcing and propagating a specialty. Well up in care of parks. References are good. Address Key 717. care American Florist.

Help Wanted—Grower to take charge of greenhouses growing for retail store. $17.00 per week. MARSHFIELD FLORIST CO. Marshfield, Ore.

Help Wanted—Good all around greenhouse man to invest not less than $1,500 and take full charge of greenhouse business; is paying better than 40% on investment and growing very fast. Salary to start $75 per month and house rent free. For further particulars address LAMAR GREENHOUSE CO., Lamar, Colo.

Help Wanted—At once. Well experienced grower of chrysanthemums, carnations, bulbs and bedding plants. Single man preferred, must be sober and of good habits. State experience, references and salary in first letter. 14,000 feet of glass. Address E. R GIDDINGS, Box 64, Tulsa, Okla.

Partner Wanted—Man with some experience for first class retail store now doing a business of $250 per month, and which there is a good chance to double; fine location in the east. About $2,000 required; capital needed mostly for a greenhouse. Address Key 744, care American Florist.

For Sale—The Ferry Flower Shop, 175 East Jefferson avenue, Detroit, Mich. A good business location. Price $600. Address J. A. BLEECKER, 175 E. Jefferson av., Detroit.

For Sale—Old established flower store doing an excellent business. Centrally located in Brooklyn, N Y. To close an estate, executors will sell to responsible party at reasonble terms. Address A. F. F., care American Florist, 42 West 28th St., New York.

For Sale—First class floral establishment in a Missouri town of 12,000. 25,000 feet modern glass; six acres land; good buildings and improvements. Retail and wholesale. Business is growing; owner going to retire. This place is a bargain. For particulars address Key 741. care American Florist.

For Sale—Two greenhouses, 21x90 and 14½x90 feet. Lord & Burnham hot water boiler. Five room dwelling, modern improvements bath, fine water supply; two acres of good land; in Washington, D. C., on suburban car line. Inquire C. LUCKEY, 2041 5th Ave. New York City, or J. M. GANLEY, Riverdale, Maryland.

For Sale Cheap—Second hand sash bars in 11 and 17 ft. lengths ventilators 3x3½ also quantity of A. glass, 16 x 24, 16 x 14 and 10 x 12. Bargain. Write or call JOHN PROCHASKA, Niles Center, Illinois.

For Sale—Greenhouse property or part interest in same. Two greenhouses, each 22 x 200 feet in good condition; planted mostly to carnations, sweet peas and geraniums. 4 to 5 acres of land, good location. Address ALLEN & BLANCHARD, 185 Exchange St., Tel., 107 W. Leominster, Mass.

For Sale or Rent—An old established greenhouse plant; 18,000 feet of glass; good location in thriving Western Pennsylvania town, on street car line; good seven-room house, with conveniences; barn, etc. Address M. A. HOLT, 718 W. Penn St., Butler, Pa.

For Rent—Good paying retail store on the north side in Chicago to reliable party on very reasonable terms. $500 down, balance on time. Owner has range of greenhouses and wants to devote his entire time to them. This is a splendid opportunity for some deserving young fellow to go into business for himself. Store has been long established and business is showing a fine profit. For further particulars address, Key 743, care American Florist.

HELP WANTED
ROSE GROWER

Good steady and efficient man for large commercial place near Chicago Good wages to the right party. State full particulars in first letter.

Key 745, care American Florist.

HELP WANTED

First-class Gardener for private place. Give full particulars, including wages, nationality and size of family.

E. A. WOODS,
Care of Elliott Nursery Co.,
PITTSBURGH, PA.

HELP WANTED

Good all around men. Must be A No. 1 grower of potted plants and quick at potting up. Steady position and good wages to those proving ability. Address

RANDOLPH & McCLEMENTS,
5936 Penn Ave., PITTSBURGH, PA.

WANTED
Knocked-down Greenhouses

100 feet in length, even span, any width. Cheap for cash; F. O. B shipping point; of standard make, glass, piping, ventilating machinery, etc. Must be in good shape. Give particulars in first letter. Address

Key 744, care American Florist.

For Sale

Good paying retail and wholesale flower store in business section of city of 400,000 inhabitants. Established 25 years. Good reasons for selling. Address.

Key 742, care American Florist.

FOR SALE.

We have installed a new Buchbinder refrigerator in the Geo. Wittbold Co.'s new retail store on Buckingham Place, Chicago, and will sell the two refrigerators that were in use there at a bargain if taken at once. One is a display box 10x4x10 feet high and the other a storage box 8x10 feet. For further particulars address

BUCHBINDER BROS.,
518 Milwaukee Ave., CHICAGO, ILL.

FOR RENT

Suitable floor space on the Chicago Wholesale Cut Flower Market, where the grower can sell his own stock. For further particulars address

Key 732, care American Florist.

FOR RENT

Eight lots of 24,000 sq. ft. of ground space, free from any building, corner of Franklin Street and Sacramento Boulevard, Chicago Owner considers this an ideal spot for retail florist and will make very reasonable terms to reliable party. For further particulars, address

Key 742, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $2.85; per 1000 $4.50. Samples on request. Electro of leaf, postpaid, $1.25. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

NEW EDITION—Issued August, 1916.

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen
OF THE
UNITED STATES AND CANADA.

Price $3.00, Postpaid.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO.

Own Root Roses

Summer propagated, now semi-dormant, from carefully selected wood, which will make splendid stock for florists' use, indoors or out; the quality you want—the kinds you must have. Send for our new catalog if copy has not reached you. Place your order **NOW.**

GRAFTED ROSES. Don't delay ordering.

CARNATION CUTTINGS

None finer in the country, better order at once.

If you grow CHRYSANTHEMUMS, send for our Catalog.

THE E. G. HILL CO., Richmond, Ind.

Kansas City, Mo.

SHORT MARKET WITH PRICES HIGH.

Inclement weather during the past week checked the supply of stock and with the heavy demand many items appeared in the short list daily. What roses came in were of good quality but the prices were high. Carnations were plentiful with lilies and excellent sweet peas close followers. Bulbous flowers are making a better appearance each day, good freesias, tulips, jonquils and white and yellow narcissi being seen, but the supply is not large. Pot plants find ready buyers as fast as they make their appearance. Funeral work is heavier than it has been for some time.

NOTES.

About $2,000 worth of bulbs, which were scheduled to burst into luxuriant bloom next summer in the city parks of the Kansas side, were put out of commission January 16, by a fire which destroyed the municipal greenhouses in City park. About $1,000 worth of bulbs, it is believed, were saved. Immediately after the fire, J. B. Clark, superintendent of parks, had a force of men erecting a temporary greenhouse to protect such stock as had escaped the fire, from the effects of cold and water. The loss on the greenhouses was $1,800.

T. J. Noll & Co. are handling a good line of roses of the best quality. Carnations are also plentiful and fill the bulk of the orders. Jonquils, tulips and narcissi and a good stock of sweet peas are also seen, but the supply does not meet requirements.

J. Austin, who has greenhouses at Thirty-fifth street and Park avenue, and a retail store at Thirty-first and Troost streets, has opened a new flower shop at Tenth and Main streets.

John S. Meyer, aged 68 years, died January 20, at the residence of his daughter, Mrs. Charles E. Heite, 1201 East Sixty-third street. Mr. Heite is foreman of the Wm. L. Rock Flower Co.'s greenhouses.

Wm. L. Rock Flower Co. has been cutting fancy rose stock at the greenhouses. Business is reported very satisfactory and some excellent advance orders are being booked.

W. J. Barnes reports the heaviest call for funeral designs this season. This has kept his supply of cut stock low. Pot plants sell readily and are fast decreasing in number.

H. Kusik & Co. have had a heavy week in shipping business, with local trade also holding up well. This firm is receiving some excellent carnations from John Stevens.

Out-of-town funeral trade has been very heavy at the Alpha Floral Co.'s establishment. Mr. Elberfield, accompanied by his wife, will spend three weeks in the south.

Ray Sturgens has a fine line of carnations and is cutting heavily on Butterfly sweet peas. He has over 10,000 geraniums for the spring trade.

Fred Fromhold reports excellent business during the week. Decorations and hotel work have been better than usual.

A record-breaking week in funeral work is reported by A. Newell.

E. J. B.

Nassau County Horticultural Society.

The monthly meeting of this society was held in Pembroke hall, Glen Cove, January 10. President James McCarthy in the chair. E. J. Brown, chairman of the dinner committee, reported progress, and it is hoped there will be a good turnout at this annual event, to be held January 23, at the Oriental hotel, Glen Cove, at 6:30 p. m. Andrew Kennedy, New York, and Edward Harris, of Glen Cove, were elected members, and one petition was received. The president appointed Robt. Jones, James Gladstone and Samuel J. Trepess to act as judges for the monthly exhibits, and their decisions were as follows: John F. Johnson, for one pot of Primula Malacoides, first; Harry Goodband, for three poinsettias, first, and also first for 12 sprays of freesias; also special mention to James Duthie for a pot of Primula Malacoides Townsendi. Jas. Duthis, who is the originator of this valuable type of Malacoides, upon request, gave us a very interesting talk on the history of this variety.

Samuel I. Trepess ably read a very interesting and instructive essay entitled, "The Gardener and His Profession," by W. N. Craig, Massachusetts. This essay was thoroughly enjoyed by all members present and a motion was made and carried that a letter of thanks be sent to the author. James Duthie then read an essay by John Johnson, Massachusetts, entitled, "The Japanese Garden." This also proved very interesting and a letter of thanks was ordered sent to the author.

Exhibits for the next meeting to be held February 14 at 2 p. m., sharp, are Twelve mixed roses, six tomatoes and one pot of cyclamens.

HARRY GOODBAND, Cor. Sec'y.

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.
Evergreen, Ala.

NEW RED ROSE--DONALD MacDONALD

A new Hawlmark Red Rose sent out this year by Alex. Dickson & Sons.

We have tested this Rose for Winter forcing for two years, and with us it produces more red roses during the winter than any Rose we have ever grown. It is not a large Rose, but has perfectly formed medium sized flowers that sell at sight. Color bright orange carmine; will not turn blue; because the base of the petals is orange. It is not a summer rose, as it has the same substance as Killarney. We build the plants up until November, and from Thanksgiving until May it is a money maker for the Rose Grower, as no pinching is necessary.

Strong Grafted Plants
$35.00 per 100; $300.00 per 1000.

Own Root Plants
$30.00 per 100; $250.00 per 1000.

Dicksons' Hawlmark Irish Roses.

Alex. Dickson & Sons, Ltd., of Newtownards, County Down, Ireland, have been distributing their Pedigree Roses in the United States, under the name of **DICKSONS' IRISH ROSES** for the past thirty years.

They have given us for winter forcing, Killarney, Liberty, Mrs. Jardine, Melody, Irish Fire Flame and Killarney Brilliant. In outdoor varieties, in addition to the above, they have sent out Duchess of Wellington, Mrs. Wemyss Quinn, Duchess of Westminster, Mrs MacKellar, Lady Ashtown, Lady Greenall, and a host of other sterling varieties.

Other firms by the name of Dickson are now advertising **DICKSONS' IRISH ROSES,** so that Alex. Dickson & Sons, for their own protection, have copyrighted the name **HAWLMARK,** which is the sterling stamp of the rose world. Every **HAWLMARK ROSE** is genuine, and the best cultivated.

ROBERT SCOTT & SON, AGENTS FOR ALEX. DICKSON & SONS, **SHARON HILL, DELAWARE CO., PA.**

COTTAGE MAID

A SPORT OF MRS. C. W. WARD

OF A PLEASING SHADE OF FLESH PINK.

A Few Reasons Why You Want It:

It has the habit and growth of **Ward**
It is the best keeper and shipper of all
It is unsurpassed in quality of bloom
It will not fade in bright weather
Its color sells it on sight
It is fine under artificial light

COTTAGE MAID IS A MARKET CARNATION

The Public Wants It **YOU NEED IT**

PRICE: $12 per 100; $100 per 1000.

FEBRUARY DELIVERY

Cottage Gardens Co., Inc.

(ORIGINATORS)

QUEENS, NEW YORK.

THE FLORISTS' SUPPLY HOUSE OF AMERICA.

ONLY 14 DAYS TO FEBRUARY THE 14th.

ST. VALENTINE'S DAY

THE GREAT MID-WINTER FLOWER FESTIVAL.

Hamper Baskets, Red Heart Corsage Pins, Corsage Cords, all colors; Birch Bark Hearts with Arrows, Loose Gilt Arrows, Chiffon Ribbons all Shades, Sunshine Handle Baskets Decorated with Hearts. Get our line of novelties display them. Boost the day. Get the business. Small baskets filled with miniature cherry trees for Washington's Birthday a great novelty.

GET OUR 1917 FOLDER. **ALWAYS GOOD SERVICE; MODERATE PRICES.**

H. Bayersdorfer & Co., 1129 Arch St., Philadelphia, Pa.

Nashville, Tenn.

COLD WEATHER HOLDS BACK STOCK.

With the ground covered with snow and dark cloudy days the effect on stock has been to shorten the supply, especially roses. There is barely enough to meet the daily demand, with nothing for the wholesale trade. A good supply of Harrisii lilies seems to be on hand and these serve to fill in nicely in funeral work. There are very few American Beauty or Russell, the two leading favorites in roses. Carnations continue in popularity and generally sell up well early in the day. They are blooming well and the quality is excellent. The yellow narcissus is a prime favorite both as a cut flower and in pot plants. There are still some azaleas, but they sell slowly. Cyclamens have held first place in the pot plant section. Violets were cut short by the cold spell but will be in good shape for Valentine's day.

NOTES.

The Joy Floral Co., even with its large range, has felt the effect of the dark days and had to refuse more orders than they filled for the wholesale trade. They had a very beautiful window recently with the "Dainty Maidens" filled with fresh cut flowers to match the vase; the yellow ones filled with the Soliel d'Or narcissi were particularly attractive. They have had quite a good sale on the "Dainty Maidens," something entirely new in the market.

The McIntyre Floral Company has had a very good trade with just enough flowers coming in each day to keep up with the daily demand. They have a small supply of each of the varieties of roses, the Killarneys, Ophelia and Richmond. While they have no Bermuda lilies they have a fine supply of calla lilies, which some patrons prefer to any other. Violets are a little off crop, but if the weather is favorable, there will be a good crop for Valentine's day.

Geny Bros. report a good week's business in funeral work, orders for out-of-town shipments being especially heavy. They have had good sales on bulbous stock. M. C. D.

HOUSTON, TEX.—Arthur L. Perring, secretary of the florists' club of this city and gardener for the W. B. Sharp estate, has recovered from a serious illness extending over 10 weeks and has gone to Santa Barbara, Calif., where he will probably remain indefinitely.

Ferns, Palms, Rhododendrons, Etc.

Our Stock of Kentias is larger than usual, with bright clean stock in all sizes.

Kentia Belmoreana, 4-in. pots, 5 leaves, 15 in. high, 40c each; 5-in. pots, 5 to 6 leaves, 18 to 20 in. high, $1.00 each; 6 in. pots, 5 to 6 leaves, 20 to 24 in. high, $1.25 each; 6-in. pots, 5 to 6 leaves, 24 to 28 in. high, $1.50 each.

Kentia Forsteriana, 6-in. pots, 5 to 6 leaves, 30 in. high, $1.50 each; 6-in. pots, 6 to 7 leaves, 34 in. high, $2.00 each; 7 in. pots, 6 to 7 leaves, 36 in. high, $2.50 each.

Kentia Forsteriana, made up, 3 and 4 plants in 7-in. tub, 36 in. high, $3.50 each; 3 and 4 plants in 8-in. tub, 38 to 40 in. high, $4.50 each; 3 and 4 plants in 8 in tub, 40 to 44 in. high, $5.00 each; 3 and 4 plants in 10-in. tub, 60 to 66 in. high, $8.50 each.

Ferns, Teddy, Jr., extra quality, 5 in. pots, 35c each; 6-in. pots, 50c each.

Boston Ferns, fine stock, 5-in. pots, 35c each; 6 in. pots, 50c each; 8-in. pots, $1.00 each; 10-in. pots, $2.50 each.

Asparagus Sprengeri, heavy field plants, now in 4 in. pots, $12.00 per 100; 5-in. pots, extra heavy, $18.00 per 100.

English Ivy, 4-in. pot plants, 2 and 3 shoots, 2 to 3 ft. tops, at $12.00 per 100.

Rhododendrons, special forcing varieties, 8 to 12 buds, 80c. each; 12 to 16 buds, $1.10 each. Pink Pearl, 6 to 8 buds, 80c each; 8 to 12 buds, $1.25 each.

Azalea Mollis, seedlings, 12 to 15-in., full of buds, $4.50 per doz.; 15 to 18-in., very bushy, $5.40 per doz.

THE STORRS & HARRISON CO.,

Painesville, Lake Co., Ohio.

Mention the American Florist when writing

The Latest New Red Carnation

"CORNELL"

Originated with us five years ago, and successfully grown since then for a large retail trade. Very free bloomer, giving flowers in abundance for the Holidays. Good red color, medium size flower; splendid seller; lasts well and does not split. **Cuttings ready for delivery now.**

$6.00 per hundred; $50.00 per thousand.

IRA G. MARVIN, 23 S. Franklin St., Wilkes-Barre, Pa.

BURPEE'S SEEDS GROW

BURPEE'S ANNUAL
The Leading American Seed Catalog

WITH the close of 1916, forty years of "Burpee Effort" have passed into Seed History. These were constructive years, years of careful, intensive, scientific investigation and experimenting. Starting in a very modest way, acre after acre, building after building have been added until today we enjoy the distinction of being the World's Largest Mail Order Seed House.

The House of Burpee

in this forty years has introduced more distinct new varieties of Vegetable and Flower Seeds that are now in general cultivation, than have any three other American Seed Firms, but never have we catalogued any one of these varieties until it has passed all the exacting requirements of the Burpee Standard. This Burpee Standard is maintained by rigid tests at Fordhook Farms, America's largest and most complete Trial Grounds. These tests are made each year for the purpose of strengthening the bond of confidence between our customers and ourselves.

With the culmination of these forty years we enter the fifth decade of our active business life, with the firm intention of continuing to Better Serve.

Burpee Annual for 1917

The Leading American Seed Catalog is bigger, better and brighter than ever before. Twenty-two pages have been added, and best of all you will find thirty Burpee Specialties illustrated in color. Never before have we issued a catalog with so many accurate color illustrations.

Florists and Market Gardeners, in addition to Burpee's Annual, should have Burpee's Blue List, the Market Growers' Handbook. This is a wholesale price list for commercial planters. Write for these catalogs today. A post card will bring them.

BURPEE'S BLUE LIST
The Market Growers' Handbook

W. Atlee Burpee & Co.,

SEED GROWERS

Burpee Buildings, PHILADELPHIA.

KENNICOTT BROS. CO.,

Oldest House In Chicago
167 N. Wabash Ave.

Select Cuttings from Healthy Plants, such as YOU would select YOURSELF

Prices always higher—so is the quality

H. B. KENNICOTT, President
J. E. POLLWORTH, Sec'y and Gen'l Mgr.

1st

RED
Beacon, Victory, Joy, Champion, $3.00 per 100; $25.00 1000. Aviator, Belle Washburn, Red Wing, $6.00 per 100; $50.00 per 1000.

PINK
Winsor, Peerless, Enchantress, Philadelphia, C.W.Ward, Mrs. Akehurst, $3.00 per 100; $25.00 per 1000. Sensation, Alice, $3.50 per 100; $30.00 per 1000. Superb, $12.00 per 100; $100.00 per 1000.

WHITE
Matchless, Enchantress, W.Wonder, W.Perfection,$3.00 per 100; $25.00 per 1000.

MISCELLANEOUS
Benora, Yellow Prince, $3 per 100; $25 per 1000
Terms: 2 per cent discount for cash with order. 30 days on approved credit.

St. Louis.

HIGH PRICES RULE SHORT MARKET.

With stock scarce and a firm demand, the market held up well during the past week. All varieties of seasonable flowers are in moderate demand and prices are above normal. The stiffest market is on American Beauty, which is still on the short side, and all arrivals were quickly disposed of with little deviation from prices. Russell is scarce and the quality is very poor. Roses in general are none too plentiful and the supply is not up to requirements. Killarneys, while of poor quality, are selling well because of the scarcity of good stock. Ophelias have practically disappeared and the few that do arrive command holiday prices. The supply of carnations is shorter than a week ago and they clean up well at $4 per 100. There are sufficient Easter lilies for present needs and the supply of lily of the valley is ample. Sweet peas are arriving in larger numbers, the quality is good and prices continue high. Violets sell well and some very fine singles are seen. Paper Whites are beginning to shorten up and find a ready market at $3 per 100. Stevia is rapidly disappearing. La Reine tulips made their appearance within the last few days and find an easy market.

NOTES.

The Valentine's day campaign is on and the local trade are preparing to use space in the newspapers. The retail florists' association expects to receive aid from the wholesalers and growers. The chairman of the advertising committee plans to spend about $500 during the second week in February.

Local members of the American Carnation Society plan to attend the Indianapolis convention in a body. Dave Geddis is chairman of the transportation committee.

Al. Gumz, of the Windler Wholesale Floral Co., is soliciting advertising for the spring flower show with good results.

Mullanphy Florists report heavy business in funeral work. Both managers are daily market visitors.

The first shipment of La Reine tulips to arrive in this city was consigned to C. A. Kuehn.

Tom Carr is increasing the capacity of his store to care for the heavy spring business.

W. C. Smith is now spending half of his time at his range in St. Louis county.

The Windler Flower Shop recently had a fine display of cyclamens and hyacinths.

H. G. Berning is showing some very fine violets. X. Y. Z.

Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000		Per 100	Per 1000
White Enchantress,	$3.00	$25.00	Washington, - -	$3.00	$25.00
White Wonder, -	3.00	25.00	The Herald, - - -	3.00	25.00
Matchless - - -	3.00	25.00	Victory, - - - -	3.00	25.00
Enchantress Supreme	3.00	25.00	Champion - - -	3.00	25.00
Peerless Pink, - -	3.00	25.00	Aviator, Best Money Maker,	6.00	50.00
Ward, - - - - - -	3.00	25.00	Thenanthos - - -	12.00	

MISCELLANEOUS PLANTS

PRIMULA MALACOIDES
2½ in.....3c each 4 in.....10c each
3 in.....5c each 5 in.....15c each

PRIMULA OBCONICA
4 in.....10c each 5 in.....15c each

CALCEOLARIA HYBRIDUM
Best strong plants, 2½ in.....7c each

CYCLAMEN
Full of bud and bloom, 5 in., 50c each; 6 in., 60c each; 7 in., 75c each.

CINERARIAS
Dwarf mixed, 3 in., 4c each; 4 in., 10c each.

BEGONIAS
Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

PYFER & OLSEM,
WILMETTE, - - - ILLINOIS.

CARNATION CUTTINGS

Order at once for EARLY DELIVERY. First come, first served.

NEW VARIETIES.

COTTAGE MAID: Clear shell pink, sport of Mrs. C. W. Ward, possessing the same wonderful keeping and shipping qualities. **MERRY CHRISTMAS:** Color, intense deep scarlet; large flower, well formed, splendid stem and calyx, splendid keeper. **DORIS:** Color, brilliant maroon; vigorous grower, producing a succession of high grade blooms on long stiff stems; good calyx. **ROSALIA:** A true cerise pink; splendid grower and producer; a good commercial variety in every respect. **OLD GOLD:** Deep yellow with faint pink stripes; the earliest and freest flowering of all yellow varieties; a decided improvement over Yellow Prince. **All of the above varieties, $12.00 per 100; $100.00 per 1000.**

Last year's introductions and standard varieties; prices on application.

Send for our Plant Bulletin, this contains a complete description of all new varieties of Roses and other plants. A postal card will bring it.

S. S. PENNOCK-MEEHAN COMPANY,

The Wholesale Florists of Philadelphia

PHILADELPHIA, 1608-1612 Ludlow St. **NEW YORK, 117 W. 28th St.**
BALTIMORE, Franklin and St. Paul Sts. **WASHINGTON, D. C., 1216 H St., N. W.**

THE GEO. WITTBOLD CO.

745 Buckingham Place, CHICAGO, ILL.

SPECIAL WHOLESALE PRICE LIST TO THE TRADE WINTER AND SPRING--1917

Select your items now and mail in your order. Sixty years' experience is your guarantee of satisfaction.

BOSTON FERNS:
2-inch, $4 per 100.
3-inch, $7 per 100.
4-inch, $2 per doz.; $15 per 100.
5-inch, $3 per doz.; $25 per 100.
6-inch, $6 per doz.; $50 per 100.
7-inch, $9 per doz.
8-inch, $12 per doz.

WHITMANII FERNS:
2-inch, $4 per 100.
3-inch, $7 per 100.
4-inch, $2 per doz.; $15 per 100.

SCOTTI FERNS:
5-inch, $3.00 per doz.

ASSORTED FERNS FOR DISHES:
2¼-inch, $3.00 per 100.
3-inch, $6.00 per 100.
4-inch, $10.00 per 100.

CYRTOMIUM FALCATUM:
2¼-inch, $3.00 per 100.
3-inch, $6.00 per 100.
4-inch, $10.00 per 100.
5-inch, $2.50 per doz.

ENGLISH IVY:
4-inch, $1.50 per doz.; $12.00 per 100.
8-inch wire pyramids, covered with vines, fine specimens, $2.50 and $3.00 each.

VINCA MAJOR VARIEGATA:
2¼-inch, $3.00 per 100.
3-inch, $6.00 per 100.

ADIANTUM CUNEATUM:
6-inch, $6.00 per doz.

ASPARAGUS PLUMOSUS:
3-inch, $6.00 per 100.
4-inch, $12.00 per 100.

ASPARAGUS SPRENGERII:
Wire baskets with vines, 11-inch, $1.00 each.

DRACENA INDIVISA:
2-inch, $3.00 per 100.
3-inch, 75c per doz.; $6 per 100.
4-inch, $1.25 per doz.; $10 per 100.
6-inch, fine plants, $9 per doz.

BOXWOOD

BUSH FORM.
10-inch, 25c each.
10 and 12-inch, heavy, 35c each.
15-inch, 50c each.
18-inch, 75c each.
22 and 24-inch, $1 and $1.25 each.

STANDARDS.
18-inch stem, 15-inch crown, $2.00 each.

PYRAMIDS.
2 feet high, $2.00 each.
3 feet high, $3.00 each.
3½ feet high, $3.50 each.
4 feet high, $4.00 each.
5 feet high, $8.00 each.
6 feet high, $15.00 each.

GLOBES.
18-inch, $4.00 each.

LAURO CERASUS:
A shrub similar to the Aucuba, with dark green wax-like leaves, splendid for decorating purposes. 18-24-inch bushy plants, $1.00 and $1.25 each.

ASPIDISTRA ELATIOR:
Tall, fine plants, green leaved, 10c per leaf.
6-inch pots, $1.00 and $1.25 each.
Variegated, 15c per leaf.
6-inch pots, $1.25 and $1.50 each.

SANSEVIERA ZEYLANICA:
3-inch, $1.00 per dozen.

FICUS PANDURATA:
4-inch, $6.00 per doz.

FICUS ELASTICA:
4-in., $3.00 per doz. 6-in., $6.00 per doz.
5-in., $5.00 per doz. 7-in., 75c each.

FICUS NITIDA:
A small-leaved rubber plant which is very desirable as a house plant for jardinieres, window boxes, basket arrangements, etc. Will stand the sun exposure perfectly.
2-inch, 75c per doz.; $5.00 per 100.
3-inch, $1.25 per doz.; $10.00 per 100.
4-inch, $3.00 per doz.

PANDANUS UTILIS:
4-inch, $3.00 per dozen.

PANDANUS VEITCHII:
4-inch very fine, well colored stock, $6.00 per dozen, $45.00 per 100.
5-inch, 75c each.
6-inch, $1.00 each.

MRS. F. SANDER DAISIES:
2-inch, $3.00 per 100, 3-inch, $6.00 per 100.

COLEUS:
Trailing Queen, 2-inch, $2.50 per 100.
Verschaffelti, 2-inch, $2.50 per 100.
Golden Bedder, 2-inch, $2.50 per 100.
Assorted, 2-inch, $2.50 per 100.

PETUNIAS—DOUBLE ASSORTED:
2-inch, $3.00 per 100.
3-inch, $6.00 per 100.

PALMS:
Areca Lutescens, 2-inch, $1.00 per doz.; $8.00 per 100.

KENTIA BELMOREANA:

Size.	Leaves.	Height.	Doz.	100
2-inch	4	8-inch	$1.50	$12.00
3-inch	4-5	8-10-inch	2.00	15.00
4-inch	4-5	12-14-inch	4.50	
5-inch	5-6	15-18-inch	9.00	

KENTIA FORSTERIANA:

Size.	Leaves.	Height.	Doz.	100
2-inch	4	8-inch	$1.50	$12.00
3-inch	4-5	8-10-inch	2.00	15.00

LATANIA BORBONICA:
2-inch, $8.00 per 100.
3-inch, $12.00 per 100.

LIVISTONIA ALTISSIMA:
2-inch, $1.25 per doz.; $10.00 per 100.

PHOENIX RECLINATA:
2-inch, $1.25 per doz.; $10.00 per 100.
3-inch, $2.00 per doz.; $15.00 per 100.

PTYCHOSPERMA ALEXANDRAE:
4-inch, $3.00 per dozen.

AZALEAS:
Van der Cruyssen, Vervaenana, Empress of India, Ernest Eeckhoute, Schryveriana, Professor Walters, Apollo:
12 to 20-inch crowns, $1.00, $1.25, $1.50, $1.75 each.

HYACINTHS, TULIPS AND DAFFODILS.
Assorted:
3½-inch pots, $6.00 per 100, ready to force.

RHODODENDRONS
8 and 9-inch, $1.50 and $1.75 each.

SPIREAS:
Peach Blossom at $1.25 per doz.
Gladstone at $1.25 per doz.

BULBS:
Gladiolus, America, 1st size, $10.00 per 100.
Gladiolus, Mrs. Francis King, 1st size, $10.00 per 100.
Gladiolus, mixed, 1st, 2nd, 3rd sizes, $4.00 per 100.
Montbretias, orange scarlet, $6.00 per 1,000.
Cannas, field grown clumps, assorted, $10.00 per 100.
Dahlias, field grown clumps, assorted, $8.00 per 100.

PEONIES:
Pink, Light pink, Light red, Dark red, White, large field grown clumps, 9 to 15 eyes, 25c and 35c each.

ORNAMENTAL NURSERY STOCK.
This stock has been frequently transplanted and has developed large and thrifty plants by planting wide apart. First-class bushy stock:

	Old.	Ft.	Per 100
Spiraea Van Houttei...	3-yr.	2-2½	$15.00
" " "	4-yr.	2½-3	30.00
Berberis Thunbergi.....	2-yr.	1-1½	10.00
" "	3-yr.	1½-2	20.00
Amoor River Privet....	2-yr.		12.00
Ligustrum Ibota	2-yr.		12.00
" "	3-yr.		20.00
Indian Currant	2-yr.		10.00
Deutzia, Pride of Rochester	2-yr.		10.00
Spiraea Billardi	2-yr.		10.00
Carolina Poplar	2-yr.	3-5	10.00

FLOWERED PLANTS FOR IMMEDIATE USE.

Primula Obconica:
Assorted, rich colors:
4-inch, $1.50 per doz.; $12.00 per 100.
5-inch, $3.00 per doz.

Cyclamen:
3-inch, $1.00 per doz.; $8.00 per 100.
5-inch, $4.50 per doz.; $35.00 per 100.
6-inch, $12.00 per doz.

Chatelaine Begonias:
2-inch, $4.00 per 100.
3-inch, $1.25 per doz.

AUCUBA JAPONICA VARIEGATA:
These semi-hardy evergreen shrubs with leaves handsomely spotted yellow are very useful in cool places for ornamental purposes as they will stand several degrees of frost. We have a large stock of these desirable plants.
18-24-inch bushy plants at $1.00 and $1.25 each.

Announcement

CHANGE OF ADDRESS

We wish to announce to our patrons that owing to our rapidly increasing business we have had to seek larger quarters, out of the congested district. Our new home is at 380-386 So. Los Angeles street, where we have a large three-story building with every facility to handle our trade.

We are well prepared to handle your business in

CUT FLOWERS, FLORISTS' SUPPLIES, SEEDS, FERTILIZERS, NURSERY STOCK AND SUNDRIES

ALL AT WHOLESALE

S. MURATA & CO.,

386 So. Los Angeles St., Oldest and Most Experienced Shippers in Southern California. LOS ANGELES, CALIF.

Los Angeles, Calif.

COLD WEATHER CAUSES SHORT SUPPLY.

The continued cold weather is causing a shortage in the supply of stock in this market, all kinds being affected. Indoor stock is backward in getting into bloom and the weather is of course having a bad effect on outdoor flowers. Acacia blooms of the Baileyana variety are now being received. Violets are in abundant supply and freesias are coming in fairly well. There is a good demand along all lines.

NOTES.

Wolfskill Bros. & Morris Goldenson report a fairly good trade. They are showing some good speciments of Azalea oxalis. Albert Goldenson will be married to Miss Jennie Jacobs, February 25.

The Redondo Floral Co. recently had a very artistic window arranged with daffodils, violets and lilies banked with ferns. The effect was beautiful. This firm is well satisfied with trade on the whole.

Wright's Flower Shop, Inc., have been featuring some excellent Killarney, Killarney Queen and American Beauty roses. Good prices maintain and the stock seen here is excellent.

S. Murata & Co. have been showing excellent stocks of Purity freesia and carnations. They have moved into their new quarters at 380-386 South Los Angeles street.

Howard & Smith have been kept busy with funeral orders. The nursery trade with them is also brisk.

O. C. Saakes reports a good demand for flowers but a difficulty in securing sufficient stock.

The Abbey Flower Shop, 827 West Eight street, has closed its doors.

G. H. H.

Galt, Ont.

The annual meeting of the South Waterloo Agricultural Society was held in this city January 18. At this meeting it was decided to hold a seed fair on April 3; also a fall exhibition October 4-5. Reports showed that the horticultural exhibitions held in 1916 were successful from a financial standpoint and the society was able to wipe off a considerable indebtedness, which was very gratifying to the members. The society elected the following officers for the ensuing year: A. S. Clemens, president; W. Phillip, secretary; R. E. Cowan, treasurer. J. E. K.

CUTTINGS

Carnations Carnations

As Carnation lovers well know, I have always had a penchant for growing fancy Carnations, and am

AT IT AGAIN

in a small way, but the quality we are growing at Eureka, Calif., is

BETTER THAN EVER.

Only a few varieties to offer but these are all right with us.

Matchless (Ward)	$3.00 per 100	$25.00 per 1000
Mrs. C. W. Ward (Ward)	3.00 per 100	25.00 per 1000
Alice (Fisher)	3 00 per 100	25.00 per 1000
Belle Washburn (Bassett & Washburn)	6.00 per 100	50.00 per 1000

NOVELTY FOR 1917 DELIVERY

Cottage Maid (Ward) $12.00 per 100 $100.00 per 1000

Beautiful sport of Mrs. C. W. Ward; rivals Pink Sensation in size and more brilliant in color.

NOVELTY FOR 1918 DELIVERY

Crystal White (Ward) $12.00 per 100 $100.00 per 1000

As it grows with us at Eureka, Crystal White is all one can desire for a Fancy White Carnation. The color is there, the stem is there, the size is there, the substance is there, the fragrance, (pure strong Clove) is there, the vigor of growth, blooming, keeping and shipping qualities are all there and it is **PURE WHITE.**

Advance orders will be booked for 1918 delivery. Send your orders early. Pacific Coast Stock Is Limited.

We solicit orders from points west of Chicago only. Eastern territory can be better served from our Queens Carnation Houses.

ADDRESS ORDERS TO

COTTAGE GARDENS NURSERIES, Inc.

C. W. WARD, President

EUREKA, ... CALIFORNIA.

100,000 White and Pink Enchantress

Rooted Carnation Cuttings. Extra fine stock, ready for immediate shipment.

$1.75 Per 100; $14.00 per 1000.

PERCY JONES

56 East Randolph Street, CHICAGO, ILL.

Seasonable Flower Seeds For Present Sowing

PANSY—Vaughan's International Mixture.

10 Per Cent Special Cash Discount.—On orders over $2.00 for Flower Seeds if the cash is enclosed. This discount does not apply to Asparagus Seed. Cash discount on this is 2 per cent.

Our Florist Catalog is now in the printer's hands and a copy will be mailed in a few days.

AGERATUM.

	Trade Pkt.	Oz.
Imperial Dwarf, Blue	$0.10	$0.40
Imperial Dwarf, White	.10	.40
Little Dorrit Dwarf, Blue	.10	
Little Blue Star	.25	
Princess Victoria Louise	.10	.40

ALYSSUM.

Maritimum, Sweet Alyssum	.05	.15
Vaughan's Little Gem, extra fine strain, lb., $6.00	.10	.60

ANTIRRHINUM.

Golden King, yellow	.10	.50
Queen Victoria, pure white	.10	.50
Venus, apple-blossom pink	.10	.60
Delicate Pink	.10	.60
Vaughan's Special Mixture	.10	.60

ASPARAGUS.

Plumosus Nanus. Northern Greenhouse Grown. Per 100 seeds, 50c; 250 seeds, $1.00; 1,000 seeds, $3.50; 5,000 seeds at $3.25 per thousand.

Hatcherii. 100 seeds, 60c; 1,000 seeds, $3.00.

Sprengeri. 100 seeds, 15c; 250 seeds, 25c; 1,000 seeds, 75c; 5,000 seeds, $3.50.

ASTERS.

Queen of the Market Aster. White, Pink, Light Blue, Dark Blue, Scarlet, Flesh. Each of the above, ¼ oz., 25c; trade pkt., 10c; oz., 80c.

Queen of the Market, best mixed, trade pkt., 10c; oz., 60c.

BEGONIA.

	Trade pkt.
Gracilis Luminosa, foliage lustrous reddish brown, flowers fiery dark scarlet, 1-32 oz., $1.75	$0.25
Prima Donna, large transparent rose flowers, 1-64 oz., $2.50	.25
Vernon, red-leaved and red-flowered, oz., $2.00	.10
Melaine, white with pink edge	.25
Berna, foliage dark, flowers bright carmine red	.25
Erfordia, rosy carmine, 1/32 oz., 75c	.25
Double Tuberous Rooted, best mixed	.25

BELLIS.

	Trade Pkt.	Oz.
Vaughan's Mammoth Mixture	$0.25	$2.00
Mammoth, White, ⅛ oz., 35c	.25	
Mammoth, Pink, ⅛ oz., 35c	.25	
Longfellow, dark pink	.15	1.80
Snowball, double white	.15	1.80
Monstrosa, new giant double white, ⅛ oz., $1.60	.25	
Monstrosa, new giant double pink, ⅛ oz., $1.00	.25	
Double Red	.25	
Double Rosy White Quilled	.35	

CANDYTUFT.

Giant Hyacinth-Flowered, Extra selected stock, lb., $5.00	.15	.50

CELOSIA.

Cristata (Coxcomb): Dwarf President Thiers	.25	2.00
Dwarf Empress, crimson	.25	2.40
Dwarf Fire King	.25	
Pride of Castle Gould	.25	
Childsii, Chinese Wool Flower	.25	
Centaurea Candidissima, 1,000 seeds	.50	2.00
Cobæa Scandens, Purple	.10	.40
Scandens Flore Alba, White	.10	.80
Coleus, Vaughan's Rainbow Mixture, 1/32 oz., 75c	.25	
Extra Choice, large leaved mixed, 1/16 oz., $1.00	.25	
Large-leaved, Copper-colored	.25	
Lacinated and fringed	.25	
Cyperus Alternifolius, Umbrella plant	.15	1.00
Dracaena Indivisa, lb., $3.50	.10	.30
Indivisa Latifolia	.10	.40
Australis	.10	.50
Grevillea Robusta	.10	.50
Heliotrope, Mammoth Flowered, mixed	.25	1.50
Centifleur, Rich Purple	.25	
Lantana Hybrida, mixed	.05	.30
Bruant's New Dwarf Hybrids, mixed	.10	.40

LOBELIA.

Crystal Palace Compacta, true, ⅛ oz., 25c	.15	1.25
Speciosa, dark flowers and foliage	.10	.70
Emperor William, ⅛ oz., 25c	.10	
Hamburgia, ⅛ oz., 40c	.25	
Hybrida Sapphire, best for hanging basket	.25	

MIGNONETTE.

	Trade Pkt.	Oz.
True Machet, Vaughan's Selected Stock, ½ oz., 40c	$0.10	$0.75
New York Market, ⅛ oz., $1.00	.50	7.00
Myosotis, Vaughan's Early and Late Flowering	.15	.80

PANSY.

Vaughan's International Mixture. The World's Best, oz., $10.00; ¼ oz., $2.50; ⅛ oz., $1.50; Trade Pkt., 50c.

Vaughan's Giant Mixture. Oz., $4.00; ¼ oz., $1.00; ⅛ oz., 60c; Trade Pkt., 25c.

Send for list of separate varieties.

PETUNIAS.

Single Large Flowering Sorts.

	Trade Pkt.
Large-Flowering, finest mixed, 1/16 oz., $1.80	$0.25
Fringed, mixed, extra choice, 1/16 oz., $1.80	.25
Giants of California, true, 1/16 oz., $2.00	.25
Ruffled Giants, mixed, 1/32 oz., $2.00	.50
Triumph of the Giants	.50
Balcony Queen. Rich velvety violet with white blotches	.50
Vaughan's Best Mixture of Large-Flowering Single Petunias. Trade Pkt. (1,000 seeds), 50c; 3 pkts. for $1.35	

Large Double-Flowered Sorts.

Double Large-Flowering, extra choice mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1/64 oz., $3.25.

Double Large-Flowering Fringed, best mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1/64 oz., $3.25.

Vaughan's Special Mixture Double, extra choice, 1,000 seeds, $1.25; 500 seeds, 65c; 1/64 oz., $3.50.

	Trade Pkt.	Oz.
Double Liliput, Rose, 1,000 seeds, 50c.		
Double Liliput, blotched and striped, 1,000 seeds, 50c.		
Pyrethrum, Parthenifolium Aureum, Golden Feather	.10	.30

SALVIA SPLENDENS.

Clara Bedman	.25	2.00
Drooping Spikes	.25	1.80
Fireball	.25	2.50
Maroon Prince, rich plum purple	.25	

STOCKS.

Double Large-Flowering, Dwarf, German 10 weeks, Canary Yellow, Crimson, Brilliant Rose, Blood Red, White, Flesh. Each of above, ⅛ oz., 35c	.25	
Extra choice mixed, ⅛ oz., 35c	.25	
Giant Perfection or Cut and Come Again, Sky Blue, Light Blue, Flesh, White, Dark Blue, Canary Yellow, Pink, Scarlet. Each of the above, ⅛ oz., 40c	.25	
Thunbergia, mixed	.10	.50
Torenia Fournieri Grandiflora	.15	

SWEET PEAS.

Write for special list.

VERBENA.

Defiance, brilliant scarlet	.10	.80
Mammoth, mixed	.10	.80
Mammoth, white, extra choice	.10	.80
Mammoth, purple shades	.10	.90
Mammoth, striped on red ground	.15	1.50
Mayflower, beautiful pink	.10	1.00

Vaughan's Best Mixture of Verbena. Trade pkt., 25c; ¼ oz., 50c; oz., $2.00; 2 oz., $3.50.

Vinca Rosea, mixed	.10	.60
Rosea pink	.15	.60
Rosea Fl. Alba, white with pink eye	.15	.60
Rosea Alba Pura, pure white	.15	.60

Vaughan's Seed Store, 43 Barclay Street, New York. 31-33 W. Randolph St. 803 W. Randolph St. **Chicago**

Mention the American Florist when writing

READING, MASS.—E. L. Matson has purchased the range of John A. Cox.

NEW YORK.—The present officers of the New York botanical garden have been re-elected as follows: Dr. Gilman Thompson, president; Andrew Carnegie and Francis L. Stetson, vice-presidents; Jas. A. Scrymser, treasurer; Dr. N. L. Britton, director in chief.

FOR SALE

American Beauty Bench Plants, $8 per 100; $75 per 1000. Ready Now.

WM. DITTMAN,
NEW CASTLE, IND.

Orchids

If you want **Orchids** for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but **Orchids.** Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

Cecile Brunner-Baby Doll-Geo. Elgar-Fireflam

CARNATIONS, Extra Fine Quality

Roses, Valley, Easter Lilies, Paper Whites, Stevia

CATTLEYAS, CYPRIPEDIUMS, JONQUILS, FREESIA, TULIPS

Price List:

AMERICAN BEAUTIES.	Per doz.
Specials	$8.00
36 to 40 inches	$6.00 to 7.50
30 inches	5.00
24 to 28 inches	3.00

RUSSELLS.	Per doz.
Extra Long	$5.00
Long	4.00
Medium	$2.00 to 3.00
Short	1.00 to 1.50

		Per 100
Milady, Richmonds, Brilliants, Sunbursts, Ophelia	Long	$12.00 to $15.00
	Medium	8.00 to 10.00
	Short	5.00 to 6.00
Aaron Wards	Special	12.00
White Killarney	Long	10.00
Killarney	Medium	8.00
	Short	4.00 to 5.00

For extra long special roses we charge accordingly.

MINIATURE ROSES.	Per 100
George Elgar	$3.00
Cecile Brunner	3.00
Baby Doll	4.00
Fireflame	$4.00 to 6.00

ORCHIDS.	Per doz.
Cattleyas	$6.00 to $7.50
Cypripediums	2.00
Phalaenopsis	1.50

CARNATIONS.	Per 100
Fancy	$4.00
Our selection	3.00
Splits	2.00

VALLEY.	Per 100
Extra Fancy	$6.00
Firsts	5.00
Seconds	4.00

MISCELLANEOUS CUT FLOWERS.	Pe
Tulips	$ 4.00 to $
Paper Whites	
Jonquils	
Freesia	
Easter Lilies	
Violets	
Sweet Peas	
Snapdragon	per doz.. 1.00 to

GREEN GOODS.	Pe
Smilax	per doz. $
Plumosus	
Sprengeri	
Adiantum	
Adiantum Hybridium	
Farleyense	$10.00 to
Galax gr. and br.	
Galax gr. and br.	per 1,000.
Leucothoe	
Mexican Ivy	
Flat Ferns	
Flat Ferns	per 1,000
Boxwood, per bu. 25c	case.
Woodwardia Ferns	

L-14—4-in. in diameter; 5-in. deep and 19-in. high.

Valentine Baskets: L-14 as illustrated Per dozen, $3.50

ST. VALENTINE'S DAY POSTERETTES

Issued by the Chicago Florists' Club for the use of florists and others on the face or back of their letterheads, bills, statements, circulars or other matter they may send out through the mails, and on flower boxes. This posterette is very attractive and gummed ready for use. 2x2¼ inches, 75 cents per 100; $3.00 per 500; $5.00 per 1000.

Sphagnum Moss

Can supply you with all you need at **$1.25** per bale.

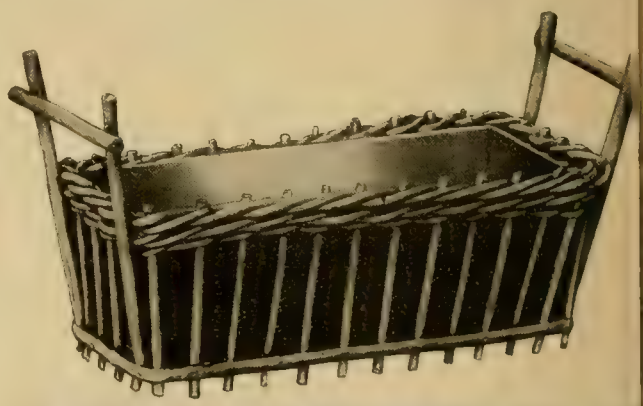
Greening Pins

10-lb. box for **$2.00.**

HUGHES'

Shamrock Box

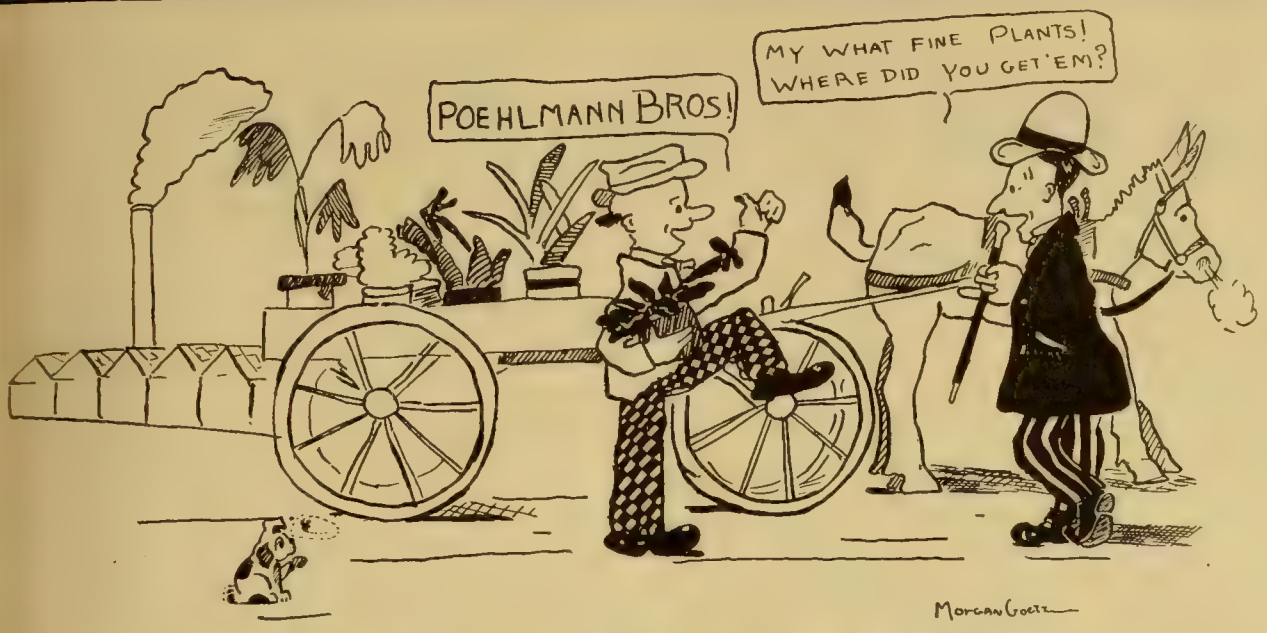
Complete, **$25** per 100.



No. 207—Two-Tone Bulb Basket, 60c each

POEHLMAN

72-74 E. Randolph St.,



MISCELLANEOUS PLANTS.

	Each
Pandanus Veitchii, 4-in. pot	$0.35
" " 5-in. pot	$0.60 to .75
" " 6 in. pot	1.00
" " 7 in. pot	1.25
" " 8-in. pot	2.00
Rubber Plants, 5-in. pot	$ .50 to .75
" " 7-in. pots	1.50 to 2.00
Crotons, 5-in. pot, 60c to 75c each	
Asparagus Plumosus, 2½-in. pots, per 100	3.50
Asparagus Sprengeri, 3-in. pots, per 100	$ 6.00
" " 4-in. pots, per 100	10.00
Table Ferns, 2½-in. pots, per 100	3.50
" " 3-in. pots, per 100	8.00
" " 4-in. pots, per 100	15.00
Freesias, in pans	75c per pan.
Cyclamen	4-in. 35c.; 5-in., 50c each.
Azalea	$1.00; $1.25 and $1.50 each.
Boston and Roosevelt Ferns, 5-inch	35c each.
Coleus, 2½-in	$3.00 per 100.

Kentias Western Headquarters Kentias

Largest and most complete stock offered in the West, in a healthy, strong and clean condition.

All previous prices quoted on Palms are hereby cancelled.

ITIA FORSTERIANA SINGLE PLANTS.

	Leaves		Each
h pots	5-6	28 inches high	$ 1.25
h pots	6-7	32-34 inches high	1.50
h pots	6-7	34-36 inches high	2.00
h tubs	6-7	40-42 inches high	3.50
h tubs	6-7	42-46 inches high	4.00
h tubs	6-7	50 inches high	5.00
h tubs	6-7	52-56 ins. high by	7.00
h tubs	6-7	60 inches high	8.00
h tubs	6-7	60-65 inches high	12.00
h tubs	6-7	8 feet high	40.00
h tubs	6-7	9-10 feet high	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves	ins. high		Per doz.
4 inch pots	5-6	16-18	45c each	$5.00
6 inch pots	5-6	24	each	1.25
6 inch pots	5-6	28	each	1.50
8 inch tubs	5-6	42	each	5.00

Specimen plants, 15 inch tubs, $75.00 each.

KENTIA FORSTERIANA MADE UP PLANTS.

	Plants		Each
6 inch pots	3	26-28 inches high	$2.00
7 inch tubs	3	30-32 inches high	2.50
8 inch tubs	3	38 inches high	4.00
8 inch tubs	4	48-50 inches high	5.00
9 inch tubs	4	52 inches high	6.00
10 inch tubs	4	54 inches high	8.00
12 inch tubs	4	60-64 inches high	$12.00
12 inch tubs	4	66 inches high	15.00
15 inch tubs	4	6-6½ ft. high, heavy	25.00
15 inch tubs	4	75-80 inches high	30.00

ARECA LUTESCENS.

	Plants		Each
6 inch pots	4	bushy, 24-26 ins. high	$1.25

ASPIDISTRAS.

5 inch pots, 10-12 leaves, green	$1.00
6 inch pots, 16-20 leaves, green	1.50
5 inch pots, 10-12 leaves, var	1.50

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots	$10.00 per 100

LIVISTONA ALTISSIMA.

2¼ inch pots	$10.00 per 100

A Nominal Charge is Made for Packing.

N BROS. CO.

ong Distance Phone, Randolph 35.

CHICAGO, ILL.

Carnations-Roses

AMERICAN BEAUTIES

Our cut consists mostly of medium and shorter length stems, but very fine flowers. Per doz.

Extra specials, extra long stems	$6.00 to $8.00
Stems 30 inches	4.00 to 5.00
Stems 18 to 24 inches	2.00 to 3.00
Stems 12 to 18 inches	1.00 to 1.50
Shorter lengths	75 to 1 00

RUSSELLS—The best in this market. Per doz.

Specials, extra long	$3.00
Long	4.50
Good medium	$1.50 to 2.00
Good short	1 00 to 1.25

RED ROSES

Rhea Reid and Richmond	Per 100
Long	$12.00 to $15.00
Good medium	8.00 to 10.00
Good short	5.00 to 6.00

Ophelia, Shawyer and Sunburst	Per 100
Long	12.00 to 15.00
Good medium stems	8.00 to 10.00
Good short stems	5.00 to 6.00

Pink and White Killarney, Brilliant	Per 100
Long	$12.00 to $15.00
Good medium	8.00 to 10.00
Good short	5.00 to 6.00

OUR SELECTION. Assorted Roses one-half white, in lots of 200 or more, at the rate of $4.00 per 100

Cecile Brunner and Baby Doll, bunch of 25 buds $0.75

CARNATIONS

All colors, per 100 $3.00 to 4.00

BULB STOCK

TULIPS Per 100,	$3.00 to $4.00
PAPER WHITES Per 100,	3.00
JONQUILS Per 100,	3.00 to 4.00
VALLEY Per 100,	6.00

GREENS

ASPARAGUS and SPRENGERI Per 100,	2.00 to 3.00
GALAX, Green or Bronze Per 1000,	1.25
CHOICE COMMON FERNS Per 1000,	3.00

All other seasonable stock at market prices.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

NO GREAT CHANGE IN THE MARKET.

There is no great change in market conditions since last week, which means that stock of all kinds is as scarce as ever, if not in shorter supply. American Beauty roses are in brisk demand and are bringing high prices with very little stock available. Roses in general are in short supply and command good figures, especially in the shorter stemmed grades. Long stemmed roses are none too plentiful and while they clean up completely every day, prices are not as high as one would expect under the existing market conditions and the general scarcity all around. Carnations are moving well at good prices with the daily receipts gradually diminishing. Sweet peas appear to be in good supply but are in brisk demand at fair prices with no surplus to mention when the stores close at night. Violets are having a good call and while there are enough to go around prices are not what one would call high, neither are they low. The supply of violets in this market all through the season has not been as large as last year, which accounts for the good averages so far. Orchids are plentiful enough so that all orders can be filled in full, and the same holds true for gardenias. Lilies and callas are selling quickly and lily of the valley is moving as rapidly as ever at the advertised quotations. Tulips and jonquils are in good demand but Paper White narcissi seem to drag, although prices now are much better than they have been. Freesia is having a good call and there is hardly ever any surplus even though the receipts this week have been rather heavy. Stevia seems to be shortening up and the supply of Romans is not as large as it has been. Miscellaneous stock, such as snapdragons, daisies, mignonette, statice, bouvardia, stocks, iris, sweet alyssum, pussy willows, forget-me-nots, calendulas, candytuft, feverfew and pansies are moving unusually well and like all the other stock is disposed of at an early hour at satisfactory prices. The shipping trade has been brisk all this week, but the city demand outside of the call for funeral flowers was the quietest in months.

NOTES.

C. L. Washburn and wife, George Asmus, Allie Zech, Matt Mann, Fred Lautenschlager, Philip L. McKee, E. F. Kurowski, J. E. Quallich, A. T. Pyfer and P. W. Peterson, of Joliet, have signified their intention of attending the annual convention and exhibition of the American Carnation Society at Indianapolis, Ind., January 31-February 1.

The Chicago Flower Growers' Association is headquarters for pussy willows which are in brisk demand by the local retail florists for decorative work. They sell by the bunch and are unusually good specimens. Spring flowers, such as tulips, freesias and jonquils are the leaders in cut flowers here this week.

John Risch says that Weiland & Risch will plant 30,000 more Champ Weiland roses next season and will carry over the six houses they are now cutting from.

A. Henderson, of A. Henderson & Co., had his new automobile stolen January 21. The loss is covered by insurance.

Nils N. Emitslof of the George Wittbold Co. left January 18 to call on his firm's many out-of-town customers.

C. W. Johnson, who has been on the sick list, is at the Wesley hospital this week for examination.

It takes

100%

of my time giving our customers and growers

100%

"Service"

No man can take time to knock the other fellow and still devote

100%

of his time to the problems of his growers and customers.

PERCY JONES, Inc., Chicago, Ill.

HEAVY CROP
CARNATIONS

ALL THE BEST OLD AND NEWER VARIETIES IN RED, WHITE AND PINK.

You can always get what you want here and it is well to remember when ordering that we have positively the best stock in the Chicago market at the prices quoted.

Buy Direct From The Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

AMERICAN BEAUTIES	Per doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50
MRS. CHAS. RUSSELL	Per 100
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00
RICHMOND	Per 100
Specials	$12.00
Select	10.00
Medium	8.00
Shorts	5.00
MILADY	Per 100
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia		Per 100
	Specials	$12.00
	Select	10.00
	Medium	$6.00 to 8.00
	Short	4.00 to 5.00
		Per 100
ROSES, OUR SELECTION		$4.00
Carnations, fancy		$3.00 to 4.00
Harrisii		$12 50 to 15 00
Valley		6 00
Violets		1 00 to 1 50
Stevia		1 50 to 2 00
Sweet Peas		1 50 to 2 00
Smilax	per doz. strings	2 00 to 2 50
Adiantum		1 00 to 1 50
Asparagus, per bunch	50c to 75c	
Ferns, per 1000	$3.00	
Boxwood	per bunch, 25c	
Galax, bronze and green, per 1000, $1 25		
Leucothoe Sprays	75c to 1 00	

2,000,000 Feet of Modern Glass

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Henry M. Hirsch, who recently sold his store at 37 East Van Buren street, is temporarily located with Bernie Zalinger, in the rotunda of the Insurance Exchange building at 175 West Jackson boulevard. Mr. Hirsch had a nice order for the Livingston funeral this week calling for a blanket of roses, orchids and lily of the valley.

The Batavia Greenhouse Co. is fortunate in having a good crop of American Beauty roses during the present scarcity and no trouble is being experienced in receiving $7 to $8 per dozen for the very best grades right in the city.

A. T. Pyfer & Co. seem to be well fixed on roses, notwithstanding the general shortage of stock, and are showing particularly fine Killarney Brilliant. Fancy sweet peas are also seen in large supply at this establishment.

Mangel, the Palmer House Florist, is installing one of the A. L. Randall Co.'s electric fountains in his loop conservatory, which is without question one of the most beautiful sights imaginable when it is in operation.

CARNATIONS--$2.00 to $4.00 per 100

CURRENT PRICE LIST.

BEAUTIES.	Per dozen
Stems 12-inch to 48-inch	$1.50 to $6.00
RUSSELLS	Per 100
Short and medium	$8.00 to $15.00
ALL OTHER ROSES OBTAINABLE IN THE CHICAGO MARKET.	
	Per 100
Short, medium and select	$4.00 to $10.00
Roses—Our selection	4.00
Extra specials billed accordingly.	
CARNATIONS	Per 100
Fancy	$3.00 to 4.00
Good	2.00
MISCELLANEOUS.	Per 100
Violets	$ 0.75 to $ 1.00
Valley	6.00
Easter Lilies	12.50 to 15.00

TRY US NOW

MISCELLANEOUS—Cont.		Per 100
Calendulas		$2.00 to $4.00
Paper Whites		3.00
Snapdragons	per bunch	.75 to 1.00
Mignonette		6.00
Callas	per doz.	2.00
Sweet Peas		1.00 to 1.50
GREENS.		
Asp. plumosus sprays	bunch	$0.35 to $0.50
Sprengeri	per bunch	.35 to .50
Adiantum	per 100	1.00
Fancy Ferns	per 1,000	2.50
Galax leaves	per 1,000	1.25
Boxwood	per lb.	.25
Mexican Ivy		1.00
Leucothoe Sprays		.75

SUPPLIES

Corsage Shields, Pins, Baskets, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads, Etc.

O. A. & L. A. Tonner

30 E. Randolph Street, Phone, Central 6284. **CHICAGO, ILL.**

Beauties, Roses, Carnations

Wonderful Crop. Place Your Regular Orders With Us.

Current Price List-- Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per Doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00

RICHMOND.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short stems	4.00

MRS. CHAS. RUSSELL.	Per 100
Fancy stock	$10.00 to $20.00

PINK KILLARNEY, WHITE KILLARNEY, KILLARNEY BRILLIANT, SUNBURST, OPHELIA.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short Stems	4.00

MINIATURE ROSES.	Per 100
Baby Doll	$2.00
Elgar	2.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy	$2.50
Good	$1.50 to 2.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	2.50
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.25

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

Peter Reinberg never had such an early demand for rooted carnation cuttings as he did this year, and many shipments are going out every day. The American Beauty rose, one of Reinberg's old standbys, will be discarded at the greenhouses next season when the rose, Mrs. Chas Russell, will be grown more heavily than ever. Champ Weiland will replace Killarney. Roy Bourke, who formerly assisted Emil Reichling at the Reinberg greenhouses, is now helping out Felix Reichling at the store.

Weiter Bros. are having a good run on the miniature roses, Baby Doll and George Elgar, which are cleaning up every day at an early hour, like all other stock. Carnations are moving better at this house this week than they have at any time outside of the holidays and the indications are that they will be in still better demand before the week is over.

Percy Jones has rented office space to the new concern that the writer had reference to in these columns recently. It is understood that H. Van Gelder, president of Percy Jones, Inc., is interested financially in the new company, which will market an article that every florist needs. Further particulars will be announced later.

A. L. Vaughan & Co. have built up a large trade on orchids, which they are handling in quantity regularly in all the best commercial kinds. This house never had so many growers on its list as right now which accounts for the splendid assortment they are offering daily.

Miss Alice White and Reinhold Schiller, manager of Schiller's loop store, will be married some time in February. They will spend their honeymoon in the east, principally in New York. Mr. Schiller's many friends in the trade extend their best wishes for a happy married life.

The E. C. Amling Co. is gradually moving into its new location across the street from its present stand and expects to be permanently and comfortably settled within a few days. The new store will give them about 35 per cent more room than it had in its old quarters.

A large number of floral pieces were sent to the new Rialto theatre on the west side of State street, north of Van Buren, which opened Monday, January 22. Practically all the loop florists were represented by one or more pieces as well as many of the outlying dealers.

GEO. S. KINGSLEY

ARCHITECT

FLORAL BUILDINGS A SPECIALTY
CORRESPONDENCE SOLICITED

CHICAGO OFFICES:
109 N. DEARBORN ST., CHICAGO.

Zech & Mann are handling a heavy supply of freesias, but the demand is so good for them that there is never any left when their store closes at night. Calendulas of the finest quality possible were seen at this store one day last week.

O. A. and L. A. Tonner are showing a nice supply of snapdragons in addition to their regular line of stock. The supply department of this firm is gradually building up a large trade and at present is featuring a large assortment of baskets.

M. C. Gunterberg is handling a splendid supply of orchid flowering sweet peas in addition to her regular large shipments of violets.

P. W. Peterson, superintendent of the J. D. Thompson Carnation Co., Joliet, visited the wholesale market January 20.

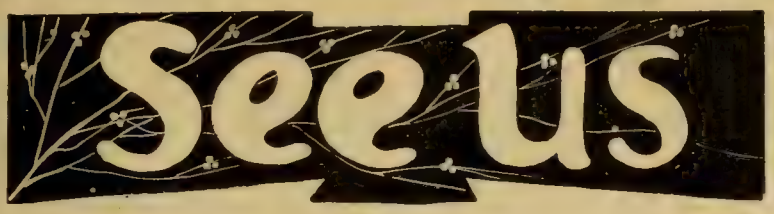
The Misses Bertha and Louise Schiller were called to El Paso, Texas, this week owing to the serious illness of a relative.

Many of the local growers lost several boxes of glass during the high windstorm of January 21-22.

Henry C. Dunn is no longer connected with Wm. F. Schofield, the North State street florist.

Chas. Cassier is serving on the jury for two weeks.

FANCY DOUBLE
VIOLETS
FOR
VALENTINE DAY.
Make arrangements with me for your Valentine supply.
M. C. GUNTERBERG,
158 N. Wabash Ave.,
Chicago, Ill.
Phone,
Central 3067



For Everything That You Need in Cut Flowers and Greens. Our Stock is complete in Every Respect and Our Prices Are Reasonable.

BEAUTIES-ORCHIDS-ROSES-CARNATIONS SWEET PEAS-LILIES-VALLEY-GREENS-ETC.

CURRENT PRICE LIST—Subject to Change without notice.

AMERICAN BEAUTY	Per doz.
Extra long stems	$6.00
Stems 48 inches	5.00
Stems 30 to 36 inches	4.00
Stems 24 inches	3.00
Stems 18 to 20 inches	2.00
Stems 12 inches	1.50
Short Stems	100, $6.00

MRS. CHAS. RUSSELL	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$8.00 to 12.00

ROSES	
Richmond, special	$12.00
" select	10.00
" medium	8.00
" short	$4.00 to 6.00
Milady, special	$12.00
" select	10.00
" medium	8.00
" short	$4.00 to 6.00
Killarney Brilliant, special	$12.00
" " select	10.00
" " medium	8.00
" " short	$4.00 to 6.00
Ophelia, special	$12.00
" select	10.00
" medium	8.00
" short	$4.00 to 6.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	6.00
" " short	4.00
Killarney, special	$10.00
" select	8.00
" medium	6.00
" short	4.00
Mrs. Ward, special	12.00
" " select	10.00
" " medium	8.00
" " short	$4.00 to 6.00
Sunburst, special	12.00
" select	10.00
" medium	8.00
" short	$5.00 to 6.00
Cecile Brunner	2.00 to 3.00
Elgar	2.00 to 3.00
Baby Doll	2.00 to 3.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	
Red	$4.00
White or Pink	$2.00 to 3.00

ORCHIDS.	Per doz.
Cattleyas	$7.50

Vandas, fine large sprays, 25c per flower.

Oncidiums, Cypripediums, Phalaenopsis, etc., at market prices. Most complete line of orchids in the Great Central Market.

MISCELLANEOUS.	Per 100
Violets	$0.50 to $ 1.00
Valley	6.00
Easter Lilies	10.00 to 12.50
Stevia	2.00
Calendulas	3.00 to 4.00
Paper Whites	2.00 to 3.00
Daisies	.75 to 1.50
Snapdragons, per bunch	.75
Mignonette	6.00
Romans	3.00
Callas, per doz.	1.50 to 2.00
Sweet Peas	1.00 to 2.00
Jonquils	3.00 to 4.00
Tulips	3.00 to 4.00

GREENS.	
Asp. plumosus, per string	$0.50 to $0.75
Asp. plumosus sprays, bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Adiantum, per 100	.75 to 1.00
Smilax, choice, per doz.	1.50 to 2.00
Fancy ferns, per 1,000	2.50
Galax leaves, per 1,000	1.25
Wild Smilax, per case	5.00
Boxwood, per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave, Chicago

Pussy Willows

Extra Fine, 25 cents to 50 cents per bunch.

All the leading Chicago Retail Florists are using them to good advantage right along for decorations, window displays, etc. Try a sample shipment today.

Heavy Supply of Spring Flowers

Tulips, Narcissi, Freesias, Jonquils, etc. Also our usual large supply of extra fine Roses, Carnations, Valley, Lilies, Callas, Sweet Peas and everything else that the World's Largest Wholesale Cut Flower Market affords.

THE CHICAGO FLOWER GROWERS' ASSOCIATION

Wholesale Growers of Cut Flowers and Plants

182 North Wabash Ave., L. D. Phone, Randolph 631. **CHICAGO**

Order Here—You Can't do Better Elsewhere—Often Not Nearly as Good.

STOP LOSING MONEY.

You can prevent your losses on Cut Flowers by always buying strictly fresh stock from

A. T. PYFER & CO.

—Wholesale Florists—

30 E. Randolph Street, - - CHICAGO, ILL.

Long Distance Telephone—Central 3373.

Otto W. Frese, who has been in the employ of Poehlmann Bros. Co. for the past 15 years, is now manager of the cut-flower department, a position he is perfectly capable of handling, for he is one of the best posted men in the local wholesale market today. Keeping everlastingly at it brings success and his many friends are pleased to hear of his recent promotion.

George Way, of the A. L. Randall Co., was quietly married at Cleveland, O., Saturday, January 20. Otto Goerisch, of the same firm, was married on the same day, which was somewhat unlucky for him, for a couple of sneak thieves stole all of the many wedding presents that his wife had received, and so far, no trace of the burglars has been found.

Joseph Ziska & Sons expect to be located in their new store in the Durand building, on or about February 1. It is understood that the chief of the auto delivery service at this establishment will wear a lavender uniform after the change in location is made.

Philip C. Schupp, of the firm of J. A. Budlong, is not worrying any about that firm's fuel supply, for it has plenty of coal on hand to keep the greenhouses going for several weeks to come, and, outside of a little delay, they experience no trouble in getting what they need whenever they want it.

A. Lange had a big decoration at Battle Creek, Mich., last week, which was arranged by B. V. Brown and Martin Nielson, who recently joined the force. Homer Lange is taking to the retail trade like a duck does to water, and is a valuable assistant to his father at the store.

The St. Valentine's day posterette and poster, issued by the Florists' Club, have made a great hit all over the country, 130,000 posterettes and 6,000 posters having been already sold. For supplies call Fred Lautenschlager, Superior 8680.

Vaughan's Seed Store was fortunate in receiving two carloads of manetti last week in excellent condition. These shipments included both French and British stocks, most of which have now been distributed to the firm's customers.

J. S. Pintozzi, who recently succeeded Henry M. Hirsch as proprietor of the store known as the Van Buren Florist, at 37 East Van Buren street, is well pleased with the trade that he has enjoyed since taking possession.

Mrs. F. Manke, 3019 Wentworth avenue, had a large floral piece representing the Austrian flag for the first memorial parade in honor of the late Franz Joseph, held last Sunday, January 21.

Word was received here this week that the store of the Beyer Floral Co., of South Bend, Ind., was almost completely destroyed by fire January 22.

Carl Cropp, Jr., who has been spending a brief vacation at Western Springs, returned to his Painesville, O., nursery work, January 22.

Louis Finnermann, with A. Henderson & Co., is back from a successful trip through the west.

Visitors: Edw. Amerpohl, Janesville, Wis.; G. Van Zyverden, representing Van Zanten & Co., Hillegom, Holland; Fred Foster, St. Louis, Mo.; George W. Smith, Cleveland, O.; J. W. West, Minneapolis, Minn.; J. J. Karins, representing Henry A. Dreer, Philadelphia, Pa.

Portland, Me.

Will Dyer, of Pleasantdale, has completed one new house. Schay's Greenhouse, one of the newer establishments, has discontinued business.

At the establishment of the J. W. Minnott Co., Inc., they are cutting heavily on callas of very fine quality.

George Minnott, who recently visited the Strouts range at Saco, reports everything in the best of condition.

Hiram Dyer spent the week end in Boston on business and stayed over Sunday to hear Billy Sunday.

William Dodge, of Sawyer's Greenhouses, spent several days recently in the eastern part of the state.

The continued high price of coal is hitting some of the growers in this vicinity seriously.

Roland Barrows and George Meloon called at the Lewiston ranges recently.

Maurice Leighton's house at Yarmouth is in very good shape.

Some very nice green is being cut at L. C. Goddard's range.

G. I. S.

FRAMINGHAM, MASS.—John A. Nelson, well-known grower of this city, is spending the winter in Cuba.

MINNEAPOLIS, MINN. — The John Munson estate is settling claims which have been allowed on a 77.40 per cent basis.

My Friend Bill

Says:

No real successful man is without

enemies

or

knockers

As it pains the failure to see another man pass him by.

Anyway

I am satisfied to keep the many friends we have already made and will make by ever giving our growers and customers

100%

"Service"

Van

Percy Jones, Inc.,

Chicago, Ill.

If you want good stock and good treatment

Send Your Orders for

ROSES, CARNATIONS

Valley, Sweet Peas, Lilies, Narcissi, Jonquils, Violets, Calendulas, Snapdragons, Freesia, Stevia, Tulips, Mignonette, Daisies, Pansies, Feverfew, Romans and all other seasonable stock. Also Greens such as Ferns, Asparagus Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood

To Chicago's Most Up-to-date and best located Wholesale Cut Flower House

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Mention the American Florist when writing

ZECH & MANN

Chicago Headquarters

RUSSELL-OPHELIA

Extra Fancy Freesias and Sweet Peas

Positively the largest and finest supply obtainable in the Chicago market. Also large quantity of fine Ward, Sunburst, Milady, Killarney and White Killarney roses.

CARNATIONS

Extra choice stock in all the best new and standard varieties.

ALSO ORCHIDS, VALLEY, TULIPS, LILIES, CALLAS, NARCISSUS, GREENS.

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

30 E. Randolph St., L. D. Phones Central 3283, 3284 Automatic, 42-965 **Chicago**

Sault Ste. Marie, Ont.

Indian Agent A. D. McNabb of the Garden River reservation is making plans to organize a horticultural society with a view to increasing interest in the production of farm and garden produce. As an experiment a four-acre tract was sown and yielded 117 bushels of oats which will be distributed among the Indians this spring and relieve the Canadian government of the obligation of providing seed. School garden plots are also being planned which will be cared for by the pupils of three reserve schools and their products will be entered in competition. Interest in the school gardens will be stimulated by visits of A. S. Smith of the government horticultural department, who will encourage the boys and girls in their work.

WANTED-SWEET PEAS

Can handle regular shipments of Sweet Peas to good advantage on consignment as well as all other seasonable stock. I have a big Violet trade and also receive many calls for Sweet Peas, which at present I am not handling. If you have any stock you would like to consign to me, do not stop to write but start shipping immediately. Checks weekly.

M. C. GUNTERBERG, 158 N. Wabash Ave., Chicago

The prospects for lively interest in horticultural lines are already beginning to manifest themselves throughout the district of Algoma. The formation of a seed grain distributing organization is under way which will place this city right at the door of the market.

SAN JOSE, CALIF.—Chas. Navlet has completed extensive improvements at his retail establishment in this city.

NEW BEDFORD, MASS.—Ernest Chamberlain has returned to his former location on Sixth street, which is better suited to his requirements.

Order Your Supply Now!

Make Your Selection of These Six Special Offers and Let Us Have Your Orders as Early as Possible.—Do it today if Convenient.

Plant Baskets.

No. 1—$18.00.
12 Plant Baskets for plants ranging in size from 5 to 10-inch pots.

No. 2—$12.00.
12 Plant Baskets for plants ranging in size from 5 to 10-inch pots.

No. 3—$8.00.
12 Plant Baskets for plants ranging in size from 5 to 10-inch pots.

Cut Flower Baskets.

No. 1—$7.50.
25 Baskets for short-stemmed cut flowers.

No. 2—$15.00.
25 Baskets for medium-stemmed cut flowers.

No. 3—$19.00.
25 Baskets for long-stemmed cut flowers.

Willow and Reed used exclusively in our Baskets. Prices include liners.

WRITE FOR OUR NEW CATALOGUE.

RAEDLEIN BASKET COMPANY

713 Milwaukee Ave.. CHICAGO

Milwaukee.

FUNERAL WORK KEEPS COUNTERS CLEAN.

Market conditions are improving nicely and we hope that it will keep on improving, for there is quite a gap to fill since the holidays. There is an unusual activity in funeral work which kept the counters cleaned up all last week; due to the unfavorable weather, roses, especially in the medium and short grades, are very scarce, thus giving the pink and white carnations a chance to make good. Red carnations are plentiful with little demand for that color. Sweet peas and violets were cleaned up in a hurry; also all the bulbous stock such as Paper Whites, tulips, daffodils and freesias. All kinds of lilies, due to their color, are a good proposition these days.

NOTES.

Oscar Golin, who has charge of the decorating department at the A. F. Kellner Co., has had a tussle with pneumonia since January 7. Latest reports announce that he has passed the critical period and we hope he will soon be out and around again. Hans Heine is taking care of his end of the work to full satisfaction, according to A. F. Kellner.

Hugo Locker & Sons, at Wauwatosa, report the blowing out of a section of one of their hot water boilers a short time ago. They feel lucky that the loss was not any worse, for it did comparatively little damage. They are cutting a nice lot of especially fine sweet peas daily.

President W. A. Kennedy of the florists' club announces the postponement of the regular February club meeting to February 8, due to the carnation convention, which will be attended by several of our regulars.

Gust Rusch & Co., who say business is fine, report the arrival of the first Rainbow freesias from Kamp & Spinti, North Milwaukee, on January 22. G. F. Baerman is consigning fine sweet peas and freesias to them.

At the Holton & Hunkel Co. they report shipping trade again back to normal, which means fine. Their rose crops are still on the short side, but they will soon be able to again report "on crop."

Fred Holton, wife and family left for Hot Springs, where he expects to be relieved of his rheumatism, which has kept him confined to his home since the middle of December.

Roy Currie and his bride returned from their honeymoon the latter part of last week and Roy, all smiles, is back in the harness at the Currie Bros. Co. store.

Will Leverenz, grower for Mrs. Kaiser, south side florist, left the hospital last week, after taking treatment for abscess of the head.

The C. C. Pollworth Co. is receiving a nice lot of cut flowers from the Wauwatosa range, which are cleaned up daily at good prices.

Among numerous orders the J. M. Fox & Son, Inc., has a wedding decoration at Neenah, Wis., this week.

Visitors: Mr. and Mrs. Raynor, Oconomowoc, Wis.; Wm. Desmond, Minneapolis, Minn. E. O.

Cleveland.

LIMITED SUPPLY HOLDS PRICES FIRM.

Trade conditions remain about the same as last reported, especially as far as the supply of stock is concerned. Roses have been short of the demand in all grades and varieties. American Beauty is a scarce item, but a few Killarney, Rhea Reid and Wards are being received and the quality is good. Carnations are more plentiful, but in the absence of short roses and other stock they move at fair prices. Paper Whites, daffodils, Proserpine tulips and stevia sell well and callas move nicely. Easter lilies are as plentiful and a few sweet peas, forget-me-nots, mignonette and freesias are part of the daily receipts. Violets are in better demand than they have been for some time.

NOTES.

The funeral of Virgil P. Cline, one of John D. Rockefeller's attorneys, was one of the largest ever held in this city in a long time and caused an enormous demand for orchids, violets and the better class of stock. The orders were well distributed among the leading establishments on the avenue.

The local "pin smashers" who routed the Detroit bowlers and brought home the bacon are proud of their trophy. It is now on exhibition at the Cleveland Cut Flower Co.'s store.

The Schoen Floral Co., 1268 Euclid avenue, will open February 1. F. Schoen, the manager, was formerly connected with the Crane Co. and the James Eadie Co.

George W. Smith, of the Cleveland Florists' Exchange, has been in Chicago during the past week, combining business and pleasure.

A. M. Coe, of North Olmstead, O., is still a very sick man, but his condition is showing improvement.

The Claude Tyler Co., of North Olmstead, is cutting fine carnations and freesias at present. C. F. B.

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

Worcester, Mass.

SUPPLY SHORT OF DEMAND.

Business continues to be good in this vicinity, although the holiday season is a thing of the past. The local florists complain that the supply in nearly every line does not begin to meet the demand.

Woon Young Chun, of Shanghai, China, was the lecturer at the first of the winter meetings conducted by the Worcester County Horticultural Society, January 4. His subject was "The Flowery Kingdom," and the large audience which filled Horticultural hall was treated to a highly interesting, scholarly discourse. The speaker, in the course of his remarks, shattered many popular beliefs religiously credited by Americans about his native land. R.

ERNE & KLINGEL

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone, Randolph 6578 CHICAGO, ILL.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

RED CYCAS LEAVES.

Sizes.	Pkg. of 10	Per 100
8 to 12 inches	$0.45	$3.50
12 to 16 inches	.60	5.00
16 to 20 inches	.75	7.00
20 to 24 inches	.95	9.00

(50 Cycas at 100 rate—10 to pkg.)

CREPE PAPER AND POT COVERS.

	Per Doz.	Per 100
Waterproof (all colors)	$2.50	$20.00
Pebbled, pleated (all colors)	2.00	15.00

PINE CONES.

Extra choice quality, with stems and most desirable of all kinds of Xmas decorations.
Price per 100.....only $1.50

Get Our List of Other Supplies.

GEO. H. ANGERMUELLER,
Wholesale Florist
1324 Pine St., St. Louis, Mo.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO
174-6 N. Wabash Ave., CHICAGO
L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing

Joseph Ziska & Sons

151-153 N. Wabash Ave., CHICAGO
Wire Designs and Wholesale Florists' Supplies

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$7 00@$8 00
" " 36-in	5 00@6 00
" " 30-in	3 00@4 00
" " 24-in	2 00
" " 20-in	1 50
" " 18-in	1 00
" " short.....per 100,	6 00@8 00
" Mrs. Chas. Russell	1 00@3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	4 00@15 00
" Killarney	4 00@12 00
" White Killarney	4 00@12 00
" Richmond	5 00@15 00
" Prince de Bulgarie	5 00@15 00
" Rhea Reid	5 00@15 00
" My Maryland	4 00@12 00
" Mrs. Geo. Shawyer	5 00@15 00
" Milady	5 00@15 00
" Sunburst	5 00@15 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	5 00@15 00
" Ophelia	5 00@15 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	5 00@15 00
" Tipperary	4 00@12 00
" Francis Scott Key	5 00@15 00
" Bayard Thayer	5 00@20 00
" Cecile Brunner	2 00@3 00
" George Elgar	2 00@3 00
" Baby Doll	2 00@3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	3 00@4 00
Cattleyas....per doz.,	6 00@9 00
Vandas.....25c per bloom.	
Freesias	2 00@4 00
Gardenias....$2 00@$4 00 per doz.	
Sweet Peas	1 00@2 00
Daisies	1 00@2 00
Calendulas	2 00@4 00
Snapdragons.....$1 00 per doz.	
Violets	50@1 00
Lilium Harrisii	12 50@15 00
Valley	4 00@6 00
Adiantum Croweanum	1 00
Jonquils	3 00@4 00
Daffodils	3 00@4 00
Romans	3 00@4 00
Mignonette	6 00@8 00
Bouvardia	4 00@8 00
Pansies.....per bunch 10c@15c	
Stevia.....per 100	1 50@2 00
Paper Whites..per 100	2 00@3 00
Ferns..... per 1000,	2 50@3 00
Galax..... "	1 00@1 25
Leucothoe	75
Mexican Ivy....per 1000,	5 00@6 00
Plumosus Strings..each,	60@75
Smilax.....per doz.,	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c lb., per case	8 00
Wild Smilax.....per case,	$5 00

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

George Reinberg

Wholesale Florists

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

ZECH & MANN

Wholesale Florists

30 East Randolph St., - - Chicago

Telephone Central 3284

HOERBER BROS.

Wholesale Growers of Cut Flowers

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave., Chicago

WEILAND & RISCH
SHIPMENTS EVERYWHERE — GROWERS AND SHIPPERS — IMMEDIATE DELIVERIES
CUT FLOWERS
154 NO. WABASH AVE. CHICAGO
PHONE CENTRAL 879

A. L. Randall Co.,

VANDO BRAND Wabash Ave. and Lake St., CHICAGO, ILL. VANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

Beauties-Lilac-Gardenias

Three items that are in good demand now. If you place your order with us we can assure you of good quality, the lowest market price and we are in a position to fill your orders on short notice.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

MARKET LOOKS BARE.

The feature of last week's market was the scarcity of flowers—there was no excess of anything, while roses were nearly always sold before the shipments arrived. There are a few pots of Easter liles. and possibly some jars of carnations standing about, but otherwise the anatomy of the ice boxes is painfully apparent. The quality of the stock offered is fine and in spite of the apparent shortage, the supply is varied and up to the usual volume for the season. Prices are good—most buyers say high, but they appear glad when this or that is awarded them. Sweet peas are coming strong of splendid quality, like those seen at the spring shows. There are some good snapdragons, calendulas, freesias, daisies and mignonette. Single and double violets are in full supply. One wonders where all the lily of the valley comes from; the street men have it by the thousand. All the shipments appear to grade low. Cattleyas are good stock, not near enough for the demand. Gardenias of quality sell well, but the low grades are practically given away. In spite of the southern competition, the asparagus section is rarely overstocked, while good adiantum is always in demand.

NOTES.

George Burton, the American Beauty expert, has purchased a farm of 50 acres at Arlington, Pa., about four miles from his present location. The Cresham branch of the Pennsylvania railroad forms one of his boundary lines. With a siding from this it will be very easy to handle coal. An up-to-date rose growing establishment will no doubt soon go up here, as Mr. Burton is much cramped for room at his present location.

An effort is to be made during the meeting of the present legislature to have the Quaker lady adopted as a state flower. Two years ago the laurel was selected and a bill passed both houses, but the Governor vetoed the bill at the last minute because Connecticut had adopted this as their state flower. The tulip poplar is a favorite with some.

Not a whole lot doing, but flowers are scarce at that, was the state of things at the Leo Niessen Co. Three hundred choice American Beauties going out rather tempered this statement, but then it takes a "lot doing" to keep the 50 hustlers that make up the force here busy.

Snellenburg's department store is advertising Easter lily bulbs with the caption, "Grow your own Easter lilies;" bulbs started now will flower for Easter. Fine large bulbs, 15 cents each. A large cut of a plant with a dozen flowers is used as an illustration.

The H. F. Michell Co., Inc., had a large contract with a firm in Denmark for lily of the valley. When ready to ship the English authorities would not let it go through, for the reason that they had discovered that German capital was back of the enterprise.

Paul Richter of the H. F. Michell Co., Inc., has just returned from a short vacation in the south.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

Mention the American Florist when writing

Wholesale Flower Markets

CINCINNATI, Jan. 24.	Per 100
American Beauty, per doz.	1 00@ 6 00
Roses, Killarney	3 00@12 00
" Mrs. Chas. Russell	8 00@10 00
" Ophelia	8 00@12 00
" Richmond	4 00@15 00
" Sunburst	4 00@12 00
Carnations	4 00@ 5 00
Lilium Giganteum	12 50
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Narcissus	2 00@ 3 00
Violets	75@ 1 00
Sweet Peas	75@ 1 50

BOSTON, Jan. 24.	Per 100
Roses, Beauty	20 00@60 00
" Killarney Queen	4 00@12 00
" White and Pink Killarney	4 00@12 00
" Double White Killarney	4 00@12 00
" Killarney Brilliant	6 00@16 00
" Hadley	6 00@16 00
" Cardinal	4 00@10 00
" Mock	8 00@16 00
" Mrs. Chas. Russell	8 00@16 00
" Sunburst	8 00@16 00
" Taft	4 00@12 00
" Milady	4 00@10 00
" Ward and Hillingdon	4 00@10 00
" My Maryland	3 00@12 00
Cattleyas	60 00@75 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 5 00
Paper White	2 50@ 3 00

BUFFALO, Jan. 24.	Per 100
Beauty Special..per doz.,	$6.00
" Fancy.... "	4.00
" Extra.... "	3 00
" 1st..... "	2 00
" 2nd..... "	50c@1.00
Roses, Killarney	4 00@12 00
" My Maryland	4 00@12 00
" Sunburst	4 00@12 00
" Ward	4 00@ 6 00
" Ophelia	5 00@15 00
" Russell	10 00@20 00
" Stanley	6 00@12 00
" Mock	6 00@ 8 00
" Shawyer	4 00@12 00
Lily of the Valley	6 00@ 7 00
Lilies	10 00@12 00
Cattleyas	40 00@50 00
Carnations	3 00@ 5 00
Violets	40@ 75
Asparagus Sprengeri	35@ 50
Ferns	per 1000, 2 50
Smilax	15 00@20 00
Stevia	1 00@ 1

Wire Hanging Baskets

We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1 35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer, Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING, 1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RICE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

Mention the American Florist when writing

Cut Boxwood Sprays

Used extensively as Greens in Funeral Work, etc.

Any amount, 12c per pound.

McCALLUM CO.

Pittsburgh, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE GROWERS

116-118 Seventh Street

PITTSBURGH, - PA.

Mention the American Florist when writing

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.

Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.

FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN, Wholesale Florist. 1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Jan. 24.	Per 100
Roses, Beauty, special	30 00@50 00
" " fancy	20 00@30 00
" " extra	15 00@20 00
" " shorter grades	10 00@12 00
" Mrs. Chas. Russell	8 00@20 00
" Prima Donna	10 00@20 00
" Killarney	6 00@15 00
" White Killarney	6 00@15 00
" Liberty	10 00@30 00
" Hadley	10 00@25 00
" Sunburst	8 00@15 00
" Ophelia	6 00@15 00
" Hoosier Beauty	6 00@15 00
Carnations	4 00@ 6 00
Cattleyas.....each, $0 60@ 75	
Lilium Longiflorum	10 00@15 00
Valley	4 00@ 6 00
Calendulas	3 00@ 6 00
Daisies, yellow	2 00@ 4 00
Violets, single and double	50@ 1 00
Sweet Peas	1 00@ 3 00
Freesias	4 00@ 6 00

PITTSBURGH, Jan. 24.	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	4 00@10 00
" My Maryland	4 00@10 00
" Sunburst	4 00@10 00
" Mrs. Aaron Ward	4 00@10 00
Cattleyas	75 00
Lilium Giganteum	12 00
Carnations	3 00
Lily of the Valley	6 00
Snapdragons	5 00
Paper Whites	3 00
Violets	75
Adiantum	1 25
Stevia	1 50
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, Jan 24.	Per 100
Roses, Killarney and W. Killarney	5 00@12 00
" Ward	5 00@12 00
" Mrs. Chas. Russell	10 00@25 00
" Ophelia	6 00@18 00
" Hoosier Beauty	6 00@18 00
Lilies.....per doz., 1 50@ 2 00	
Cattleyas....per doz., 6 00@ 7 50	
Carnations	2 00@ 3 00
Rubrums	4 00
Valley	5 00@ 6 00
Violets	1 00
Bouvardia	75@ 1 00
Stevia	1 50
Sweet Peas	1 00@ 2 00

DAVID WELCH EDWARD J. WELCH

WELCHS'

WHOLESALE AND COMMISSION FLORISTS

FLORISTS' SUPPLIES

280 and 282 Devonshire St., BOSTON, MASS.

Consignments of Beauties, Lilies of the Valley, Orchids and all other flowers received daily.

Telephone—Court Hill 2964, 2965.

Philadelphia Wholesale Florists' Exchange

igh Grade Roses, Violets, Gardenias and Orchids and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

A good opening for a few more growers of cut flowers.

1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, Jan. 24.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	3 00@ 6 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	2 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	3 00@ 8 00
Carnations	3 00@ 4 00
Valley	4 00@ 6 00
Lillies	12 50
Orchids	50 00@ 60 00
Ferns	per 1000, 2 50

The advent of the first chrysanthemums is generally noted and now this 22nd day of January we are able to report the last dozen of the season, 12 very fair Bonnaffon sent to W. J. Baker from L. B. Eastburn of Kennet Square.

Additions are being made to the plant and rooted cutting department of the S. S. Pennock-Meehan Co., which business is making great strides forward. Their plant bulletin is rapidly assuming a catalogue dignity.

Harris & Cook, of Chester, Pa., have sold their retail business to J. Silversteen. George Cook is now with the Philadelphia Wholesale Florists' Exchange and could not give the store the necessary attention.

Ornamental house plants and bird boxes were features of the H. A. Dreer store windows the past week. A big business is being done in double petunia seed, for which plant they are headquarters.

Berger Brothers' central market offers as leaders Easter lilies, orchid sweet peas and daffodils. They say: "Flowers scarce, but in a couple of weeks—look out."

The rose houses of the Jos. Heacock Co. at Roelof's look promising. A couple of weeks more and shipments will be increased threefold. So says Carl Corts.

The Philadelphia Wholesale Florists' Exchange is now getting the entire cut from three large rose growing establishments. Easter lilies are also a factor here.

The London Flower Shop will have quite an elaborate booth at the coming rose festival. They have had a splendid business since the holidays.

The H. Bayersdorfer Co.'s factory force is busy with Valentine novelties. Well fruited cherry trees for Washington's birthday are a novelty.

Roses scarce, carnations easier, is the word with Edward Reid. Lily of the valley and cattleyas are features here.

Some of the finest freesias of the season were seen in the windows of Stuart Miller the past week.

Alexander Scott is in North Carolina, where he will spend a month's vacation. K.

New York to Indianapolis.

The annual meeting and exhibition of the American Carnation Society, takes place at the Claypool hotel, Indianapolis, next week, Wednesday and Thursday, January 31-February 1. As this is one of the great centers of carnation growing, and is accessible from Chicago, Cleveland, St. Louis and other populous centers, and as good delegations are expected from the east, it looks like being a record meeting. It is the twenty-sixth annual convention of the society.

The Boston party will leave Boston at 2 p. m. Monday, January 29, while it has been arranged that the New York party leave Grand Central Terminal, 42nd street, 4:50 p. m., the same day. As this is McKinley's day, suggestion is made that all delegates should wear a red carnation as a badge.

The fare from New York to Indianapolis is $21.15; lower berths, $5; upper berths, $4. Provision will be made for the shipment of flowers, and reservations from New York can be made up to Monday mid-day by writing Louis Haffner, 30th street, care Grand Central R. R.

The transportation committee of the New York Florists' Club, comprises J. Harrison Dick, chairman; A. J. Guttman and W. E. Maynard, each of whom will be glad to assist any of the delegates if further information is required. A. F. F.

OUR MOTTO: The Best the Market Affords.

Valley

Orders taken now for 1916 Crop of German - Swedish - Dutch Pips.

CHAS. SCHWAKE & CO., Inc., 90-92 West Broadway, New York.

New York.

TRADE QUIET WITH LIGHT RECEIPTS.

There has been little change in the condition of the cut flower market since our last review was written. Business continued quiet during the past week. The arrivals of stock were rather light and there has been some talk of a scarcity, but it has not been, to any extent, noticeable. Anything approaching a scarcity was only noticeable in roses, there being a steady demand for the shorter grades of tea roses. In special American Beauty the supply has not been heavy and prices have ranged from 50 to 75 cents each, wholesale rates. While the supply of carnations has not been heavy, there was enough to supply the demand at $4 and $5 per 100. The best violets wholesaled at 50 cents per 100 and the poorer grades went into funeral work and to the street men at 25 cents and 30 cents per 100. All varieties of orchids and gardenias continue slow. The yellow narcissi and tulips are fairly active factors. In addition to cut stock, neatly arranged pots and pans of tulips are noteworthy features in the retail stores. Lilacs, irises, freesias, wallflowers, calendulas, snapdragons and sweet peas are all noticeable in the market. In brief, while necessarily there is daily buying, the demand is light; if it was heavy, there might be a scarcity in some stocks. Many of the roses seem to be off color, which we attribute to continued dark weather.

January 22.—The condition of the market is unchanged. The supply of roses and carnations is not heavy, but bulbous stocks are increasing. The demand, considering the season, is light. Violets are slow at from 25 cents to 40 cents per 100. The weather continues dark and changeable; a cold day or two with light snow turning to rain, has been the order for this month.

NOTES.

As a warning to other florists, Frank Lorraine, a retailer of 17 East 28th street, has voluntarily stated that he was recently fined $50 for having employed a boy who was a few months under 14 years of age. In the light of common sense, this case has been a hardship, both to the employer and the boy's family. The boy was only working after school hours; his father makes but $12 per week and has a sick wife and a family of young children to support. In former times, before so many professional reformers began to attend to everybody's business but their own, it was considered a credit to a boy if he worked to help his parents. Many of the greatest men in this and other countries, started as poor boys and worked at whatever they got a chance to do, and it helped rather than hindered them. It is not going too far to say that this law will largely recruit the army of corner loafers, already too numerous.

Joseph Trepel, who has seven stores in Brooklyn, recently bought the building at Broadway and Reid avenue and has fitted it up as a store in a stylish manner. The interior furnishings are in purple and white, and the electric display at night is very fine. The second floor is occupied as a workroom, the third as a store-room for supplies. In the management of his large business, he is ably assisted by Mrs. Trepel and a large force of clever men and women, the women being particularly noteworthy.

A meeting of the executive committee of the American Sweet Pea Society was held at the Hotel Breslin, this city, January 18. The resignation of Secretary Harry A. Bunyard was received, and accepted with regrets. Various matters pertaining to the welfare of the society were discussed.

The retail store formerly conducted by Thos. F. Galvin, Inc., Fifth avenue and 46th street, has been leased by the "Jackues Jewelry Shop," and it is closed for changes. A card announces that Galvin will open a shop adjoining the corner store, on 46th street.

J. W. Hauser, 571 Madison avenue, was very busy during the past week with dinner and luncheon decorations. His store is always well stocked and he has a good class of customers.

At the store of the Drakos Co., Broadway and 116th street, we have recently noticed very tasteful window decorations in tulips, sweet peas and other popular flowers.

A. F. F.

HENTZ & NASH INC. N.Y. 55 and 57 West 26th St. WHOLESALE COMMISION FLORISTS GROWER AGENT

Mention the American Florist when writing

—We are—

Wholesale Florists

Have twenty-two years' experience behind us and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.

GUTTMAN & RAYNOR, INC.

PHONES: FARRAGUT { 558, 2036, 2037 } 101 W. 28th St., NEW YORK

PHONE—FARRAGUT 8913

JAMES COYLE

WHOLESALE FLORIST

64 West 26th St., NEW YORK

(Opposite Coogan Building)

20 years experience

Consignments Solicited and Prompt RETURNS GUARANTEED.

PAUL MECONI
WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 8864 Farragut. NEW YORK CITY

BADGLEY & BISHOP, Inc.
Successors to Badgley, Riedel & Meyer.
Phones 1664 Madison Square, 1665 34 W. 28th St., New York
Receivers and Distributors of
CHOICEST CUT FLOWERS

Riedel & Meyer, Inc.
Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
PHONES—4024 and 4025 MADISON SQUARE

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Wholesale Commission Florist
Consignments Solicited
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

Walter F. Sheridan
Wholesale Florist
Telephone Call: 4532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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Telephones: Farragut 300 and 301.

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Wholesale Commission Florists
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Telephone 7362 Madison Square
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WILLIAM P. FORD
WHOLESALE FLORISTS
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Telephone 5335 Farragut
Mention the American Florist when writing

J. J. COAN, Inc.
Wholesale Commission Florist
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Telephones: Farragut 5413 and 5891.
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WHOLESALE FLORIST
109 West 28th St., NEW YORK
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CONSIGNMENTS SOLICITED

Telephone Farragut 9761
Goldstein & Futterman
WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, Jan. 24.	Per 100
Roses, Beauty, special	50 00@75 00
" " extra and fancy	30 00@40 00
" " No 1 and No 2	6 00@15 00
" Prima Donna	5 00@25 00
" Alice Stanley	5 00@18 00
" Francis Scott Key	6 00@35 00
" Mrs Geo. Shawyer	4 00@15 00
" Double White Killarney	5 00@12 00
" Killarney, Special	12 00
" " No 1 and No 2	4 00@ 6 00
" " Queen	4 00@15 00
" " Brilliant	4 00@15 00
" Aaron Ward	6 00@15 00
" Richmond	4 00@12 00
" Sunburst	4 00@15 00
" J. L. Mock	5 00@20 00
" Ophelia	4 00@15 00
" Mrs. Chas. Russell	5 00@20 00
" Cleveland	5 00@15 00
" Hadley	6 00@60 00
" Hoosier Beauty	4 00@15 00
Cattleya Orchids, special .. each.	4 00@ 50
" " inferior grades	25 00@35 00
Bouvardia	3 00@ 6 00
Rubrums	6 00@ 8 00
Lilies, Longiflorum and Harrisii	8 00@10 00
Lily of the Valley	4 00@ 6 00
Carnations	3 00@ 5 00
Mignonnette ..per doz	50@ 75
White Lilac..per bunch	1 00
Gardenias..per doz.	1 00@ 3 00
Sweet Peas	75@ 1 00
Sweet Peas, Spencers	2 00@ 2 50
Snapdragons	4 00@12 00
Violets	25@ 40
Yellow Narcissus	4 00@ 6 00
Paper White Narcissus	1 00@ 2 50
Adiantum Croweanum and Hoyridum	75@ 1 00
Asparagus Plumosus...doz bchs.	2 50@ 3 00
Smilax ..doz. strings.	75@ 1 00
Freesias	2 00@ 4 00
Iris ..per doz.	4 00

United Cut Flower Co., Inc.
WHOLESALERS
111 West 28th St., New York
Telephones: Farragut 4422 4423

HOUSE OF FERNS
Phone, Madison Square 4051.
41 West 28th St., NEW YORK
Asparagus Plumosus Nanus A Specialty.
RETTA E. RANKIN, Manager.

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK CITY
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.

WM. KESSLER,
Successor to Kessler Bros.
119 West 28th St., NEW YORK
CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut Shipments Everywhere
Prompt and satisfactory. Consignments solicited

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 26th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising
V. S. DORVAL, Secretary.

The Kervan Company
FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
Telephones: Farragut 2164-5893
119 West 28th Street NEW YORK

George B. Hart
Wholesale Florist
24-30 Stone St., Rochester, N.Y.

Nippon Garden, Inc.
Successors to Satow & Suzuki
259 Fifth Avenue New York
Greenhouses: Woodside, L. I.
Telephone: Madison Square 8950.
We are headquarters for Japanese Miniature Gardens, Fern Dishes, Vases, Flower Pots, Jardinieres and Dwarf Plants. A great stock of Fern Monkeys and Fern Balls.

Telephone Farragut 634, 3066
HERMAN WEISS
Wholesale Florists
106 W. 28th St., NEW YORK

M. C. Ford
121 WEST 28th STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

A Big Cut in Prices But No Cut in Quality

This is your opportunity to buy the regular "Arnold Quality" boxes at a price far below present market values. As long as they last our present stock will be sold at prices listed below. We are unable to guarantee the filling of all orders as many of our sizes are exhausted. We will, however, fill all orders in rotation as they come in. Place your order now, thus making sure that you get yours.

WHITE GLAZE
For Violets and Corsages

	Per 100
7x 4x 2" covers	$ 3.60
8x 5x5 "	4.30
10x 6x5½ "	5.00
12x 8x5½ "	6.45
14x10x8 "	10.65

For Cut Flowers

16x 4x3 2" covers	$ 3.80
18x 5x3 "	4.30
21x 5x3 "	5.00
24x 5x3½ "	5.35
21x 8x4 "	6.60
24x 8x5 "	8.20
28x 8x5 "	9.25
36x 8x5 Telescope	12.80
36x10x5 "	15.65
42x10x5 "	21.35
48x10x5 "	25.60

VIOLET GLAZE
For Violets and Corsages

7x 4x4 2" covers	$ 3.80
10x 6x5½ "	5.25
14x10x8 "	11.25

PLAIN VIOLET
Made of Moisture Proof Board for Violets and Corsages

7x4x4 2" covers	$2.65
8x5x5 "	3.35
10x6x5½ "	3.80
12x8x5½ "	5.25

MIST GRAY
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.60
8x 5x5 "	3.90
10x 6x5½ "	4.30
14x10x8 "	8.50
15x 6x5 "	5.00

For Cut Flowers

16x 4x3 2" covers	$ 2.65
18x 5x3 "	3.05
24x 6x4 "	4.95
28x 6x4 "	5.00
18x 6x4 "	4.30
21x 7x3½ "	4.60
21x 8x4 "	4.95
24 x8x4 "	5.50
36x 6x5 "	9.00
28x 8x4 "	6.20
28x 8x5 "	7.10
36x 8x5 Telescope	9.90
42x 8x5 "	15.65
48x 8x5 "	17.80
30x10x5 "	9.90
36x10x5 "	12.80
42x10x5 "	18.50
48x10x5 "	21.35

For Designs and Sprays

30x12x6 Telescope	$14.25
36x12x6 "	17.10
20x12x8 "	14.25
12x12x8 "	12.80
14x14x8 "	13.50
16x16x8 "	14.25
20x20x8 "	18.50
24x24x8 "	21.35
28x28x8 "	27.00
24x14x8 "	17.80
30x14x8 "	20.60
36x14x8 "	22.75
40x14x8 "	24.85

MIST BROWN
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.80
8x 5x5 "	4.15
10x 6x5½ "	4.50
12x 8x5½ "	5.25
14x10x8 "	9.00
15x 6x5 "	5.25

For Cut Flowers

16x 4x3 2" covers	$ 2.80
20x 4x3 "	3.25
18x 5x3 "	3.25
21x 5x3 "	3.80
36x 5½x3½ "	6.75
21x 7x3½ "	4.85
24x 8x4 "	5.80
28x 8x4 "	6.30
36x 8x5 Telescope	10.55
40x 8x5 "	13.50
42x 8x5 "	16.45
30x10x5 "	10.55
36x10x5 "	13.50
42x10x5 "	19.55
48x10x5 "	22.50

For Designs and Sprays

30x12x6 Telescope	$15.00
36x12x6 "	18.00
20x12x8 "	15.00
16x16x8 "	14.75
24x24x8 "	22.50
28x28x8 "	28.50
24x14x8 "	18.75
30x14x8 "	21.75
36x14x8 "	24.05
40x14x8 "	26.30
42x17x8 "	29.95
32x32x8 "	37.55

MANILA
For Cut Flowers and Designs

	Per 100
16x 4x3 2" covers	$ 2.50
20x 4x3 "	2.90
18x 5x3 "	2.90
21x 5x3 "	3.40
24x 5x3½ "	4.05
36x 5½x3½ "	6.05
18x 6x4 "	4.05
21x 7x3½ "	4.40
21x 8x4 "	4.75
24x 8x4 "	5.20
24x 8x5 "	5.65
36x 8x5 Telescope	9.45
40x 8x5 "	12.15
42x 8x5 "	14.70
30x10x5 "	9.45
36x10x5 "	12.15
42x10x5 "	17.55
48x10x5 "	20.20
40x10x6 "	20.20
28x 8x6 "	8.10
30x12x6 "	13.50
36x12x6 "	16.20
24x14x8 "	17.55
30x14x8 "	20.20
36x14x8 "	21.95
40x14x8 "	24.05

SAMPLES WILL BE SENT AND SPECIAL TRADE AND CASH DISCOUNTS QUOTED PROMPTLY ON REQUEST.

SPECIALS

We will sell these boxes at the prices listed as long as they last. We have only a few left. At the prices offered they will not last long, so place your order at once if you want your share. They are all the regular well-known "Arnold Quality" boxes. Special trade and cash discounts will be gladly quoted upon request.

PALM GREEN
For Violets and Corsages

	Per 100
7x 4x4 2" cover	$ 3.80
15x 6x5 Telescope	5.25
15x 7x6½ "	7.45

For Cut Flowers and Designs

18x 5x3 2" cover	$ 3.25
12x12x8 Telescope	14.85
24x24x8 "	22.50
28x22x8 "	26.00
28x28x8 "	28.50

The "Old Favorite" Palm Green. Place your order now before they are all gone. The Designs and Violet sizes are a great bargain.

PEERLESS GREEN
For Cut Flowers and Designs

	Per 100
21x 8x4 2" covers	4.65
28x 8x4 "	5.60
24x 4x3 Telescope	3.30
18x 5x3 "	2.90
21x 5x3 "	3.35
28x 8x5 "	6.70
30x10x5 "	9.25
30x12x6 "	12.30
36x12x6 "	16.00

A very good looking shade of Light Green, slightly lighter weight quality than the Palm Green, but a very good box for local deliveries and a bargain at the prices offered.

PARCEL POST CONTAINERS

	Per 100
24x 5x4 2½" cover	$ 4.50
30x 5x4 "	5.00
28x 6x4 "	6.00
24x 8x4 "	5.75
28x 8x5 "	6.50
30x12x6 3" "	15.50
36x12x6 "	17.75
36x14x8 "	20.00
40x14x8 "	21.00
42x17x8 "	24.00
24x24x8 "	20.00
26x17x10 4" "	22.00
24x20x10 "	22.00
24x24x10 "	24.00
28x28x10 "	30.00
30x30x 9 "	31.00

For Baskets and Potted Plants

12x12x15	$12.00
15x15x20	20.00
18x18x25	29.00
19x19x30	33.50

The ideal packer for shipping. You will find these a great help in having your flowers arrive in fine condition. Waterproofed inside and out.

FOR VALENTINE'S DAY

¶Make your selection from the following sizes:

	Per 100
10 x 6 x 5½	$7.00
12 x 8 x 5½	8.25
24 x 5 x 3½	7.35
30 x 5 x 3½	8.45
24 x 8 x 4	9.50

These prices net—no discount.

¶YOU will no doubt want an assortment of these for **Valentine Day.** Printed in two colors, Red and Gold, as shown in the design, with the red heart embossed, they make a very handsome package. At the prices quoted you can well afford to give these to the customer without charge, and thus obtain considerable good advertising.

A. A. ARNOLD PAPER BOX CO.

1302 W. Division St.,

Chicago, - - Illinois.

When cash is received with order we will allow a special 5 per cent discount in addition to regular trade discounts allowed.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857.

Wittbold FLORIST

739 Buckingham Place.

L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullanphy Florists (INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s
STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Albany, N. Y.

EYRES,

Flowers or Design Work.

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET.

Mention the American Florist when writing

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph Delivery Association.

THOS. F. GALVIN INC.

NEW YORK 561 Fifth Ave.

BOSTON 1 Park Street
799 Boylston Street

Deliveries to steamers and all Eastern Points.

Mention the American Florist when writing

Max Schling

NEW YORK.
No. 22 West 59th Street
Adjoining Plaza Hotel
Member of the Florists' Telegraph Delivery.

Original Decorations a Specialty.
Branch:
THE VANDERBILT HOTEL
Main Phone, Murray Hill, 783
Branch " " " 1808
Park Ave. and 34th St.

Kottmiller

Member F. T. D.
426 Madison Ave.
And 49th St., NEW YORK

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

REUTER'S

For Rhode Island and Connecticut STORES

New London, Conn., Norwich, Conn. and Westerly, R. I.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Young & Nugent

Telephone 2065-2066 Madison Square.
42 West 28th Street,
NEW YORK

To out-of-town florists:
We are in the Heart of
And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Bangor, Me.

Adam Sekenger
FLORIST
No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing.

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland
FLORIST
60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.,

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

Mention the American Florist when writing

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.
NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
Cable address; Alexconnell.
Western Union Code.

Mention the American Florist when writing

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Ave., Chicago.

Largest and most centrally located store in the city. All orders given prompt attention

Mention the American Florist when writing

Rochester, Minn.

Wire and Mail Orders Our Specialty.

Rochester Floral Company

Retail Store. Greenhouses.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

J. PALMER & SON
Palmer's
304 MAIN STREET
BUFFALO, N.Y.
Members Florists' Telegraph Delivery Association

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
LARGEST FLOWER STORE IN THE CITY

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.

Established 1874.

DARDS

N. E. CORNER 44TH ST. AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson,

20-22-24 West Fifth Street.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET.

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.

Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop, Ltd.

1800 Chestnut Street

Members of Florists' Telegraph Delivery.

Syracuse, N. Y.

MILES S. HENCLE

FLORIST

536 SOUTH SALINA STREET

General designs—All flowers in season

Name Index to Retail Florists Filling Telegraph Orders.

Alfred Lozier Rosery, Des Moines, Ia.
Alpha Floral Co., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Archias Floral Co., Sedalia, Mo.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago, Ill.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave. and L, Washington.
Dard's, 44th and Madison Ave., New York.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
Foster, Fred, St. Louis, Mo.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Galvin, Thos. F., Inc., Boston, Mass.
Gasser, J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Hanft Bros., Madison Av., at 62d St., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., New York.
Hatcher, John C., Schenectady, N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Hencle, Miles S., Syracuse, N. Y.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison Ave. and 76th St., New York.
Higgins, N. F., Springfield, Mass.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Howard & Smith, Los Angeles, Calif.
Huscroft's Flower Shop, Steubenville, O.
Jahn, Hugo H., Brooklyn, N. Y.
Johnston & Co., T. J., Providence, R. I.
Joseph's, 233-235 Grant Ave., San Francisco.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kerr Floral Co., Robt. C., Houston, Tex.
Kottmiller, New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 25 E. Madison St., Chicago.
Leborius, J. J., Duluth, Minn.
London Flower Shop, Ltd., Philadelphia, Pa.
Mangel, Chicago.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McConnell, Alex., New York.
McMurray, D. M., Pueblo, Colo.
Metairie Ridge Nursery Co., New Orleans, La.
Miami Floral Co., Miami, Fla.
Mullanphy Florists, St. Louis, Mo.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
Palmer, W. J., & Sons, Buffalo.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Pyfer & Olsem, Wilmette, Ill.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Reuter's, New London and Norwich, Conn.
Robbins, F. A., Augusta, Me.
Rochester Floral Co., Rochester, Minn.
Rock, Wm. L., Flower Co., Kansas City.
Rye, George, Ft. Smith, Ark.
Schiller the Florist, 2221 W. Madison, Chicago.
Schling, Max, 22 W. 59th St., New York.
Schmidt, Chas. L., Harrisburg, Pa.
Sekenger, Adam, Bangor, Me.
Seki Bros. & Co., Los Angeles, Calif.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Van Meter Flower Shop, Springfield, O.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Whitted Floral Co., Minneapolis, Minn.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wilson, J. S., Floral Co., Des Moines, Iowa.
Wittbold, G., 737 Buckingham Pl., Chicago.
Wolfskill Bros. & M. Goldenson, Los Angeles.
Young & Nugent, New York.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

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Henry Hart, Inc.

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Telephone—Lenox 3822.

In the Heart of the most exclusive residential section.

Omaha, Neb.

Hess & Swoboda

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1415 Farnum St PHONES: 1501 and L1582

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IN THE CENTER OF IOWA

National Florist

J. S. Wilson Floral Co.

We cover all points in Iowa.

Members of Florists' Telegraph Delivery.

THE J M. GASSER COMPANY,

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street,

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

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—Florist—

710 Nostrand Avenue

Corner Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Florist Corporation.

Philadelphia, Pa.

M. J. CALLAHAN

FLOWERS

3924 Market Street Both Phones

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to

Schiller The Florist

2221-2223 W. Madison St. CHICAGO.

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

SEVEN STORES

Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heinl)

336 Superior St., Toledo, O.

Both Phones, 527.

Special attention to Mail and Telegraph Orders

Member of Florists' Telegraph Delivery.

Rochester, N. Y.

J. B. KELLER SONS, FLORISTS

25 Clinton Avenue, N.

Rochester Phone, 506. Long Dist. Bell ph. 2189

Members of Florists' Telegraph Delivery.

Cleveland, O., and Vicinity.

Bramley & Son

1181 E. 71st St.

The Largest Growers of Flowers in City

Duluth, Minn.

J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Houston, Texas.

Robt C. Kerr Floral Co.

Main and McKinney Phone, Preston 160

LEWIS HENDERSON, Florist

1814 Douglas St., OMAHA, NEB.

Member of Florists' Telegraph Delivery.

N. F. HIGGINS

FLORIST AND DECORATOR

150 State St., SPRINGFIELD, MASS.

HANFT BROS.

NEW YORK.

—Established 1848—

Madison Ave., at 62nd St.

PHONE PLAZA 428.

The Boulevard Floral Co.

2391 Broadway, New York

Telephone, Schuyler 6375

FINE STOCK, ARTISTIC ARRANGEMENT AND PROMPT DELIVERY.

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BRIGGS FLORAL CO.

228 W. Madison St.

801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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SEKI-BROS. & CO.

Wholesale and Retail Florists

We grow our own flowers — All kinds of Decoration a Specialty

Phone A-2550 — 229 W. 4th Street

PYFER & OLSEM

WILMETTE, ILLINOIS

Careful attention to all mail or telegraph orders for delivery in Wilmette—Chicago's North Shore Suburb—Evanston, Kenilworth Winnetka. Glencoe. Lake Forest.

New York — Established 1849

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2139-2141 Broadway, cor. 75 h St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

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Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.

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A. Newell FLORIST

Established over 20 Years.

N. E. COR. 10th and GRAND AVENUE.

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DRAKOS CO.

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2953 Broadway, Opp. Columbia College

Members of Florists' Telegraph Delivery.

Hession

Madison Ave. and 76th St.

NEW YORK

Quality Flowers

TWO GREENHOUSES ON PREMISES.

Plant Specialists Phones { 107 420 775 } Lenox

Member of Florists' Telegraph Delivery.

Denver, Colo.

The Park Floral Co.

J. A. VALENTINE, President.

Members of Florists' Telegraph Delivery.

Cincinnati.

Julius Baer

FLOWERS

Mail and Telegraph Orders carefully executed.

138-140 Fourth Street East

Mention the American Florist when writing

Miami Floral Co.,

Orders promptly filled.

MIAMI, FLORIDA.

Mention the American Florist when writing

Sedalia, Missouri.

Archias Floral Co.

Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.

Member of Florists' Telegraph Delivery.

Lang Floral & Nursery Co., Dallas Texas

1303 Main Street

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No Orders too large, none too small.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Telephone 1813 Main JOS. LEVY
BROOKLYN
Cut Flower Market, Inc.
Floral Designs a Specialty
356 FULTON STREET
BRANCH: 408 Fulton St.
BROOKLYN, N. Y.

NASHVILLE, TENN.
JOY FLORAL COMPANY
Members of Florists' Telegraph Delivery.

PHILIPS BROS, 938 Broad St
NEWARK N. J.
Artistic Floral Work and Long Stem Beauties Our Specialty.

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants.
We solicit telegraph orders. Regular trade disct.
229 WEST THIRD STREET

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

Little Rock, Ark.
PAUL M. PALEZ
FLORIST
All orders carefully filled and delivered to all parts of the city, Arkansas and the Southwest.

St. Louis, Mo.
F. H. WEBER
Boyle and Maryland Avenues.
Flowers delivered in city and state on short notice
Member of Florists' Telegraph Delivery.

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florist of GRAND RAPIDS.
Member of Florists' Telegraph Delivery.

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
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Steubenville, Ohio.
Huscroft's Flower Shop
173 North Fourth Street
All Orders Promptly Executed

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS.
735 Euclid Ave. CLEVELAND

Friedman
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522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

SAN FRANCISCO
JOSEPH'S
233-235 GRANT AVENUE
Members of Florists' Telegraph Delivery and National Florists for this District. A specialty made of "Welcoming" and "Bon Voyage" packages.

St. Paul, Minn.
L. L. MAY & CO.
Order Your Flowers for delivery in this section from the
LEADING FLORISTS OF THE NORTHWEST

FRED FOSTER
FLORIST
703 Olive St., St. Louis, Mo.

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MRS. E. A. WILLIAMS
621 Penn Ave.

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

E. W. PEARSON
47 State St., NEWBURYPORT, MASS.,
Covers all New England points.

KANSAS CITY, MISSOURI.
ROCK'S FLOWERS
Members Florists' Telegraph Delivery Ass'n.

CHICAGO
Mangel
The Palmer House Florist
17 E. MONROE ST.

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class. stock.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to
THE DOMINION FLORAL CO.
484 St. Catherines St., West
Montreal, Que., Canada
Every order receives prompt and careful attention

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN.
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GUDE BROS. CO.
FLORISTS
1214 F ST. N.W.
WASHINGTON, D.C.
WASHINGTON D. C.
Gudes'
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DES MOINES IOWA
ALFRED LOZIER ROSERY

Mention the American Florist when writing

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

Howard & Smith

853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

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WORCESTER, MASS.

Randall's Flower Shop,

13 Pleasant Street.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

G. E. M. STUMPP

761 Fifth Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

FURROW & COMPANY

Oklahoma City and Guthrie, Oklahoma.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

VAN METER FLOWER SHOP

SPRING and HIGH, Springfield, O.

BEST FLOWERS for EVERY OCCASION.

Mention the American Florist when writing

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

Members of Florists' Telegraph Delivery.

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Boston, Mass.

HENRY R. COMLEY, Florist, 6 Park St.

50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

Mention the American Florist when writing

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, State St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffmans, N. Y.

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FREY & FREY,

1338 O Street, LINCOLN, NEB.

WHOLESALE AND RETAIL.

Members of Florists' Telegraph Delivery.

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El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Chicago Detroit

CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

GEORGE RYE

"Some Florist"

The Plaza, Ft. Smith, Ark

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

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CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

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TERRE HAUTE, IND.

THINK OF HEINL'S

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

St. Louis, Mo.

WIRE

Grimm & Gorly

Mention the American Florist when writing

Augusta, Me.

F. A. ROBBINS, Florist

122 WINTHROP STREET

We deliver in Maine and all New England points.

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LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Cleveland, O.

A. Graham & Son

5523 Euclid Ave.

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Mention the American Florist when writing

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HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

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Randolph & McClements

Floral Experts

5936 Penn Av., PITTSBURGH, PA.

Mention the American Florist when writing

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing

PROVIDENCE, R. I.

and all T. J. JOHNSTON & CO.

NEW ENGLAND POINTS. 107 WASHINGTON ST., PROVIDENCE

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, June, 1917.

COMMERCIAL White beans are selling in California at 10 to 12 cents per pound.

SAULT STE. MARIE, ONT.—A co-operative seed grain organization to supply farmers and gardeners in this vicinity is planned.

GALT, ONT.—A seed fair under the auspices of the South Waterloo Agricultural Society will be held in this city, April 3.

CHICAGO.—Prices for grass seed on the Board of Trade January 24 were as follows: Timothy, $4.00 to $5.50 per 100 pounds.

KANSAS CITY, MO.—Machinery for mixing lawn grass mixtures is being installed by the J. G. Peppard Seed Co., of this city.

COSMOS, fine double forms in two colors, pink and white, is now being offered by the John Bodger & Sons Co., Los Angeles, Calif.

SIOUX CITY, IA.—George H. Cummings, secretary of the Sioux City Seed & Nursery Co., and wife, left last week on a pleasure trip to Honolulu.

VICE-PRESIDENT Bolgiano, of the American Seed Trade Association, who has been on the sick list at his home in Washington, D. C., is again attending to business.

LOS ANGELES, CALIF.—Mrs. M. W. Johansen, of the Victor Johansen Seed Co., is improving after a long illness, but has been compelled to forego her usual eastern trip.

THE wife of Arnold Ringier, of the W. W. Barnard Co., Chicago, who was stricken with pneumonia enroute to California, is still critically ill in a Los Angeles hospital.

RAINS in Southern California, January 16, followed by unusually heavy frosts (22 degrees above zezo) may damage germinating seeds now in the ground, lettuce, radish, sweet pea and the like.

PHILADELPHIA, PA. — Howard M. Earl, the well known manager of W. Atlee Burpee & Co., completed his thirtieth year of service with that firm this month, having reported for work Monday, January 10, 1887.

CALIFORNIA pole and lima beans have required hand picking two or three times, owing to rain damage, eliminating 50 per cent of the crop in some extreme cases. The yield of Fordhook was greatly reduced in this process.

VISITED CHICAGO: John C. Bodger, of John Bodger & Sons Co., Los Angeles, Calif.; J. S. Michael, of the Sioux City Seed & Nursery Co., Sioux City, Ia.; Alling Woodruff, of S. D. Woodruff & Sons, New York; C. R. Kimberlin, of the Kimberlin Seed Co., Santa Clara, Calif.; J. W. Edmundson, representing the California Seed Growers' Association, and wife, San Jose, Calif.; Joseph L. Schilder, Chillicothe, O.; S. Sucuki, of the Yokohoma Nursery Co., Yokohoma, Japan.

French Bulbs.

French bulb growers in the Toulon district are asking an advance of 50 per cent on last year's prices on Paper Whites, Roman hyacinths and nearly all their produce. The present asking prices, of course, are not based on much real knowledge of the behavior of the crops and whether the growers' syndicate at the meeting, toward the end of March, will sustain preliminary demands, no one knows, but it is as certain now as in former years that definite prices are not made until the meeting of the syndicate.

Catalogues Received.

Northrup, King & Co., Minneapolis, Minn., seeds; R. & J. Farquhar & Co., Boston, Mass., seeds and plants; Cole's Seed Store, Pella, Ia., seeds; Wm. Elliott & Sons, New York, seeds; J. H. Gregory & Son, Marblehead, Mass., seeds; Wm. Henry Maule, Inc., Philadelphia, Pa., seeds; German Nurseries and Seed House, Beatrice, Neb., nursery stock and seeds; Arthur T. Boddington Co., Inc., New York, seeds; Weeber & Don, New York, seeds; Stark Bros., Louisiana, Mo., nursery stock; Forbes & Keith, New Bedford, Mass., dahlias; Vaughan's Seed Store, Chicago and New York, gladioli; E. E. Stewart, Brooklyn, Mich., gladioli; Texas Seed & Floral Co., Dallas, Tex., seeds.

Seed and Bulb Misrepresentation Bill.

On January 12 Congressman Byrnes of South Carolina introduced House Bill No. 20044, to regulate interstate commerce in adulterated and misbranded seeds, etc., which bill was referred to the committee on agriculture.

The bill applies to seeds and bulbs of all kinds, defining adulteration to be, when seeds or bulbs contain dead seeds or weed seeds, or dead bulbs or any other substance materially reducing the value for seeding or planting purposes. Misbranding is defined, as, first, when one kind or distinguishable variety of seed or bulb shall be offered for sale under the name of another kind or distinguishable named variety of seed or bulb; second, if in package form and the contents are stated in terms of weight or measure, they are not plainly and correctly stated; third, if the article be falsely labeled or branded as to the state, territory, locality or country in which it is raised or produced.

Heavy penalties are provided for the first offense, not exceeding $200 fine; for any subsequent offense not exceeding $300 or imprisonment not exceeding one year, or both.

CURTIS NYE SMITH.

Steamship Sailing from New York.

February 3.
St. Louis, American Line, Liverpool.
S. S. Laatefos, Norwegian-America Line, Norway.

February 5.
S. S. Glavarria, Kerr Steamship Line, Marseilles.
Ferro, Barber Line, Bordeaux.

February 7.
Frederick VIII, Scan.-Am. Line, Christiania.

February 10.
St. Paul, American Line, Liverpool.

February 15.
S. S. Magda, Swedish-Am. Line, Gothenburg.
S. S. Ruth, Norwegian-American Line, Norway.
Steamer, Kerr Steamship Line, Lisbon.
Asp, Barber Line, Havre.

February 16.
Kroonland, American Line, Liverpool.

February 17.
New York, American Line, Liverpool.
S. S. Kristianiafjord, Nor.-Am. Line, Norway.

February 24.
Philadelphia, American Line, Liverpool.

February 28.
United States, Scan.-Am. Line, Christiania.
S. S. Ocean, Swedish-Am. Line, Gothenburg.

March 3.
St. Louis, American Line, Liverpool.
Finland, American Line, Liverpool.

March 7.
Oscar II, Scan.-Am. Line, Copenhagen.

March 10.
St. Paul, American Line, Liverpool.

Imports at New York.

During the week ending January 20, imports were received at New York as follows:

From Liverpool, England—
T. Meadows & Co., 2 cases manetti stocks.
From London, England—
Stumpp & Walter Co., 1 sack beans.
A. T. Boddington Co., 6 packages mdse., 7 cases roots.
From Bordeaux, France—
Jacot & Mullen, 200 sacks seed.
Radwaner & Co., 100 sacks seed.
F. E. Signer, 108 cases plants.
McHutchison & Co., 39 cases plants.
Vandegrift & Co., 43 cases plants.

Merchandise entered for consumption at New York, week ended January 12, as follows: Red clover seed, $22,503; other clover seed, $1,303; other seeds, $28,989; bulbs, $31,835; plants, $17,406.

A. F. F.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Trade Directory
PRICE, $3.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Western Seed & Irrigation Co.
Wholesale Seed Growers and Dealers
SPECIALTIES:
Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, - - NEBRASKA

BARNARD'S Seed Store
231-235 W. Madison St.
CHICAGO.

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
CONTRACT GROWERS OF
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Henry Fish Seed Co.
Bean Growers for the Wholesale Seed Trade
CARPINTERIA, CALIF.

Contract Seed Growers
Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.
Correspondence Solicited.
George R. Pedrick & Son,
PEDRICKTOWN, N J.

Grass Mixtures
— FOR —
Golf-Tennis-Polo
MEET ALL REQUIREMENTS FOR ALL SOILS
The Albert Dickinson Co.,
CHICAGO, ILL.

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA.
Rocky Ford, Colorado.
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

TOMATO SEED
Grown For The Wholesale Seed Trade.
HAVEN SEED CO.
SANTA ANA, CALIFORNIA.

Asparagus Plumosus Nanus
Greenhouse Grown Seed
1,000 Seeds, $3.50 10,000 Seeds, $32.50
Californian Grown Seed
1,000 Seeds, $2.50 10,000 Seeds, $22.50
5 per cent discount, Cash with order.
ARTHUR T. BODDINGTON CO., Inc.
128 Chambers Street, NEW YORK.

BEANS, PEAS, RADISH
AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write or prices.
LEONARD SEED CO.
GROWERS FOR THE TRADE
226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

JAP LILY BULBS
AT IMPORT PRICES.
GIGANTEUM, 7-9, 8-10, 9 10, 10-11.
MULTIFLORUM, 7-9, -10.
AURATUM, 7-9, 9-11.
ALBUM, 9-11.
RUBRUM, 7-9, 8-10, 9-11.
MELPOMENE, 9-11.
Giganteum, 7 9, 8-10 and 9-10 also offered f. o. b. Chicago and London, Ont.
Write for prices and details, stating quantity desired.
McHUTCHISON & CO., THE IMPORT HOUSE.
95 Chambers St., NEW YORK.

S. M. Isbell & Co.
JACKSON, MICH.
Contract Seed Growers
Beans, Cucumbers, Muskmelon, Watermelon, Squash, Sweet Corn.
Michigan-grown Radish our Specialty.
Correspondence Solicited.

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.
Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

Growers and Specialists
CROP CONTRACT
Peas, Beans and Sweet Corn.
Peas and Beans, Michigan Grown.
Sweet Corn, Iowa Grown.
Correspondence solicited.
Michigan Office: MILLINGTON,
Home Office: SIOUX CITY, IOWA.
Ask for prices now, 1917 crop.
Sioux City Seed & Nursery Co.
Established 1883.

Dwarf Gladiolus
Per 1000
Ramosus Ne Plus Ultra..... $6.00
Dwarf Double Pearl Tuberoses—
Special prices on application.
Caladium Esculentum Bulbs.
LILIUM MULTIFLORUM
7 to 9, 9 to 10, and 10 to 11.
Attractive prices on application.
LILIUM FORMOSUM
7 to 9, 9 to 10—(Black Stem.)
Please tell us how many you can use and we shall make prices accordingly.
Selected strains of Ageratum, Alyssum, Aster, Begonia Erfordii, Calendula Meteor, Prince of Orange, Candytuft, Celosia, Centaurea, Cobaea Scandens, Cosmos, Lobelia, Gypsophila, Petunia and Verbena. Special prices on above on application.
J. M. THORBURN & CO.
53 Barclay Street, through to 54 Park Place
NEW YORK CITY.

CONTRACT GROWER of
Cucumber and Muskmelon Seed
I offer Pure Stock, Personal Service Intimate Knowledge of Stocks and Local Conditions.
Good Deliveries and Moderate Prices.
R. H. JAMES, Rocky Ford, Colo.

Lilium Giganteum
7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.
Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

Dreer's

Double Petunias

Our Usual Celebrated Strain.

15 varieties, 3 inch pots.
75c per dozen; $6.00 per 100; the set of 15 sorts, $1.00.

Seeds of Our Own Saving.

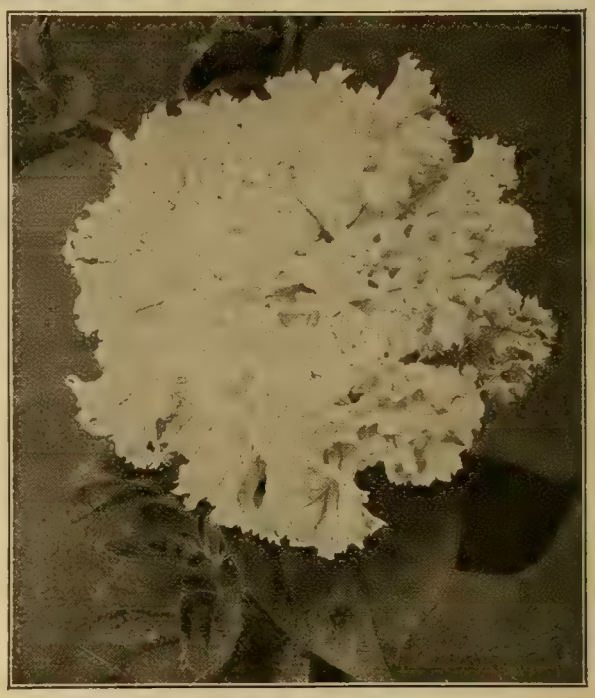
Superb Double Fringed, 75c per 500 seeds; $1.50 per 1000 seeds.

Superb Single Fringed, 50c per trade packet.

Henry A. Dreer

714-716 Chestnut St., Philadelphia, Pa.

The above prices are intended for the trade only.



Dreer's Double Fringed Petunia.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

THE KIMBERLIN SEED CO.

WHOLESALE SEED GROWERS **SANTA CLARA, CAL.**

Growers of
ONION, LETTUCE, RADISH, ETC.
Correspondence Solicited.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER.
Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.
Correspondence Solicited.

R. & M. GODINEAU
SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK and ORANGE, CONN.

Lily Bulbs

By planting A B C Lily Bulbs every month you will cut blooms every day.
We can supply all sizes in any quantity at the regular Fall import prices.

LILIUM GIGANTEUM
In the following sizes:
6- 8, 400 to case; 7- 9, 300 to case; 8-9, 275 to case.
8-10, 250 to case; 9-10, 200 to case.

HARDY LILIES

RUBRUM AND MAGNIFICUM
7- 9, 190 to case; 9-10, 150 to case; 9-10, 100 to case.
9-11, 130 to case; 9-11, 100 to case; 11-13, 80 to case.

LILIUM AURATUM

7- 9	180 to case	9-11	100 to case
8- 9	170 to case	11-13	70 to case
9-10	120 to case	12-13	60 to case
13-15	50 to case		

LILIUM ALBUM
8-9, 190 to case; 9-11, 130 to case; 11-13 80 to case.

GLADIOLUS

In the following varieties:	Per 1000
America, 1⅛ in. to 2 in	$14.00
Augusta, 1⅛ in. to 2 in	14.00
F. King, 1½ in. to 2 in	14.00
Niagara, 1½ in. to 2 in	60.00
America, 1¼ in. up	10.00
Chicago White, 1½ in. to 2 in	18.00
Panama, 1½ in. to 2 in	40.00
Halley, 1½ in. to 2 in	16.00

Write us for prices on smaller sized bulbs.
We have a good stock of **Cannas, Tuberoses, Caladiums Esculentum and fancy leaved. Seeds and Florists' Supplies at market prices.**

American Bulb Co., A. Miller, President. **178 N. Wabash Ave., Chicago**

KELWAY'S

SEEDS--Flower, Vegetable and Farm

For present delivery or on contract. Wholesale only.
Special quotations for next season and from 1917 harvest now ready.

Langport, - England.

Mention the American Florist when writing

My New PRICE LIST of

Winter Orchid-Flowering Sweet Pea Seed

Has been mailed. If you have not received a copy, send Postal for it.
Part of new crop is ready now.

Ant. C. Zvolanek, Lompoc, Calif.

Mention the American Florist when writing

Fancy Caladium Bulbs

20,000 fine well developed bulbs in 40 named leading sorts at **$10.00** per 100
Delivery January, February.

Tampa Floral Co., TAMPA, FLA.
ANTON FIEHE, Prop.

Mention the American Florist when writing

American Grown GLADIOLUS BULBS for Bench Work

Four Gold Medals on These at San Francisco Fair.

Double your returns by planting between the carnations as a catch crop. Grown by us. Per 1000

Mrs. Francis King, 1st Size		**$14.00**
Augusta, 1st Size		**13.00**
America, 1st Size		**15.00**
Chicago White, First Early		**18.00**
Florist XXX Mixed, 1st Size		**16.00**
Mrs. F. Pendleton	Per 100	**7.50**
Myrtle	Per 100	**10.00**

TUBEROSES—True Dwarf Pearl.

First Size, 4-6 inches	Per 1000	**$9.00**
Medium Size, 3-4 inches	Per 1000	**5.00**

Carload Lots—Frost Free—Ready.

Spiraea (Clumps)

These are the very best sorts grown.

	Per 100
America, Lilac Rose	**$11.00**
Avalanche, White	**12.00**
Gladstone, White	**10.00**
Queen Alex., Pink	**11.00**

Lots of 250, 7 Per Cent off.

Lily of the Valley

	Per 1000
Pips, Hamburg, Holland Grown	**$20.00**

This stock proved very satisfactory.

Fortin Valley, largest, per 100	**$2.75**

Lilium Giganteum

NEW CROP	Per 1000
6 to 8-inch (Case of 400, $12.50)	**$30.00**
7 to 9-inch (Case of 300, 15.00)	**45.00**
8 to 9-inch	**65.00**
9 to 10-inch (Case of 200, $16.00)	**77.50**

Hardy Lilies

Just arrived in fine order.

	Per 100	Per 1000
Lilium Auratum (160 to case)	**$5.50**	**$48.00**
Lilium Auratum, 9-11 in. (100 to case)	**8.00**	**75.00**
Lilium Rubrum, 8-9 in. (160 to case)	**5.50**	**50.00**
Lilium Rubrum, 9-11 in. (100 to case)	**9.00**	**85.00**
Lilium Album, 9-11 in. (100 to case)	**12.00**	**100.00**

Lilium Formosum

	Per 1000
6 to 8-inch, (350 to case) regular strain	**$35.00**
6 to 8-inch (350 to case) true black stem variety	**40.00**

Gladiolus Colvillei

	Per 1000
The Bride. Price reduced to	**$5.00**

Spanish Iris

	Per 1000
Named varieties, 4 separate colors	**$6.00**

The Dwarf Pearl Tuberose.

"JOSS" LILIES, Chinese Narcissus, per mat, (120 bulbs), **$3.00 at Chicago. In New York, $3.50.**

CHICAGO **VAUGHAN'S SEED STORE,** **NEW YORK**

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

TO THE TRADE.

HENRY METTE, Quedlinburg, Germany.

GROWER and EXPORTER on the VERY LARGEST SCALE of all CHOICE VEGETABLE, FLOWER AND FARM SEEDS. (Established 1787.)

SPECIALTIES: Beans, Beets, Cabbages, Carrots, Kohlrabi, Leek, Lettuce, Onions, Peas, Radishes, Spinach, Turnips, Swedes, Asters, Balsams, Begonias, Carnations, Cinerarias, Gloxinias, Larkspurs, Nasturtiums, Pansies, Phloxes, Primulas, Scabiosa Stocks, Verbenas, Zinnias, etc. Catalogue free on application.

HENRY METTE'S TRIUMPH OF THE GREAT PANSIES—(mixed), the most perfect and most beautiful in the world, $6.00 per oz., or $1.75 per ¼ oz., $1.00 per ⅛ oz., postage paid. Cash with order.

All seeds offered are grown under my personal supervision on my own vast grounds, and are warranted true to name, of strongest growth, finest stocks and best quality.

ALSO GROW LARGELY ON CONTRACT.

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn, in variety, on contract.

EDGAR F. HURFF,
Correspondence Solicited. **SWEDESBORO, N. J.**

The L. D. Waller Seed Co.

Gaudalupe, California
Wholesale Growers of
FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS
Correspondence Solicited.

WRITE FOR OUR

SURPLUS LIST of GARDEN SEEDS

Absolutely the Very Best Stock.

Send us a list of your requirements and let us give you our prices.

The Forrest Seed Co., Inc.
CORTLAND, N. Y.
Growers, Importers and Dealers.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

GREELEY, COLO., January 19.—Potatoes travel from here in special trains of 40 cars or more with a crew of men in charge to watch the oil stoves in each car. Shipments go as far east as Cleveland and south to Nashville.

Prices of Indoor Fruits and Vegetables.

Chicago, Jan. 23.—Mushrooms, home grown, 40 to 50 cents per pound; lettuce, small cases, 20 to 22½ cents; radishes, 40 to 60 cents, dozen bunches; celery, 75 cents to $1.50, open crate; tomatoes, six baskets, $2.25 to $4.00; cucumbers, per 2 dozen box, $1.50 to $2.50.

New York, Jan. 23.—Celery, per crate, $2.50 to $3.00; cucumbers, 75 cents to $1.75 per dozen; mushrooms, 75 cents to $1.75 per 4-lb. basket; tomatoes, per lb., 10 to 20 cents; radishes, per 100 bunches, $2.50 to $4.50; lettuce, per strap, 25 cents to $1.00.

Radishes.

One of the remarkable features of our market this winter is the total absence of hot house radishes. The shortage of labor is no doubt one factor. Pulling, bunching and washing radishes is more laborious than packing lettuce and when lettuce is at a good price, the radish crop is neglected. The remarkable thing, however, is the total disappearance of this crop—every grower having dropped them for the time being. Even at such figures as 60 to 75 cents per dozen bunches, none appeared. To relieve our labor somewhat we abandoned hand sowing and thinning and very carefully drilled them with a Planet, Jr., seed drill. We screened the seeds to remove the weaker ones and then tested the drill to a fair stand. By running the machine side by side to the old wheel marks without a marker we got a spacing of about five inches, which is very good. We obtained good stands and good crops at a minimum of attention. One of the factors is to run a low temperature when first up to hold the young plants short and stocky—after they commence to bulb they will stand more heat. Radishes are very sensitive to dryness, and if germinated on poorly watered beds, they will at once miscarry and no effort will recover them. Therefore see that any beds for radishes are watered clear to bottom. MARKETMAN.

GENUINE BALCH'S FILLBASKET

TOMATO SEED

Greenhouse Grown from selected plants.

Packet.....$1.00; 6 Packets $5.00

WILLEY'S FARM

EAST PATCHOGUE, LONG ISLAND, N. Y.

Plant Beebe's Early Prolific Tomato

For the early market.

It is the earliest and most prolific of all tomatoes. Is of medium size, flesh very solid with small seed cavities. Color bright red, skin tough, making it an excellent shipper. Continues bearing from early in June until cut by frost.

Pkt., 20c; oz., 75c; ¼ lb., $2.00.

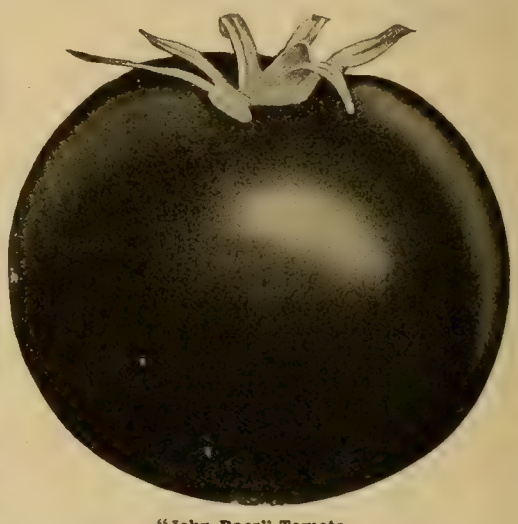
Write for Catalogue.
English or German.

German Nurseries and Seed House

12 Court Street, BEATRICE, NEB.

Bolgiano's Tomato Seeds

Are grown by us as far north as Tomatoes will mature; they are free from blight, most carefully grown—most carefully selected—most carefully saved.



"John Baer" Tomato.
The Earliest and Best Tomato on Earth.

Just For Seed

Bolgiano's Tomato Seeds are well known for their big yields of large, firm, solid, meaty, uniform tomatoes. We grow Tomatoes just for seed—Even the pulp we destroy. Not an ounce of canning house tomato seed is allowed to enter our establishment.

WHOLESALE TOMATO SEED PRICES. TO THE TRADE ONLY.

	Oz.	¼ lb.	½ lb.	lb.
"John Baer" Tomato Seed	$0.75	$2.00	$3.75	$7.50
"Greater Baltimore" Tomato Seed	.25	.75	1.25	2.50
"Greater "Baltimore" Tomato (Special Stock Seed)	.30	1.00	1.75	3.50
My Maryland Tomato Seed	.25	.75	1.25	2.50
My Maryland Tomato Seed (Special Stock Seed)	.30	1.00	1.75	3.50
The Great B. B. Bolgiano's Best	.20	.50	.90	1.75
Red Rock Extra Fine Stock	.20	.50	.90	1.75
Red Rock (Special Stock Seed)	.25	.75	1.25	2.50
Burpee's Matchless Tomato	.20	.50	.90	1.75
Livingston's Perfection Tomato	.15	.40	.75	1.50
Brinton's Best Tomato Seed	.15	.40	.75	1.50
World's Fair Tomato Seed	.15	.40	.75	1.50
Bolgiano's New Century Tomato	.15	.40	.75	1.50
Bolgiano's New Queen Tomato	.15	.40	.75	1.50
Dwarf Stone Tomato Seed	.15	.40	.75	1.50
I. X. L. Bolgiano's Extra Early	.25	.85	1.50	3.00
Bonny Best (Purest Stock)	.25	.75	1.15	2.25
Livingston's New Stone (Pure)	.20	.50	.90	1.75
Livingston's New Stone (Special Stock Seed)	.25	.75	1.25	2.50
Livingston's Paragon Tomato	.20	.50	.90	1.75
Maule's Success Tomato Seed	.20	.50	.90	1.75
Kelly Red or Wade Tomato Seed	.25	.75	1.15	2.25
Livingston's Favorite Tomato	.20	.50	.90	1.75
King of the Earliest Tomato	.25	.60	1.00	2.00
Spark's Earliana Tomato	.20	.50	.90	1.75
Clark's Jewel Tomato (Pure)	.25	.60	1.00	2.00
Ten Ton Tomato	.15	.40	.75	1.50
New Jersey Red Tomato	.15	.40	.75	1.50
Trophy Tomato Seed	.15	.40	.75	1.50

Tomato Seed for Your 1917 Crop.

You will get an enormous crop of Tomatoes from Bolgiano's Tomato Seed this year. Our Seed was saved from one of the largest crops we have ever had, due to being favored by weather conditions. The vines were loaded with large, solid, red fruit. We know positively by planting seed from this "Big Crop" your yield will be much larger than if you had bought seed grown where the weather conditions were not favorable.

J. BOLGIANO & SON, BALTIMORE, MD.

Growers of Pedigree Tomato Seeds. This is our 99th Year.

Send for our complete Catalog, giving lowest prices to Florists and Market Ga deners.

To Grow on for EASTER

CLIMBING ROSES

Field-Grown Extra Strong

We offer the following list of EXTRA STRONG FIELD-GROWN stock that will make FINE PLANTS FOR EASTER if started cool.

3 YEAR OLD.

Excelsa—"Red Dorothy Perkins."
Delight—Bright carmine flowers; base of petals, white.
Dorothy Perkins—Beautiful shell-pink.
Flower of Fairfield—Everblooming Crimson Rambler.
Hiawatha—Single crimson, lighter center.
Lady Gay—Beautiful cherry pink.
Price: Doz., $3.00; 100, $22.00; 1000, $200.00

2 YEAR OLD.

Crimson Rambler.
Dorothy Perkins.
Excelsa.
Flower of Fairfield.
White Dorothy Perkins.
Baby Ramblers.
Price: Doz., $2.00; 100, $15.00; 1000, $140.00

DORMANT 2-YEAR OLD ROSES.

	Doz.	100
Anna de Diesbach	$2.00	$15.00
Baby Rambler	2.00	16.00
Baroness Rothschild	2.25	16.00
Betty	2.50	18.00
Captain Christy	2.50	18.00
Caroline Testout	2.50	18.00
Conrad F. Meyer	2.25	16.00
Frau Karl Druschki	2.50	18.00
George Arends	2.50	18 00
General Jacqueminot	2.00	15.00
General McArthur	2.50	18.00
Gruss an Teplitz	$2.25	$16.00
Jonkheer J. L. Mock	2.50	18.00
J. B. Clark	2.25	16.00
Mabel Morrison	2.00	15.00
Mme. Abel Chatenay	2.50	18.00
Magna Charta	2.00	15.00
Mrs. John Laing	2.00	15.00
Orleans	2.50	18.00
Paul Neyron	2.00	15.00
Persian Yellow	2.25	16.00
Prince C. De Rohan	2.00	15.00

BEST ENGLISH MANETTI STOCKS, PER 1000, $20.00.
Ask for Prices on Young Rose, Carnation and Chrysanthemum Stock.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

BELLE WASHBURN

The New Red Carnation With An Unbeatable Record Behind It.

Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country.

This is purely a commercial carnation—very bright clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress of which it is a seedling.

Prices of rooted cuttings ready for delivery now and later, 25 or less at the rate of $8.00 per 100. 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100 and orders of 250 or more at the rate of $45.00 per 1000. All cuttings guaranteed strictly first class.

BASSETT & WASHBURN, Store and Office: 178 N. Wabash Ave. Greenhouses: Hinsdale, Ill. **Chicago**

Chrysanthemums

PRELIMINARY LIST OF
Novelties and Standard Varieties
Now Ready. Ask for a Copy.

Elmer D. Smith & Co.
ADRIAN, MICH.

A. N. Pierson, Inc.
Wholesale Florists
CROMWELL, - CONN.

Nephrolepis Verona

Best of all crested ferns, rapid grower; it's splendid fronds stand up well; each show individually; does not rot in center.

BUY FROM THE ORIGINATORS.

	Per 100	Per 1000		Per 100	Per 1000
2-inch	$8.00	$72.00	3-inch	$12.00	$90.00

BAMBOO

Best decorative plant that grows; strong bushy stock.
7-inch pots ..... $1.50 each 12-inch tubs ..... $6.00 each

P. S. Randolph & Sons
Wholesale Florists and Plant Specialists
R. D. VERONA, - PA.

The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

Nursery Stock Legislation.

The scare given nurserymen and florists through a rumor that drastic riders were about to be tacked to the agricultural bill was the cause of hundreds of letters and telegrams to congressmen. I personally saw all the leaders in this matter and have positive assurance that nothing drastic is contemplated. The bill has passed the house and is now in the senate committee, ready for action. Herewith is copy of changes contemplated.

WM F. GUDE, Chairman,
S. A. F. Legislative Committee.

(Suggested amendment of section 8 of the Plant Quarantine Act. The added wording is in italic and the omitted wording in black type.)

That section 8 of an act entitled An Act to Regulate the Importation of Nursery Stock and Other Plants and Plant Products; to Enable the Secretary of Agriculture to Establish and Maintain Quarantine Districts for Plant Diseases and Insect Pests; to Permit and Regulate the Movement of Fruit, Plants, and Vegetables therefrom, and for other purposes; approved August 20, 1912, be, and the same is hereby, amended so as to read as follows:

"Section 8. That the Secretary of Agriculture is authorized and directed to quarantine any state, territory, or district of the United States or any portion thereof, when he shall determine *that such quarantine is necessary to prevent the spread of* **the fact that** a dangerous plant disease or insect infestation, new to or not theretofore widely prevalent or distributed within and throughout the United States **exists in such state or territory or district,** and the Secretary of Agriculture is directed to give notice of the establishment of such quarantine to common carriers doing business in or through such quarantined area, and shall publish in such newspapers in the quarantined area as he shall select notice of the establishment of quarantine. That no person shall ship or offer for shipment to any common carrier, nor shall any common carrier receive for transportation or transport, nor shall any person carry or transport from any quarantined state or territory or district of the United States, or from any quarantined portion thereof, into or through any other state or territory or district, any class of nursery stock or any other class of plants, fruits, vegetables, roots, bulbs, seeds, or other plant products, *or any class of stone or quarry products, or any other article of any character whatsoever, capable of carrying any dangerous plant disease or insect infestation,* specified in the notice of quarantine except as hereinafter provided. That it shall be unlawful to move or allow to be moved any class of nursery stock or any other class of plants, fruits, vegetables, roots, bulbs, seeds, or other plant products, *or any class of stone or quarry products, or any other article of any character whatsoever, capable of carrying any dangerous plant disease or insect infestation,* specified in the notice of quarantine hereinbefore provided, and regardless of the use for which the same is intended, from any quarantined state or territory or district of the United States, or quarantined portion thereof, into or through any other state or territory or district, in manner or method or under conditions other than those prescribed by the Secretary of Agriculture. That it shall be the duty of the Secretary of Agriculture, *when the public interests will permit,* to make and promulgate rules and regulations which shall permit and govern the inspection, disinfection, certification, and method and manner of delivery and shipment of a class of nursery stock or of any other class of plants, fruits, vegetables, roots, bulbs, seeds, or other plant products, *or any class of stone or quarry products, or any other article of any character whatsoever, capable of carrying any dangerous plant disease or insect infestation,* specified in the notice of quarantine hereinbefore provided, and regardless of the use for which the same is intended, from a quarantined state or territory or district of the United States, or quarantined portion thereof, into or through any other state or territory or district; and the Secretary of Agriculture shall give notice of such rules and regulations as hereinbefore provided in this section for the notice of the establishment of quarrantine: Provided, that before the Secretary of Agriculture shall promulgate his determination that it is necessary to quarantine any state, territory, or district of the United States, or portion thereof, under the authority given in this section, he shall, after the notice to interested parties, give a public hearing under such rules and regulations as he shall prescribe, at which hearing any interested party may appear and be heard, either in person or by attorney."

Specialists in Specimen Stock
FOR LANDSCAPE WORK.
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices.
COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

PEONIES AND GENERAL NURSERY STOCK.
Send for Catalogue
PETERSON NURSERY
30 No. LaSalle St., CHICAGO, ILL.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

Roses
On Canina Stocks
Write for Prices
Ask for the new Polyantha MARY BRUNI
Royal Nurseries
GRATAMA BROS. & CO.
HOOGEVEEN (HOLLAND).

Forest Tree Seedlings
ORNAMENTAL SHRUBS and LINING OUT STOCK
We offer for Spring 1917
Altheas in varieties. Berberry, Deutzias, Forsythias, Privets, Spiraeas, Weigelias, etc.
SEND FOR TRADE LIST.
FOREST NURSERY CO.,
McMINNVILLE, TENN.

FORCING STOCK
ROSES, field-grown, selected forcing grade. Climbers, $15.00 per 100
Excelsa (Red Dorothy Perkins) Lady Gay Dorothy Perkins
Climbing American Beauty American Pillar
HYBRID PERPETUALS, ASSORTED, $14.00 per 100.
HYDRANGEAS, 3½-inch pots, $6.00 per 100
Single stem plants, set with good, plump flower buds.
La Lorraine. Large flowers, pale rose, turning to bright pink.
Mme. Maurice Hamar. Large delicate flesh-rose color.
Mme. Emil Mouilliere. Pure white, with rosy carmine eye; very large; the best white.
Otaksa. The old standby for pink. More easily forced than some of the newer sorts.
Radiant. Clear, bright pink; an exceptionally handsome shade.
2½-inch pots, $4.00 per 100.
Otaksa Mme. Emil Mouilliere
Mme. Maurice Hamar
We offer a complete assortment of Roses, Shrubs, Vines and Perennials for Spring, out-of-door planting. Send for current list.
JACKSON & PERKINS CO., NEWARK, NEW YORK

Our 2 to 3 Feet Privet.

California Privet

Over two millions California Privet of finest quality; in all sizes, from one to four feet. Send for our new spring Trade List giving revised and reduced prices. Especially attractive prices in carload lots. The illustration shows the make up of our best grade of 2 to 3 feet size. We have the largest and best stock of California Privet of any nursery upon this planet.

Polish or Iron Clad Privet

We offer a nice lot of this, in sizes from 6 inches up to 3 feet.

J. T. LOVETT, Inc.

LITTLE SILVER, N. J.

For the Best New and Standard

DAHLIAS

Address

Peacock Dahlia Farms,

P. O. Berlin, N. J. Williamstown Junc., N. J.

Mention the American Florist when writing

ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.

Mention the American Florist when writing

OWN ROOT

ROSES

Pot grown 2¼ and 4-in.

Field grown to pot 4 to 5-in.

THE LEEDLE FLORAL COMPANY SPRINGFIELD-OHIO

Mention the American Florist when writing.

If You are interested in Mid-Winter

Blooming Plants

—or anything in—

Soft Wooded Plants

—Write—

Geo. A. Kuhl, Wholesale Grower, PEKIN, ILL.

Mention the American Florist when writing

HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.

Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.

Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.

Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.

Forcing Stock—Azaleas, Rhododendrons, Aucubas, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses, in large assortment, choicest quality, best commercial sorts.

Wholesale price list will be mailed promptly on request.

Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.

Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.

Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

Write for information and price today.

THE D. HILL NURSERY COMPANY, INC.

EVERGREEN SPECIALISTS
LARGEST GROWERS IN AMERICA

Box 404, DUNDEE, ILL.

WHOLESALE GROWERS AND IMPORTERS

VINCAS

	Per 100	Per 1000
Rooted cuttings		$10.00
Strong field rooted tips, one to three leads, 2¼ in. pots	$3.00	25.00
Carnations, rooted cuttings. White Enchantress and Beacon	2.50	20.00
Table Ferns, fine stock, 2¼ in	3.50	30.00

JAMES VICK'S SONS, Rochester, N. Y.

Mention the American Florist when writing

GERANIUMS

Immediate delivery at $13.50 per 1000 for S. A. Nutt and Buchner and $16.00 per 1000 for Ricard and Poitevine.

Asparagus Plumosus, fine stock at $25.00 per 1000; same rate per 100.

ALBERT M. HERR, LANCASTER, PA.

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	35c each

F. O. FRANZEN 5319 N. Clark St. CHICAGO

Rooted Carnation Cuttings

Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it, it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. **$6.00 per 100; $50.00 per 1000.**

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
DARK PINK		
Peerless Pink	2.50	20.00
C. W. Ward	2.50	20.00

FLESH PINK.	Per 100	Per 1000
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00

RED	Per 100	Per 1000
Aviator	$6.00	$50.00
Champion	3.00	25.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

Ferns in Flats

In Best Varieties For Fern Dishes.
$1.50 per 100
100,000 READY NOW
Write for Wholesale Catalogue of
FERNS, KENTIAS, ETC., to

H. PLATH

"THE FERNERIES"
Lawrence and Winnipeg Avenues.
SAN FRANCISCO, CALIF.

Rooted Cuttings.

Coleus, 10 varieties, including Golden Bedder and Verschaffeltii. **Heliotrope, Ageratum,** Blue and White, 75 cents per 100, postpaid, $5.00 per 1,000 by express not prepaid.

Send for Catalogue. Cash with orders.

R. Vincent Jr. & Sons Co.,
WHITE MARSH, MD.

100,000 GERANIUMS

Ready now, 2 and 2¼ in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberle, Buchner, etc., $2.50 per 100; $22.50 per 1,000.

2¼ in. Fuchsias, 15 varieties; Double Petunias, 12 varieties; Marguerites, 3 varieties; Lantanas, 8 varieties; $2.75 per 100; $25.00 per 1,000.

Alonzo J. Bryan, Wholesale Florist
Washington, New Jersey.

Jos. Heacock Co.,

Wyncote, Pa.
Grower of Kentias.

CHAS. H. TOTTY

MADISON, NEW JERSEY
Wholesale Florist

Chrysanthemum Novelties my Specialty

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1000
Vinca Variegata, 2-in., $2.00 per 100	$20.00
S. A. Nutt, 2-in	16.00
Rex Begonias, 3-in., per dozen	1.00

Satisfaction guaranteed.

ELMER RAWLINGS,
Wholesale Grower
ALLEGANY, NEW YORK

ROOTED
Carnation Cuttings

600,000 Ready For Immediate Shipment.

Finest rooted cuttings obtainable at remarkably low prices until we are sold out. Peter Reinberg's stock is known for its supreme quality everywhere and is the best kind for you to buy. Look over our list of offerings—all money makers, and order what you need immediately. Do it right now. **HURRY.**

	Per 100	Per 1000
White Enchantress	$2.00	$16.00
White Perfection	2.00	16.00
White Wonder	2.00	18.00
Enchantress	2.00	16.00
Rose Pink Enchantress	2.00	16.00
Ward	2.00	18.00
Beacon	2.00	18.00
Herald	2.00	18.00
Champion	2.00	18.00
Joy	2.00	16.00
Belle Washburn	4.00	30.00

Specify Plants When Ordering.

Peter Reinberg

30 East Randolph St., Chicago, Ill.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - Indiana

Mention the American Florist when writing

Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.

CYCLAMEN, our own selected strain.
APLENIUM NIDUS AVIS (Bird's Nest Fern
Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

Mention the American Florist when writing

Ready Reference Section.

10 CENTS PER LINE, NET.

AMARYLLIS.

AMARYLLIS (Hippeastrum). Imported and American seedlings, 9 to 10-in. cir., $18; 11 to 12-in. cir., $22 per 100. Tait's seedlings from very choice stock, $25 per 100; fancy stock, $1 to $5 each. C. S. Tait, Brunswick, Georgia.

AMARYLLIS, Vittata Hybrids. A magnificent strain equal to many of the very expensive named varieties. 4-year-old bulbs, $25.00 per 100; 25 at 100 rate; $3.50 per doz. H. J. CONDRON, Amaryllis Specialist, Dickinson, Texas.

ASPARAGUS.

Asparagus Sprengeri Seed, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

Asparagus plumosus, 3-in., $6 per 100; 4-in., $12 per 100. Sprengeri, wire baskets with vines, 11-in., $1 each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Asparagus Sprengeri, bushy field plants, now in 4-in. pots, $12.00 per 100; 5-in. pots, extra heavy $18 per 100. The Storrs & Harrison Co., Painesville, Ohio.

Asparagus Sprengeri, 3-in., $6 per 100; 4-in., $10 per 100. Plumosus, 2¼-in., $3.50 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.00 per 1,000. VAUGHAN'S GREENHOUSES, Western Springs, Ill.

Asparagus plumosus, fine stock, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

3-in. plumosus, at $5.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

ASPIDISTRAS.

Aspidistra Elatior, Tall, fine plants, green leaved, 10c per leaf; 6-in. pots, $1 and $1.25 each; variegated, 15c per leaf; 6-in. pots, $1.25 and $1.50 each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

AUCUBA JAPONICA.

Aucuba Japonica Variegata. Semi-hardy evergreen shrubs with leaves handsomely spotted yellow; will stand several degrees of frost. 18-24-inch bushy plants, $1 and $1.25 each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

AZALEAS.

Azaleas: Van der Cruyssen, Vervaeneana, Empress of India, Ernest Eckhoute, Schryveriana, Prof. Walters, Apollo, 12 to 20-inch crowns, $1, $1.25, $1.50 and $1.75 each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BAY TREES.

BAY TREES—Write for wholesale price list. JULIUS ROEHRS CO., Rutherford, N. J.

BEGONIAS.

Begonias, tuberous rooted, fine stock, just received. Single, separate colors, $2.75 per 100; $25 per 1,000; single mixed, $2.50 per 100, $22.50 per 1,000. Double, separate colors, $4.25 per 100 $37.50 per 1,000; double mixed, $4 per 100, $33 per 1,000; 250 at 1,000 rates. S. S. Skidelsky & Company, 1004 Lincoln Bldg., Philadelphia, Pa.

Begonias, Glory of Cincinnati, Melior and Mrs. J. A. Peterson. Price list on application. J. A. Peterson & Sons, Westwood, Cincinnati, O.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BOXWOOD.

Boxwood. Bush form, 10-in., 25c each; 10 and 12-in., 35c each; 15-in., 50c each; 18-in., 75c each; 22 and 24-in., $1 and $1.25 each. Standards, 18-in. stems, 15-in. crown, $2 each. Pyramids, 2 ft. high, $2 each, 3 ft. high, $3 each; 3½ ft. high, $3.50 each; 4 ft. high, $4 each; 5 ft. high, $8 each; 6 ft. high, $15 each. Globes, 18-in., $4 each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

BOXWOODS.

PYRAMIDS. Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b. Dundee, Ill. Write for prices on larger sizes.

BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.

THE D. HILL NURSERY CO., INC.
Box 404. Dundee, Ill.

Boxwood. For varieties and prices, see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BOX TREES—Standards, Pyramids and Bush. Price list on demand. JULIUS ROEHRS CO., Rutherford, N. J.

BULBS.

Bulbs. Gladiolus, all first size. Mrs. Francis King, $12 per 1,000; Augusta, $13 per 1,000; America, $15 per 1,000; Chicago White, $18 per 1,000; Florist XXX Mixed, $16 per 1,000. Tuberoses, first size, 4-6 in., $9 per 1,000; medium size, 3-4 in., $5 per 1,000. Gladiolus Colvillei, The Bride, $5 per 1,000. Spanish Iris, 4 named varieties, $6 per 1,000. Chinese Narcissus, per mat (120 bulbs), $3. Lilium Formosum, L. Giganteum, Hardy Lilies, Spiraea and Valley. For varieties, sizes and prices, see advertisement elsewhere in this issue. Chicago White Galdiolus. Very first flowering early white variety for bench forcing. First grade, 1⅜ to 1¾-in., $18 per 1,000. Vaughan's Seed Store, Chicago and New York.

Bulbs. Dwarf Gladiolus, Ramosus Ne Plus Ultra, $6 per 1,000. Dwarf double pearl tuberoses, Caladium Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Bulbs. Gladiolus, America and Mrs. Francis King, 1st size, $10 per 100. Mixed, 1st, 2nd, 3rd sizes, $4 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Bulbs, fancy caladium. Fine, well developed in 40 named leading sorts, $10 per 100. Delivery January and February. Tampa Floral Co., Tampa, Fla.

Bulbs. We can supply all sizes in any quantity at the regular fall import prices. For varieties, sizes and prices see advertisement elsewhere in this issue. American Bulb Co., 178 N. Wabash Ave., Chicago.

CANNAS.

Cannas, 2 to 3 eye roots. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Cannas, field grown clumps, assorted, $10 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

CARNATIONS.

CARNATIONS.
Standard and New Varieties.

	Per 100	Per 1000
White.		
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Enchantress Supreme	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
Peerless Pink	$2.50	$20.00
C. W. Ward	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Champion	3.00	25.00
Variegated.		
Benora	$3.00	$25.00

J. D. THOMPSON CARNATION CO.,
Joliet. Illinois

FOR IMMEDIATE SHIPMENT.

We can save you money on strong rooted carnation cuttings.

	100	1,000
White Enchantress	$2.00	$17.50
White Perfection	2.00	15.00
White Wonder	2.00	17.50
Victory, red	2.00	15.00
Joy, red	2.00	15.00
Champion, red	2.00	15.00
Herald, red	2.00	15.00
Aviator, red	5.00	50.00
Nebraska, red	5.00	50.00
C. W. Ward, dark pink	2.00	15.00
Afterglow, dark pink	2.00	15.00
Washington, rose pink	2.00	15.00
Dorothy Gordon, rose pink	2.00	15.00
Winsor, rose pink	2.00	13.00
Enchantress, light pink	2.00	14.00

Look over your wants and send in your orders now while low prices are prevailing.

J. A. BUDLONG,
184 North Wabash Ave., Chicago.

Belle Washburn, the new red carnation with an unbeatable record behind it. Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country. This is purely a commercial carnation—very bright, clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress, of which it is a seedling. Prices of rooted cuttings ready for immediate delivery, 25 or less at the rate of $8.00 per 100; 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100, and orders of 250 or more at the rate of $45.00 per 1,000. All cuttings guaranteed strictly first class. Bassett & Washburn, 178 N. Wabash Ave., Chicago.

ROOTED CARNATION CUTTINGS.

Large supply of extra fine stock ready now. Our carnation cuttings are recognized everywhere as the best obtainable and are big value at the prices quoted.

	100	1,000
Champion	$2.50	$20.00
Victory	2.50	20.00
Bonfire	2.50	20.00
Carnegie	2.50	20.00
Enchantress	2.50	20.00
White Enchantress	2.50	20.00
Alice	3.00	25.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CARNATIONS.

Carnation cuttings, selected from healthy plants. Red: Beacon, Victory, Joy, Champion, $3 per 100, $25 per 1,000; Aviator, Belle Washburn, Red Wing, $6 per 100, $50 per 1,000. Pink: Winsor, Peerless, Enchantress, Philadelphia, C. W. Ward, Mrs. Akehurst, $3 per 100; $25 per 1,000. Sensation, Alice, $3.50 per 100, $30 per 1,000; Superb, $12 per 100, $100 per 1,000. White: Matchless, Enchantress, W. Wonder, W. Perfection, $3 per 100, $25 per 1,000. Miscellaneous: Benora, Yellow Prince, $3 per 100; $25 per 1,000. Kennicott Bros. Co., 167 N. Wabash Ave., Chicago.

CARNATION CUTTINGS.

Well rooted, from strictly clean, healthy stock.

	100	1000
Enchantress	$2.50	$20.00
White Wonder	3.00	25.00
Beacon	3.00	25.00
Good Cheer	4.00	35.00
Nancy	6.00	50.00

SCHROEDER FLORAL CO.,
West 24th and Pease Sts., Milwaukee, Wis.

CARNATIONS—ROOTED CUTTINGS.

Enchantress, Rose Pink Enchantress, White Enchantress, May Day and Philadelphia, $2.50 per 100; $20.00 per 1,000.

Victory, $2.00 per 100; $18.00 per 1,000.

January or February deliveries. Cash from unknown parties.

THE COLUMBUS FLORAL COMPANY,
Columbus, Ohio.

ROOTED CARNATION CUTTINGS. A1 STOCK.

	100	1,000
White Enchantress	$2.00	$15.00
Pink Enchantress	2.00	15.00
Aviator (best Red)	6.00	50.00
Superb (flesh Pink)	12.00	100.00

ZECH & MANN,
30 East Randolph Street, Chicago.

Carnation cuttings. We are offering the following varieties of the best quality: Matchless, Mrs. C. W. Ward, Alice, $3 per 100, $25 per 1,000; Belle Washburn, $6 per 100, $50 per 1,000; Cottage Maid, $12 per 100, $100 per 1,000; Crystal White (1918 delivery), $12 per 100, $100 per 1,000. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Rooted carnation cuttings. A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Enchantress Supreme, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

Carnation Cottage Maid, a sport of Mrs. C. W. Ward, of a pleasing shade of pink. Has the habit and growth of Ward; will not fade in bright weather; fine under artificial light. Price, $12 per 100; $100 per 1,000. February delivery. Cottage Gardens Co., Inc., Queens, N. Y.

New red carnation, "Cornell." Very free bloomer, good red color, medium size flower, lasts well and does not split. Cuttings ready for delivery now. $6 per 100, $50 per 1,000. Ira G. Marvin, 23 S. Franklin St., Wilkes-Barre, Pa.

Rooted Carnation Cuttings. 100,000 White Enchantress. Extra fine stock, ready for immediate shipment. $1.75 per 100; $14 per 1,000. Percy Jones, 56 E. Randolph St., Chicago.

ALICE.

2,000 rooted carnation cuttings, ready for delivery now, $2.00 per 100 or the lot for $35.00 cash.

J. F. AMMANN, Edwardsville, Ill.

Carnations, rooted cuttings, 600,000 ready for immediate shipment. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation Superb. Fine new flesh pink. Rooted cuttings, Jan., 1917 delivery, $12 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnation Cuttings. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St. Buffalo, N. Y.

Carnations, rooted cuttings, White Enchantress and Beacon, $2.50 per 100; $20 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS

LAST CALL.
Chrysanthemum Stock Plants—New Varieties.

	Doz.	100
25 Josephine Foley (white)		$5.00
25 October Queen (white)		5.00
50 Early Rose (pink)		5.00
White Chieftain	$2.00	$15.00
Oconto (white)	2.00	15.00
Crystal Gem (white)	2.00	15.00
Wm. Turner (white)	2.00	15.00
Marigold (yellow)	2.00	15.00
Golden Queen (yellow)	2.00	15.00
McNiece (pink)	2.00	15.00
Chieftain (pink)	2.00	15.00
Wells' Late Pink	2.00	15.00
Pompon.		
Western Beauty (pink)	2.00	15.00

The above are all the best commercial varieties offered in the Chicago market last season. No order for less than one dozen of a kind will be accepted.

BASSETT & WASHBURN,
Phone Central 1457,
178 N. Wabash Ave., Chicago.

Hamburg Late White Chrysanthemums. It is a sport of White Maud Dean, but no trace of pink as has the original. Will be disseminated in the spring of 1917. Plants ready March 1, 1917. Rooted cuttings, $12 per 100, $100 per 1,000; 2-in. pots, $15 per 100, $125 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

ALEX GUTTMAN.

Chrysanthemum (Dinda), the best early lavender-pink in the market. Blooms have been selling for $6.00 per dozen since middle of September. Stock plants, 75 each; $7.50 per dozen. GUTTMANN & RAYNOR, Inc., Wholesale Florists, 101 W. 28th St., New York, or Frank Dinda, Farmingdale, L. I., N. Y.

CHRYSANTHEMUMS. Good commercial varieties, 2¼ in. pots, $3.00 per 100; $25.00 per 1,000. Write for list of varieties. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus, in beauty, as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it. $1.50 per doz., $10.00 per 100 from 2½ in., with plenty of fine cuttings on them.
C. Winterich, Cyclamen Specialist, Defiance, O.

Coleus, Trailing Queen, Verschaffelti, Golden Bedder, Assorted, 2-in., $2.50 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

CYCLAMEN.

CYCLAMEN, strong seedlings, $4.00 per 100; $30.00 per 1,000. Transplanted, $5.00 per 100; $40.00 per 1,000.

Rococo Erecta, new, finest ever introduced (not to be compared with the old Rococo); to be well recommended for commercial growing. Strong seedlings, $5.00 per 100, $40.00 per 1,000. Transplanted, $6.00 per 100, $50.00 per 1,000.

ERNEST ROBER,
Wilmette, Illinois.

Cyclamen, 3-in., $1 per doz., $8 per 100; 5-in., $4.50 per doz., $35 per 100; 6-in., $12 per doz. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

DAHLIAS.

Dahlias, field grown clumps, assorted, $8.00 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DRACAENAS.

Dracaena indivisa, 2-in., $3 per 100; 3-in., 75c per doz., $6 per 100; 4-in., $1.25 per doz., $10 per 100; 6-in., fine plants, $9 per doz. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

DRACAENA INDIVISA, 5 in., 35c. Harry Heinl, West Toledo, O.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

FERNS.

BOSTON AND ROOSEVELT FERNS.
4-in., 12c; 6-in., 40c; 8-in., 80c;
9-in., $1.00.

These ferns are all pot-grown, and in A-1 condition and guaranteed to be as good as any on the market. Cash with order.

FELIX KRAMER,
Blaine Street,
NILES. OHIO.

Ferns. Boston, Whitmanii, Scotti and assorted ferns for dishes. For sizes and prices see advertisement elsewhere in this issue. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Ferns in flats, in best varieties for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

Ferns. Nephrolepis Verona. Splendid fronds, stand up well, 2-in., $8 per 100, $72 per 1,000; 3-in., $12 per 100, $90 per 1,000. P. S. Randolph & Sons, R. D., Verona, Pa.

HARDY FERNS. Illustrated descriptive catalogue and wholesale price list mailed free on application. LUDVIG MOSBAK, Ferndale, Askov, Minnesota.

Ferns. Teddy, Jr., extra quality, 5-in., 35c; 6-in., 50c. Boston, 5-in., 35c; 6-in., 50c; 8-in., $1; 10-in., $2.50. The Storrs & Harrison Co., Painesville, O.

TABLE FERNS, best varieties, fine stock, 2-in., $3 per 100, $25 per 1,000; 3-in., $5 per 100, $40 per 1,000. HENRY SMITH, Grand Rapids, Mich.

Fine Nephrolepis ferns. For varieties and prices see advertisement elsewhere in this issue. F. R. Pierson Co., Tarrytown, N. Y.

Table ferns, fine stock, 2¼-in., $3.50 per 100; $30 per 1,000. Jas. Vick's Sons, Rochester, N. Y.

GERANIUMS.

Geraniums, S. A. Nutt and Buchner, $13.50 per 1,000; Ricard and Poitevine, $16 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums, S. A. Nutt, Gen. Grant, Mad. Buchner, Mad. Recamier, Jean Oberle, Abbie Schaffer, E. H. Trego, etc., 2-in., $2 per 100; 3-in., $3 per 100. For miscellaneous plants and rooted cuttings see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

100,000 geraniums, ready now, 2 and 2¼-in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberly, Buchner, etc., $2.50 per 100, $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

GREENS.

Greens, Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens, Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

Southern Wild Smilax, $2.00 per case. WINTERGREEN GARDENS, Marion, Ala.

HYDRANGEAS.

Hydrangeas, single stem plants, set with good plump flower buds. For varieties and prices see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

HYDRANGEA OTAKSA, 3-in., $5 per 100. Flowering sizes pot-grown, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

IRISES.

Irises. Catalogue now ready. Peterson Nursery, Stock Exchange Bldg., Chicago.

IVIES.

English Ivy, 4-in., $1.50 per doz., $12 per 100, 8-in. wire pyramids, covered with vines, fine specimens, $2.50 and $3.00 each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

LILY OF THE VALLEY.

From Storage.

Lily of the valley. Orders taken now for 1916 crop of German, Swedish and Dutch pips. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

MESEMBRYANTHEMUMS.

Rooted cuttings, $1.50 per 100; $12.50 per 1,000. The large, pink, blooming kind. M. BARRETT, Delaware, O.

NURSERY STOCK.

Nursery Stock. Forest tree seedlings, ornamental shrubs and lining out stock. Altheas, Berberry, Deutzias, Forsythias, Privets, Spiraeas, Weigelias, etc. Send for trade list. Forest Nursery Co., McMinnville, Tenn.

ORCHIDS.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

PALMS.

KENTIA FORSTERIANA—SINGLE PLANTS.

		Leaves		Each
6	inch pots	5-6	28 inches high...	$ 1.25
6	inch pots	6-7	32-34 inches high...	1.50
6	inch pots	6-7	34-36 inches high...	2.00
8	inch tubs	6-7	40-42 inches high...	3.50
8	inch tubs	6-7	42-46 inches high...	4.00
8	inch tubs	6-7	50 inches high...	5.00
9	inch tubs	6-7	52-56 inches high hv	7.00
10	inch tubs	6-7	60 inches high...	8.00
10	inch tubs	6-7	60-65 inches high...	12.00
15	inch tubs	6-7	8 feet high.....	40.00
15	inch tubs	6-7	9-10 feet high.....	50.00

KENTIA BELMOREANA—SINGLE PLANTS.

		Leaves		
2¼	inch pots	4	$1.50 per doz., $12 per 100 ins. high	
4	inch pots	5-6	16-18 45c each.....	Per Doz. $5.00
6	inch pots	5-6	24 each.....	1.25
6	inch pots	5-6	28 each.....	1.50
8	inch tubs	5-6	42 each.....	5.00

Specimen plants, 15-in. tubs, $75 each.

KENTIA FORSTERIANA—MADE UP PLANTS.

6	inch pots	3	26-28 inches high.....	$ 2.00
7	inch tubs	3	30-32 inches high.....	2.50
8	inch tubs	3	38 inches high.....	4.00
8	inch tubs	4	48-50 inches high.....	5.00
9	inch tubs	4	52 inches high.....	6.00
10	inch tubs	4	54 inches high.....	8.00
12	inch tubs	4	60-64 inches high.....	12.00
12	inch tubs	4	66 inches high.....	15.00
15	inch tubs	4	6-6½ ft. high, heavy..	25.00
15	inch tubs	4	75-80 inches high.....	30.00

ARECA LUTESCENS.

	Plants		Each
6 inch pots	4	bushy, 24-26 inches high.	$1.25

ASPIDISTRAS.

5 inch pots 10-12 leaves green.....	$1.00
6 inch pots 16-20 leaves green.....	1.50
5 inch pots 10-12 leaves var.....	1.50

POEHLMANN BROS CO.,
Morton Grove. Illinois.

PALMS.

	Doz.	100
Areca Lutescens, 2-in.....	$1.00	$8.00

KENTIA BELMOREANA.

Size	Leaves	Height	Doz.	100
2-inch	4	8-inch	$1.50	$12.00
3-inch	4-5	8-10-inch	2.00	15.00
4-inch	4-5	12-14-inch	4.50	.....
5-inch	5-6	15-18-inch	9.00	.....

KENTIA FORSTERIANA.

Size	Leaves	Height	Doz.	100
2-inch	4	8-inch	$1.50	$12.00
3-inch	4-5	8-10-inch	2.00	15.00

THE GEO. WITTBOLD CO.,
745 Buckingham Place, Chicago.

Kentias. Our stock is larger than usual; all bright, clean stock. Kentia Belmoreana, Kentia Forsteriana. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

LATANIA BORBONICA PALMS. 15-in. tubs, suitable for decorative work, $5 each. Pandanus Veitchii, 15-in. tubs, $5 each. HENRY SMITH, Grand Rapids, Mich.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

PANDANUS VEITCHII, 6-in., 75c; 7-in. and 8-in., $1.50 to $2.00; 10-in. and 12-in., from $3 to $5 each. Fine specimens. HENRY SMITH, Grand Rapids, Mich.

Pandanus Utilis, 4-in., $3 per doz.; Veitchii, 4-in., $6 per doz., $45 per 100; 5-in., 75c each; 6-in., $1 each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

PANDANUS.

Pandanus Veitchii, 4-in., 35c each; 6-in., 75c to $1 each; 7-in., $1.25 each; 9-in, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PEONIES.

Peonies, pink, light pink, light red, dark red, white, large field grown clumps, 9 to 15 eyes, 25c and 35c each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Peonies. Write for list. Peterson Nursery, Stock Exchange Bldg., Chicago.

PEPPERS.

Peppers, Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.
Peppers, Celestial, 4-in., $12.00 per 100; $100 per 1,000.
Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.
PYFER & OLSEM. Wilmette, Ill.

PETUNIAS.

Petunias, double assorted, 2-in., $3 per 100; 3-in., $6 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

PRIMULAS.

PRIMULA MALACOIDES.

Extra fine stock.	100	1,000
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM. Wilmette, Ill.

PRIMULAS. Obconica, Chinensis and Malacoides, 2-in. pots at $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

California Privet. Finest quality in all sizes, from one to four feet. Polish or Iron Clad Privet in sizes from six inches to three feet. Write for spring trade list. J. T. Lovett, Inc., Little Silver, N. J.

ROSES.

ROOTED ROSE CUTTINGS.

	100	1,000
Sunburst	$3.50	$20.00
Richmond	2.50	20.00
Killarney	2.50	20.00
White Killarney	2.50	20.00
Ophelia	4.00	35.00

GEORGE REINBERG,
162 North Wabash Avenue. Chicago.

New Red Rose—Donald MacDonald. A new Hawlmark red rose sent out this year by Alex Dickson & Sons. It is a money-maker for the rose grower, as no pinching is necessary. Strong, grafted plants, $35 per 100; $300 per 1,000. Own root plants, $30 per 100; $250 per 1,000. Robert Scott & Son, Sharon Hill, Delaware Co., Pa.

Roses. Extra strong, field-grown climbing roses to bloom for Easter; also hybrid perpetual roses. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Roses, own root. Summer propagated, now semi-dormant, from carefully selected wood. Splendid stock for florists' use, either indoor or out. Send for catalogue. The E. G. Hill Co., Richmond, Ind.

Selected Forcing Grade Roses. Climbers, extra strong, $15 per 100; baby roses, $15 per 100. For varieties see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

Roses, on Canina stocks. Write for prices and ask for the new Polyantha Mary Bruni. Royal Nurseries, Gratama Bros. & Co., Hoogeveen, Holland.

Roses: Pot-grown, 2¼ and 4-in. Field-grown, to pot 4 to 5-in. The Leedle Floral Co., Springfield, O.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS. $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Ia.

Seeds. Beebe's Early Prolific Tomato. It is the earliest and most prolific of all tomatoes. Continues bearing from early in June until cut by frost. Pkt., 20c; oz., 75c; ¼ lb., $2. Write for catalogue. German or English. German Nurseries and Seed House, Beatrice, Neb.

Seeds. Asparagus Plumosus Nanus, greenhouse grown, 1,000, $3.50; 10,000, $32.50. California grown, 1,000, $2.50; 10,000, $22.50. Arthur T. Boddington Co., Inc., 128 Chambers St., New York.

SEEDS.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, sweet peas, Spencers, grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Dreer's superb double fringed Petunias, 75c per 500 seeds, $1.50 per 1,000 seeds. Superb single fringed, 50c per trade packet. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seed. Tomato. Genuine Balch's Fillbasket, greenhouse grown from selected plants. Packet, $1; 6 packets, $5. Willey's Farm, E. Patchogue, Long Island, N. Y.

Seeds. Bean, cucumbers, muskmelon, watermelon, squash and sweet corn. Michigan-grown radish our specialty. S. M. Isbell & Co., Jackson, Mich.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Winter Orchid Flowering Sweet Pea. Price list now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Vaughan's Flower. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Peas, beans and sweet corn. Michigan and Iowa grown. Sioux City Seed & Nursery Co., Sioux City, Iowa.

Seeds, Tomato. For varieties and prices see advertisement elsewhere in this issue. J. Bolgiano & Son, Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Beet, sweet corn, garden bean, onion sets and seed potatoes. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Cucumber and Muskmelon. Pure stock, good deliveries and moderate prices. R. H. James, Rocky Ford, Colo.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seeds. Garden seed of absolutely the very best stock. Write for list. The Forrest Seed Co., Inc., Cortland, N. Y.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds. Onion, lettuce, radish, etc. The Kimberlin Seed Co., Santa Clara, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Vegetable, flower and farm. Henry Mette, Quedlinburg, Germany.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SPIREA.

Spiraeas, Peach Blossom and Gladstone, $1.25 per doz. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

STRAWBERRY PLANTS.

Progressive and Superb, $5.00 per 1,000. Other varieties as low as $1.50 per 1,000. Catalog free. L. G. Tingle, Box 170, Pittsville, Md.

SWAINSONA.

SWAINSONA, 4-in pots, fine plants, $12.50 per 100. HENRY SMITH, Grand Rapids, Mich.

VERBENAS.

VERBENAS.

Large, well-rooted cuttings of Verbenas in eight good named varieties. Clean, healthy stock, free of mildew. Shipped under separate labels, but in collection only. $1.00 per 100, $9.00 per 1,000.

See our ads. for Salvias and Carnations elsewhere in these columns.

STUPPY FLORAL CO.,
St. Joseph, Mo.

VINCAS.

Vincas, rooted cuttings, $10 per 100; strong field-rooted tips, one to three leads, 2¼-in., $3 per 100, $25 per 1,000. James Vick's Sons, Rochester, N. Y.

Vinca variegata, 2-in., $2 per 100; $20 per 1,000. Elmer Rawlings, Allegany, N. Y.

MISCELLANEOUS.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Choice landscape, decorative and forcing stock for florists' trade. For varieties see advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Munson, 1353 N. Clark St., Chicago.

Glass cloth. A transparent waterproof fabric for all forcing purposes. Sample, 3x6 feet, 50c prepaid. Turner Bros., Bladen, Nebraska.

Pansy basket, "Arrow Brand." The best. Orders entered for immediate or future shipment. Send for descriptive circular. Coles & Company, 115 Warren St., New York.

Clay's fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Aetna Brand Tankage Fertilizer. Write for prices. Farmers' and Florists' Fertilizer Co., 809 Exchange Ave., Room 5, Chicago, Ill.

Use Evans' Challenge Vent Machine. Write for catalog. John A. Evans Co., Richmond, Ind.

Japanese miniature gardens, fern dishes, vases, flower pots, jardinieres, etc. Nippon Garden, Inc., 259 Fifth Ave., New York.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works, 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

MISCELLANEOUS.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Baskets, pansy and verbena. For sizes and prices see advertisement elsewhere in this issue. G. P. Read, Inc., 199 Duane St., New York.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogues. Giblin & Co., Utica, N. Y.

Wizard brand manures. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $1.85; 50,000, $8.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Tile greenhouse benches. Write for circular. Camp Conduit Co., Cleveland, O.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

GREENHOUSE INSURANCE.

Cyclone and hail insurance; also insurance on growing crops while in the fields. The American Mutual Cyclone and Hail Insurance Co., Muncie, Ind.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. We design, manufacture and build greenhouses of every style and size. Building material of all kinds. American Greenhouse Mfg. Co., 1000 Masonic Temple, Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of greenhouses and conservatories of every description. Lord & Burnham Co., 42d Street Bldg., New York.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. Estimates on request. The Foley Greenhouse Mfg. Co., 31st and Spaulding Ave., Chicago.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

INSECTICIDES.

Nicotine. The Grasselli Chemical Co., Cleveland, Pittsburgh, St. Louis, New York, Cincinnati, St. Paul, Boston, Detroit, Birmingham, Chicago, Milwaukee, New Orleans.

Aphine, $1 per qt.; $2.50 per gal. Fungine, 75c per qt.; $2 per gal. Vermine, $1 per qt.; $3 per gal. Scaline, 75c per qt.; $1.50 per gal. Nikotiana, $1.50 per qt.; $4.50 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

POTS AND PANS.

Kramer's pot hangers, $1 per doz., by express. I. N. Kramer & Sons, Cedar Rapids, Iowa.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Pots. Hews' standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

Red pots. Geo. Keller & Sons, 2614-22 Herndon St., Chicago.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far. 35c for 1,000; 3,000 for $1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 85c; 500, $3; $5.50 per 1,000.

Pipe stems, about 6 feet, per 100, 60c; per 1,000, $5. Vaughan's Seed Store, Chicago.

WIRE WORK.

Florists' wire designs and fancy wire lamp shades. NORTHWESTERN WIRE WORKS, 228 13th Ave., N. E., Minneapolis, Minn.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

AS A GROWER

you have naturally formed certain ideas as to the vital qualities of a good greenhouse. But have you noticed how these characteristics check up with a description of **GARLAND QUALITY GREENHOUSES?**

Send us your inquiry for any type of greenhouse. Our engineers are at your service.

GARLAND MANUFACTURING COMPANY

DES PLAINES, LOUIS WITTBOLD, President. **ILLINOIS.**

Lord & Burnham Co.

Builders of Greenhouses

NEW YORK BOSTON PHILADELPHIA
CHICAGO ROCHESTER CLEVELAND
TORONTO MONTREAL

Connecticut Horticultural Society.

The Connecticut Horticultural Society has made an auspicious beginning for 1917. Through the efforts of its president, George H. Hollister, superintendent of Keney park, the members were addressed at the January meeting by Dr. G. P. Clinton of the Connecticut experiment station, New Haven, who spoke on "The White Pine Rust and the Diseases of Flowering Plants," and the members were so interested and the speaker so imbued with his subject that President Hollister had to remind him of the time. His remarks covered the history of the study of fungi, and the scientists who devoted the greater part of their lives to the work. In the eighteenth century there was no definite knowledge of fungi. Knowledge really began in the early part of the nineteenth century, when the various kinds, shapes, colors, etc., were distinguished.

The white pine rust is the result of parasites which summer on the leaves of currant bushes, and during the winter live on the young green leaves of the white pine. Dr. Clinton would combat the disease by removing all the berry bushes throughout the state, burning them, and then removing all pines imported from Europe. By the removal of the berry bushes it is hoped to control the spread of the disease, as the fungi are dependent upon them for sustenance from one season to another. At the close of his remarks, the members extended a rising vote of thanks to Dr. Clinton.

The following members were named to serve as the executive committee: John F. Huss, Warren S. Mason, C. H. Sierman, W. W. Hunt and Francis Roulier. The society will hold three flower exhibitions this year. There will be a show in June of hardy flowers, a dahlia show in September, and a chrysanthemum display in November. These exhibitions will surpass anything of the kind ever held in previous years.

ALFRED DIXON, Sec'y.

WATSONVILLE, CALIF.—A. Traversaro, formerly of San Francisco, has been appointed manager of the Hyde Flower Shop here.

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Enchantress	Matchless	Beacon
Enchantress Supreme	Philadelphia	Akehurst
White Perfection	Prospector	Benora

Mrs. C. W. Ward

$3.00 per 100; $25.00 per 1000.

Aviator	Nebraska	Belle Washburn

$6.00 per 100; $50.00 per 1000.

WM. F. KASTING CO., 568-570 Washington St. BUFFALO, N. Y.

It is 18 feet wide by 85 feet long, and has one compartment.

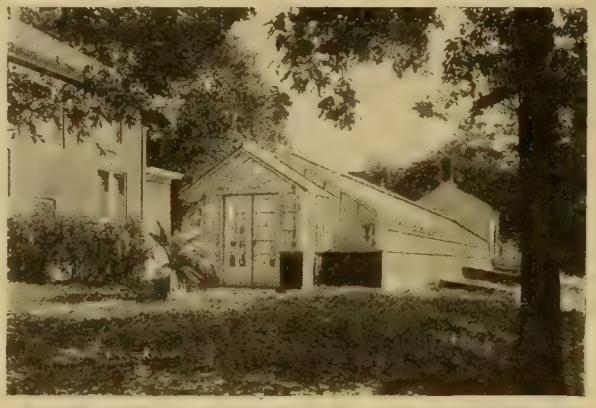
Catholic Cemetery Greenhouse at Fort Wayne, Ind.

THE day of cheap wooden houses is past with cemeteries.

Past, just as it is with everything else, if pencils are sharpened, and some real figuring done.

You know how those old houses used to be put way off out of sight. And no wonder, they certainly were not anything to look at.

But now, with the attractive houses we are building, they become part of the ornamental landscape scheme. Often they are the very centre of it.



This one at Fort Wayne is next the Superintendent's residence, right along the main driveway, before the burial plots are reached.

It is built with our Construction of Everlasting Lastingness.

That greenhouse problem of yours—let's talk it over together. Say when and where, and we'll be there.

That is Supt. Thos. Butler's house at the right. Double entrance doors give ample room to bring in ornamental tub plants.

At the base of the curved eave, is an angle iron, to which the side sash are hinged.

At the left midway up this drive, the greenhouse is located.

Lord & Burnham Co.

Builders of Greenhouses and Conservatories

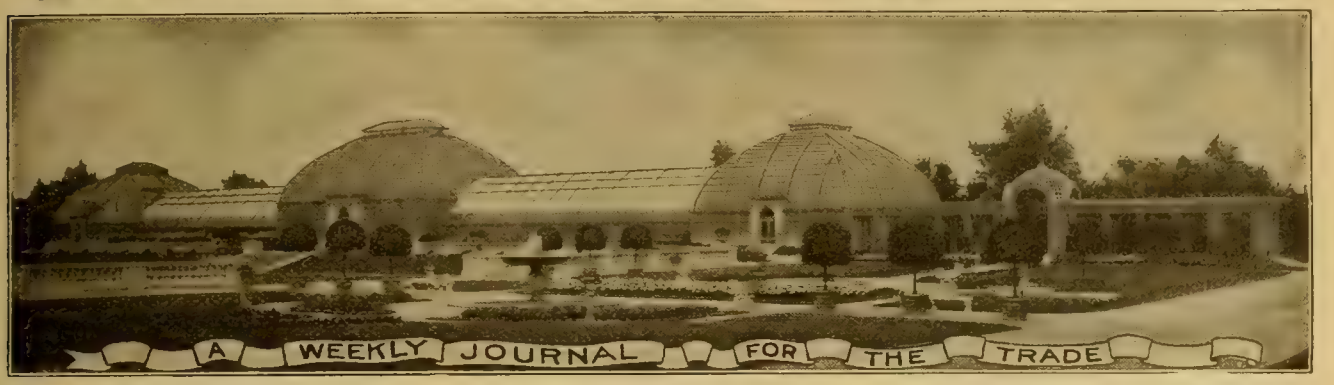
SALES OFFICES:

NEW YORK 42nd Street Bldg. BOSTON Tremont Bldg. PHILADELPHIA Widener Bldg. CHICAGO Rookery Bldg. ROCHESTER Granite Bldg. CLEVELAND Swetland Bldg.

TORONTO, CANADA, Royal Bank Bldg. MONTREAL, CANADA, Transportation Bldg.

FACTORIES: Irvington, N. Y., Des Plaines, Ill., St. Catherines, Canada.

THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. XLVIII. CHICAGO AND NEW YORK, FEBRUARY 3, 1917. No. 1496

THE AMERICAN FLORIST

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR Houston, Texas. President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS. Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Indianapolis, Ind., January 31-February 1, 1917; J. F. AMMANN, Edwardsville, Ill., President; W. J. VESEY, JR., Ft. Wayne, Ind., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition Philadelphia, March 20-23, 1917. S. S. PENNOCK, Philadelphia, Pa., President; LOUIS REUTER, Westerly, R. I., Vice-President; BENJAMIN HAMMOND, Beacon, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse. N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition. Philadelphia, Pa., June, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y. Secretary.

AMERICAN CARNATION SOCIETY.

Annual Meeting and Exhibition, Indianapolis, Ind., January 31-February 1.
Next Meeting Place, Boston, Mass., 1918.

The Exhibition.

The twenty-sixth annual meeting and exhibition of the American Carnation Society was held at the Claypool hotel in the Riley room, the banquet hall of the hostelry, very suitable in point of size, but somewhat deficient in ventilation. The display as compared to that at St. Louis was by good judges declared to be quite superior, both in number of vases and in the quality of flowers, which in many of the classes were superb. There was not a "sleepy" vase in the whole 112, which number it took to hold the various entries. That carnations will keep is evidenced by the entries of Strout's, Inc., of Biddeford, Me., 1,500 miles from Indianapolis, who brought 800 selected blooms which were entered in the various classes and made a very fine showing, looking as fresh as the stock of the Indiana growers. There were also a number of exhibitors from the vicinity of Boston, whose stock carried perfectly. There were few, if any, delays in transportation and the very mild weather prevented damage by freezing so often experienced.

The vases were staged on round tables about four feet in diameter, each covered with a white cloth. The arrangement of the tables allowed for plenty of room for inspection. All the entries in the various classes were staged side by side on one or more tables, if one was not sufficient, there being plenty of space to stage all without crowding. The vases, fibre and zinc, were all painted an olive green; they belong to the society and are kept by the secretary and shipped to the exhibition each year. One of the most notable vases in the show was that of Baur & Steinkamp, which was staged in the Indiana carnation silver trophy vase competition, which they have won twice. This contained 200 very choice blooms of all the varieties they grow and made a fine display. Carnation foliage would have helped and is not barred. To give an idea as to favorites, or the taste in colors, there were 19 vases of white, 34 of light pink, 24 of red, 18 dark pink, six dark red or crimson, four white and red striped and one of yellow. The whites were superb. In Class 1, for the best 100 blooms entered, were Seedling 140-09, Crystal White, and Matchless. These were exceptionally fine flowers with all the good qualities that a carnation should possess. Class 2, 100 blooms flesh pink, had four entries, Seedling 148-09, a splendid flower; Superb, Enchantress and Nancy. Class 4, 100 medium pink, had two entries, Mrs. C. W. Ward and No. 110, a deep pink flower of very fine form. Class 5, 100 blooms dark pink, had two entries, Rosette and Rosalia, the latter a distinct cerise in color, of fine form. Class 6, 100 red, had eight entries, Thenanthos, Merry Christmas, Belle Washburn, Nebraska, Aviator, Radiance, Beacon and Seedling 2412A, being the varieties that struggled here for supremacy. Class 7, for the crimsons, had four entries, Rufus, Bernice, Doris and Seedling 6909A. Class 8, 100 blooms yellow, had one entry, Old Gold. In Class 9 for 100 blooms white variegated, there were three entries, all Benora. There were no entries for Classes 10 and 11 for flaked or other form of decoration.

In sections for 50 of a kind there were a number of exhibits. Class 12, for 50 White Enchantress, had six entries, all of them exceptional blooms which seemed to prove that this old variety does universally well. Class 14, for 50 Matchless, had five entries; these were also splendid flowers. Class 13 called for 50 White Wonder, which brought out five vases of well grown stock. In Class 14, for best 50 Matchless, there were several vases of splendid flowers. In Class 15, for any other white, White Perfection was the only vase. In Class 16, for Alice, there was no entry. Class 17 had several showings of grand flowers of Enchantress Supreme. Class 18, for Pink Delight, brought out three good vases. Class 19, any other flesh pink, showed

competition between Nancy and May Day. In Class 20, for 50 Pink Sensation, there were two stunning vases of this famous sort. Class 21, 50 any other light pink, was fought for by two entries of Gloriosa. Class 22, 50 Mrs. C. W. Ward, brought out several wonderfully fine vases. Class 23, for 50 Good Cheer, had four vases. In Class 24, 50 any other medium pink, Mrs. Akehurst and Rose Pink Enchantress were the entrants. Contending in Class 25, 50 any other dark pink, Washington and Rosette fought for first place. In Class 26, 50 Beacon, there were only two vases. Class 28, any other scarlet, tried out Belle Washburn and Portland Pride. Class 29, 50 Pocahontas, was represented by one entry. Class 30, 50 Benora, had three entries. Class 33, Yellow Prince, attracted but one entry. Class 37, 50 Nancy, brought forth two entries. In Class 38, 50 Alice Coombs and in Class 40 for Miss Theo., there was one entry each.

In the competition for the American Carnation Society's silver and bronze medals there were several fine varieties entered. Merry Christmas and Cottage Maid were conspicuous here with vases of exceptional flowers. In the competitive class for the S. A. F. medals for undisseminated varieties of American origin there were no awards. For the Fred Dorner memorial medal for 100 blooms of any undisseminated seedling to score not less than 85 points F. Dorner & Sons Co., Lafayette, Ind., carried off the honors with Laddie. In the preliminary competition for the medal next year Seedling No. 114 and Edna, a scarlet, were entries. In Class 46, for a certificate of merit, the entries were Bernice and Edna. There were four entries for the Indiana carnation trophy, calling for 50 blooms in four or more varieties to be shown in one vase. These were exceptional blooms and made a beautiful table. A vase of Albert Roper, exhibited by the Albert Roper estate, Tewksbury, Mass., was at all times surrounded by an admiring crowd. Albert M. Herr said it came near to being the finest vase in the show. It is a large cerise flower, with a lilac tinge that is very effective.

In addition to the carnations, there were a number of interesting exhibits, for the most part novelties. The A. L. Randall Co., Chicago, staged the Breitmeyer Floral Co.'s new rose, Rose Pink Ophelia, a sport of this well-known variety. It is a beautiful bloom with a somewhat different shaped bud and flower of a most delightful shade of pink. It has the same curvature at the neck as has Ophelia. It was most interesting to all rose growers in attendance. Red Radiance was staged for Gude Bros., Washington, D. C., by I. Rosnosky. It is a good red in color, the flowers large and in shape much the same as Radiance. Mrs. Sarah Yeats, a new red rose, was exhibited by J. E. Yeats, of Champaign, Ill. This made a good showing and is said to be very free. It is being sent out by the A. L. Randall Co., Chicago. C. T. Guenther, of Hamburg, N. Y., staged several vases of his chrysanthemum, Hamburg Late White, a remarkable flower for the lateness of the season. This did not show a trace of color, which is the trouble with nearly all white varieties as the season advances. It is the best late white to date. W. J. Vesey, Jr., Fort Wayne, Ind., sent splendidly grown pink snapdragons. They were arranged in the vase by Bertermann Brothers Co. and attracted much attention. J. W. Peterson & Sons, of Cincinnati, O., filled a table with pots of Melior, Glory of Cincinnati and Mrs. J. W. Peterson begonias, all splendidly flowered. A vase of cyclamen flowers was also a feature. A dwarf form of Solanum Capsicastrum was exhibited by Carl Hagenberger, Mentor, O. This was covered with berries and in its miniature form should be a great seller. Mr. Hagenberger has a few plants of a variety in which the berries are yellow, which should be a taking novelty.

There were several exhibits of sweet peas which were so fine that the growers just could not help but bring them along. Peter Weiland, Newcastle, Ind., staged a vase of Rose Queen which were quite the equal of anything ever staged in this country. A number of other sorts were also seen on his table in smaller vases, which were very fine. Hartje & Elder, Indianapolis, also exhibited vases of very choice sweet peas. Deerfield Nurseries, Deerfield, Ill., staged a new cerise colored flower with a dash or shade of yellow that was very fine. H. P. Smith, Piqua, O., exhibited Chrysanthemum Mistletoe—very good blooms for the time of year. There were a number of table decorations arranged by retailers. A grouping of cattleyas and Glory fern exhibited by W. J. & M. S. Vesey, Fort Wayne, Ind., was arranged by Bertermann Bros. Co. With an electric fountain in the center, it made a beautiful display.

The Business Meeting.

The business meeting was opened promptly at 8:30 p. m., Wednesday, in the Florentine room of the Claypool hotel, by Vice-President Bertermann of the State Florists' Association of Indiana, who presented Mayor Bell. His honor cordially welcomed the visitors and spoke in high terms of their calling, with a suitable response by Charles S. Stewart.

President Ammann then presented his address, which was followed by the reports of Secretary Baur and Treasurer Dorner. In the nomination of place for the 1918 meeting, S. J. Goddard, representing Boston, Mass., read invitations from the Massachusetts Horticultural Society and the Boston Gardeners' and Florists' Club, and the secretary presented a communication from Secretary John Young of the Society of American Florists, urging the claims of St. Louis, Mo., in connection with the National Flower Show. Action on this matter was deferred until Thursday morning.

The selection of officers for the ensuing year followed, Irwin Bertermann nominating W. J. Vesey, Jr., of Fort Wayne, Ind., for president, seconded by Fred Lemon. Eugene Dailledouze nominated Charles S. Strout, of Biddeford, Me., for vice-president, and Secretary Baur and Treasurer Dorner were renominated. Peter Fisher, of Ellis, Mass., was nominated to succeed himself as director and Wm. R. Nicholson, of Framingham, Mass., and John H. Dunlop, of Toronto, Ont., were nominees as judges. Wm. Nicholson and E. A. Stroud retiring. Professor Lempke of the University of Illinois department of floriculture read an interesting paper on carnation yellows and in the discussion which followed, R. Witterstaetter recommended growing the young stock in pots instead of field culture. Charles S. Strout blamed excessively wet seasons and A. F. J. Baur advocated better nutrition. Eugene Dailledouze referred to the close resemblance of the varieties Red Wing and Beacon, provoking a spirited debate. Secretary Steinkamp of the State Florists' Association of Indiana, announced an auto tour of the city, calling at various greenhouse establishments, for Thursday afternoon, with refreshments at the Maennerchor club and a banquet at the Claypool hotel in the evening. Robert Kift, of Philadelphia, Pa., called attention to the great festival of the American Rose Society to be held in that city March 20-24.

At the business session Thursday morning Boston was chosen for the next annual meeting and the society voted to co-operate with the Society of American Florists in the National Flower Show to be held in St. Louis next spring. The officers as nominated at the Wednesday evening session were elected. W. A. Clark of the Pittsburgh Cut Flower Co. delivered an address full of information on the "Marketing of Carnations." Messrs. Ward, Rasmussen, Fred Dorner, Strout and others participating in the discussion which followed.

President Ammann's Address.

Ladies, Gentlemen, Fellow Craftsmen:

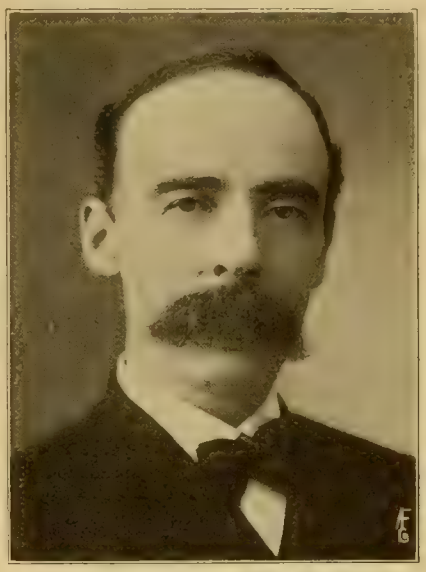
As presiding officer of this organization, that has so vastly advanced the interests of not only carnation culture, but floriculture in general, I deem it indeed an honor to welcome you to this, the twenty-sixth annual meeting of the American Carnation Society, to this beautiful and centrally located city of Indianapolis.

It is unnecessary for me to repeat at this time the history of this organization; suffice is to say that I feel more and more as I grow older the touch of good fellowship that a meeting like this brings with it. Here we commingle in brotherly love with fellow craftsmen from all over this fair land of peace and prosperity; here we renew old acquaintances and make new ones; now and then we miss an old familiar face—we ask the reason, and find that he has passed on to the great beyond. As to the old varieties of our beloved carnations, we miss them, but never forget them! It is these fond greetings and memories that really make life worth living after all.

To the members of our craft who are so diligently working to produce new varieties of merit, we are probably more indebted to, than we realize, for were it not for something new occasionally the public interest would soon wane. The American people are great on fads, and in order to keep up an interest, new things of special merit are always in demand. I dare say nothing has popularized the rose so much the last few years as the coming on of so many new varieties of merit, and the end is not yet, which I am sure you will be convinced of, in your visit to the E. G. Hill Co. establishment at Richmond, Ind. A friend recently told me it was worth a trip across the continent to see the seedling roses there, so I went and I now testify that the statement is true. We see here what one firm can do by untiring efforts in roses. I contend the same must be done in carnations in order to keep this flower as popular in the fu-

F. E. Dorner, Lafayette, Ind.
Treasurer American Carnation Society.

J. F. Ammann, Edwardsville, Ill.
President American Carnation Society.



Peter Fisher, Ellis, Mass.
Director American Carnation Society.

A. F. J. Baur, Indianapolis, Ind.
Secretary American Carnation Society.

David S. Ward, Queens, N. Y.
Judge American Carnation Society.

F. Burki, Gibsonia, Pa.
Director American Carnation Society.

R. Witterstaetter, Cincinnati, O.
Judge American Carnation Society.

O. E. Steinkamp, Indianapolis, Ind.
Secretary State Florists' Association of Indiana.

C. W. Johnson, Morgan Park, Chicago.
Judge American Carnation Society.

SOME OF THE MEN IDENTIFIED WITH THE INDIANAPOLIS CARNATION SHOW.

ture as it has been in the past. Much indeed is being done along this line by quite a few of our trusty old friends, but what seems just at this time to lack in the new production of carnations is that they have not enough merit to replace many of the older varieties. Either they do not produce enough to be profitably grown as standards, or the quality is not good enough to command the extra price a fancy should. But all good things come to those who wait, so let us be patient and I am sure we shall soon be rewarded.

I have but a few suggestions to offer at this time. One I think worthy is to recommend that the number of blooms necessary for a preliminary certificate for the Dorner memorial medal be changed from 50 to 25 blooms. It has been suggested that many times it is hard to get 50 good blooms from a new variety where not so many plants are grown.

We have an ever-growing demand for the society's co-operation with local flower shows, which I am sure we can not afford to ignore. At the board of directors' meeting in Cleveland, November 12, 1915, a motion was passed to the effect that the board recommend to the convention following in January that the A. C. S. lend its co-operation to local flower shows, provided the schedule, the judges and the underwriting of said show be approved by the president and secretary of this society. I take it that the intention here was to have the society offer its usual medals and certificates. However, this matter never came before the regular January meeting of the society, owing, I guess, to an oversight.

I feel it is of such importance that I would recommend that at this meeting the officers be authorized to carry out the intent of this resolution, or that at least some action be taken on the matter towards such a co-operation. For the more we can induce exhibits of carnations the more we can popularize that flower.

I too would recommend that the secretary be authorized to place an advertisement in each of the trade papers, say, when the premium schedule is ready, calling attention to the fact that premium lists are to be had for the application, and stating to those who are not members to include price of membership fee, so as to be eligible to exhibit. I believe this will not only help us to get more exhibitors but also new members. On behalf of the society I want to extend thanks to the trade press for the vast amount of free publicity given the carnation whenever opportunity presented itself.

In closing, I want to heartily thank the secretary, A. F. J. Baur, for his kind co-operation and advice in many things. Also W. J. Vesey, Jr., our worthy vice-president, for his untiring efforts in leading on the preliminary work of this meeting and show. To the local committees, and especially to the exhibitors, I feel deeply grateful for their hearty co-operation in helping to bring about this creditable show. To the members of this society I feel much indebted for the honor conferred upon me in your unanimous choice as your president. I assure you, gentlemen, it will ever bring to me fond memories of your friendship in years to come, and my good wishes and prayers will be with you always.

Secretary Baur's Report.

During the past 12 months the secretary's office has been unusually busy. With our participation in the National Flower Show in Philadelphia last March, and the soliciting of funds in aid of Miss Anna Jarvis, there has been much extra work and some additional expense. The receipts, however, have also increased somewhat, though not quite as much as the expense, so that at the end of this fiscal year we find ourselves with somewhat less money in the general fund than a year ago, but still in very good condition.

During the past year the secretary's office has received:

Dues	$729.00
Advertising	261.85
Miscellaneous	46.05
Mothers' Day	154.00
Total	$1,190.90

This was turned over to the treasurer and his receipt taken therefor.

The secretary's and treasurer's books were checked over by a public accountant and found correct. All bills are being met promptly and all accounts due the society are being collected without loss. We are pleased to note that 26 pages of advertising space in this year's premium schedule were taken by our members and friends. We feel that our members should make an effort to patronize those advertisers as much as possible, in order to make it worth their while to use these pages as an advertising medium.

The one department that gives the secretary more concern than any other is the membership list. During the past year we have taken in 45 new members and reinstated six, yet in spite of this unusual number of new additions we are now 13 members behind last report. The list now stands at 312 annual members and 12 life members, making a total of 324. We have 217 members in good standing in the Society of American Florists and therefor continue to be represented on their board of directors. Our president, J. F. Ammann, was chosen for that position, to serve during 1917.

During the past year we lost Albert Roper, who died March 1; Wm. F. Kasting, who died June 15; Thos. C. Joy, who died November 10, and W. L. Kroeschell, who died November 23. All of these men were favorably known to most of you and will be missed at our future conventions.

Since the last meeting we have received seven new varieties for registration. Fourteen others were sent over by the Perpetual Flowering Carnation Society of England.

A special silver medal was struck to commemorate the society's twenty-fifth year and was awarded to each winner of a first premium in the carnation section at the National Flower Show in Philadelphia last March. Those who received these medals are: S. J. Goddard, The E. G. Hill Co., Strafford Flower Farms, J. W. Minnott Co., Inc., E. F. Lieker, Cottage Gardens Co., A. A. Pembroke, Strouts, Wm. Kleinheinz, W. L. Ellis, Wm. Graham, Mrs. Wm. Austin, A. Harvey & Sons, Countess Eulalia, and W. E. Lenk, fifteen in all. This society took a very active part in the National Flower Show in Philadelphia. Not only did we prepare the premium schedule and the rules for staging the carnation section of the show, but members of this society contributed $515 toward paying the premiums of this department, thereby reducing the liability of the management to that extent. Our silver and bronze medals were also awarded as sweepstakes in the 100 bloom section.

Early in the year, the secretary, by direction of the board of directors, solicited funds from the members for the Mothers' day fund which was being raised by the Society of American Florists, for the purpose of assisting Miss Jarvis in promoting that day. One hundred and fifty-four dollars was raised and sent to Secretary John Young.

The board of directors held the customary post-convention meetings on January 27 in St. Louis. A second meeting was held in Philadelphia on March 28, instead of the usual midsummer meeting. At this meeting some changes were made in the premiums offered in most of the classes contained in the premium schedule for this year's exhibition. In section A, classes 1 to 11, the premiums were raised from $10 and $6 to $15 and $10. In section B, classes 11 to 36, the premiums were raised from $5 and $3 to $8 and $5. In section C only one premium, $10, is offered instead of $6 and $4. These changes have increased our liability on premiums by $219. Five disseminators have again very generously contributed the premiums in section C.

The identification badges you are wearing were provided as a result of the action taken in the meeting at St. Louis last year. They are the most practical article we were able to find for the purpose. If they are satisfactory, we will continue to use them in the future.

The arrangements for this meeting were left entirely in the hands of our vice-president, W. J. Vesey, Jr., and his committees selected from the state society. That they have labored earnestly and harmoniously you can see by the results accomplished. The retail men have come forward with a splendid demonstration of the carnation's adaptability for decorative effects. They should be given credit and every encouragement possible.

The trade press has opened its columns to everything we have sent for publication. To them is due our thanks.

Treasurer Dorner's Report.

Following is the report of Treasurer F. E. Dorner:

GENERAL FUND.

Disbursements.

Orders on Treas. paid	$1,205.34	
Jan. 20, bal. cash on hand	816.29	$2,021.63

Receipts.

Jan. 20, 1916, cash on hand	$ 838.69	
Cash received during year	1,182.94	$2,021.63

Permanent Fund.

Jan. 20, 1916, balance	$2,625.31	
Jan. 1st, 1917, interest	106.04	$2,731.35
Jan. 20, 1917, interest to general fund	$ 106.04	
Balance invested at 4%	2,625.31	$2,731.35

Dorner Memorial Fund.

Jan. 20, 1916, balance	$1,002.01	
Jan. 1, 1917, interest	40.48	$1,042.49
Transferred to General Fund for 1917 medal	40.00	
Bal. invested at 4%	1,002.49	$1,042.49

Mother's Day Fund.

Cash	$ 154.00	
Paid to John Young, sec'y. for Anna Jarvis Fund	154.00	

W. J. Palmer, Buffalo, N. Y.
Judge American Carnation Society.

W. J. Vesey Jr., Fort Wayne, Ind.
Pres.-Elect American Carnation Society.

Theodore Dorner, Lafayette, Ind.
Director American Carnation Society.

Wm. Nicholson, Framingham, Mass.
Judge American Carnation Society.

Irwin Bertermann, Indianapolis, Ind.
First Vice-Pres. State Florists' Ass'n. of Indiana.

H. L. Wiegand, Indianapolis, Ind.
Treasurer State Florists' Association of Indiana.

E. A. Stroud, Strafford, Pa.
Judge American Carnation Society.

C. S. Strout, Biddeford, Me.
Vice-Pres.-Elect American Carnation Society.

S. J. Goddard, Framingham, Mass.
Director American Carnation Society.

SOME OF THE MEN IDENTIFIED WITH THE INDIANAPOLIS CARNATION SHOW.

Awards.

SECTION A.

Open to all varieties.

Vase 100 blooms white—Strout's, Inc., Biddeford, Me., first, with Matchless; Cottage Gardens Co., Queens, N. Y., second, with Crystal White.

Vase 100 blooms flesh pink, being those shades of flesh or salmon color—F. Dorner & Sons Co., Lafayette, Ind., first, with No. 148-09; J. D. Thompson Carnation Co., Joliet, Ill., second, with Superb.

Vase 100 blooms medium pink, including any variety darker than Winsor, but not darker than Mrs. Ward—Cottage Gardens Co., first, with Mrs. C. W. Ward; E. A. Richards, Springfield, Mass., second, with Seedling No. 110.

Vase 100 blooms dark pink, being darker than Mrs. Ward, and including all varieties not dark enough to be classed as red—F. Dorner & Sons Co., first, with Rosalia; Mt. Greenwood Cemetery Assn., Chicago, second, with Rosette.

Vase 100 blooms red or scarlet, to include all varieties generally classed in those colors—Baur & Steinkamp, Indianapolis, Ind., first, with Merry Christmas; Bassett & Washburn, Chicago, second, with Belle Washburn.

Vase 100 blooms crimson, to cover those shades known as crimson or maroon—S. J. Goddard, Framingham, Mass., first, with Doris; W. D. Howard, Milford, Mass., second, with Bernice.

Vase 100 blooms yellow or yellow variegated—F. Dorner & Sons Co., first, with Old Gold.

Vase 100 blooms white variegated—Halifax Gardens Co., first, with Benora.

SECTION B.

Open to varieties disseminated prior to July, 1916, 50 blooms to each vase.

White Enchantress—Hartje & Elder, Indianapolis, Ind., first; J. A. Nelson, Framingham, Mass., second.

White Wonder—W. Frank & Sons, Portland, Ind., first; Strout's, Inc., second.

Matchless—Strout's, Inc., first; Gullett & Sons, Lincoln, Ill., second.

Any other white—Strout's, Inc., first, with White Wonder.

Enchantress Supreme—Jos. H. Hill Co., Richmond, Ind., first; J. F. Ammann Co., Edwardsville, Ill., second.

Pink Delight—Strout's, Inc., first; J. A. Nelson, second.

Any other flesh pink—Strout's, Inc., first, with Nancy; W. Frank & Sons, second, with May Day.

Pink Sensation—S. J. Goddard, first; Gullett & Sons, second.

Any other light pink—S. J. Goddard, first, with Gloriosa; Gullett & Sons, second, with Gloriosa.

Mrs. C. W. Ward—W. Frank & Sons, first; Strout's, Inc., second.

Good Cheer—Baur & Steinkamp, first; Gullett & Sons, second.

Any other medium pink—W. R. Schroeder, Milwaukee, Wis., first, with Mrs. Akehurst; J. S. Stewart & Sons, Anderson, Ind., second, with Rose Pink Enchantress.

Any other dark pink—Hartje & Elder, first, with Washington; S. J. Goddard, second, with Rosette.

Beacon—W. R. Schroeder, first; S. J. Goddard, second.

Any other scarlet—Bassett & Washburn, first, with Belle Washburn; W. Frank & Sons, second, with Portland Pride.

Pocahontas—Strout's, Inc., first.

Benora—Halifax Gardens Co., first; J. A. Nelson, second.

Yellow Prince—S. J. Goddard, first.

SECTION C.

For varieties disseminated during the season 1915-16, 50 blooms to each vase.

Nancy, premium offered by F. Dorner & Sons Co.—S. J. Goddard.

Alice Coombs, premium offered by the E. G. Hill Co.—Halifax Gardens Co.

New Carnation Superb.
Showing The Stem.

Miss Then, premium offered by Littlefield & Wyman—S. J. Goddard.

AMERICAN CARNATION SOCIETY MEDALS.

Vase 100 blooms of any variety; must score not less than 90 points; gold medal—No award. Second best vase in this class; must score not less than 88 points, silver medal—Baur & Steinkamp, with Merry Christmas.

Third best vase in this class; must score not less than 86 points, bronze medal—Cottage Gardens Co., with Cottage Maid.

FRED DORNER MEMORIAL MEDAL.

Vase 100 blooms of any undisseminated seedling carnation (sports not eligible); must score not less than 85 points, gold medal—F. Dorner & Sons Co., with Laddie.

Preliminary competition for Dorner Memorial medal—Baur & Steinkamp, Seedling No. 414, a light pink; Nic Zweifel, Milwaukee, Wis., Edna, scarlet.

SECTION E—CERTIFICATES OF MERIT.

Certificate of merit, 85 points necessary—W. D. Howard with Bernice, crimson; Nic Zweifel, with Edna.

SECTION F—SPECIAL PREMIUMS.

Silver cup by Hitchings & Co. offered as a sweepstakes in Section A—Cottage Gardens Co.

SPECIAL.

Fifty blooms in four or more varieties, in one vase. Blooms must be exhibitors' own productions; Indiana Carnation Trophy—W. Frank & Sons.

Notes.

Charles S. Strout, of Biddeford, Me., declared the judges had their work cut out for them in the high quality of so many of the entries. Mr. Strout and the other New England exhibitors had gotten together at Boston and engaged

CARNATION SUPERB. COLOR: SOFT SALMON PINK.
Grown by J. D. Thompson Carnation Co., Joliet, Ill.

the drawing room of a parlor car in which they placed all their boxes containing 3,000 flowers. They turned off the heat and kept the temperature down as desired. On arrival they were given an express wagon and placed the boxes in the hotel cool room until time for exhibition, when the flowers were all in perfect condition.

J. A. Peterson provided a treat for the members in an illustrated talk on his specialties, cyclamens and begonias, a large number of views of which had been taken on Lumierre plates, which show the flowers in all their natural colors. It was given in one of the rooms of the hotel, adjoining the exhibition, and was very much enjoyed.

The attendance of the show, which was open to the public, taxed the capacity of the room to such an extent that all were required to move in one direction. The high quality of the flowers and the excellence of table decorations were freely commented on and a source of delight to the visitors.

Commenting on the fact that none of the new ones had been good enough for the society's gold medal, several members said that this was no discredit, as but few, if any, of those that attained this distinction, developed into good commercial sorts—they were only fit for the exhibition table.

William Nicholson, of Framingham, Mass., who has not missed an exhibition, thought the display much better than last year in quality of flowers and their arrangement in the hall was unusually good. In speaking of varieties, he said that with him they must pay their board or leave.

E. G. Hill, Richmond, Ind., gave as his opinion that a carnation to succeed, must, in addition to other good qualities, be an early bloomer, this being vital, as the November and December flowers brought the high prices and without them it would not pay.

The Chicago Florists' Club's table, filled with Valentine heart posterettes, was very effective. This was a brilliant stroke. Fred Lautenschlager stated the orders now amounted to $1,500, the profit from which will be used in other publicity work.

List of new varieties not yet disseminated: Cottage Maid, Superb, Merry Christmas, Siren, Doris, Thenanthos, Cornell, Crystal White, Edna, Bernice, Olive Whitman, Rosalia, Radium, Old Gold.

Secretary Baur stated that this exhibition contained more flowers of quality, fully as good, and that the attendance was much larger than last year.

F. Dorner & Sons Co.'s vases of Laddie were wonderful. They were coming back all the time—that is, the experts—to have another look.

W. N. Rudd's seedling, white, No. 140-09, fairly glistened in its snow-white intensity. It appears to be ideal in every respect.

John H. Dunlop, of Toronto, was delighted with the show, which he found exceptionally good. He made careful notes of many of the new ones.

The visiting ladies were entertained at a theater party under the direction of Miss Bernice Wiegand and reported a very enjoyable time.

The Saskana Greenhouses, of Binghamton, N. Y., displayed carnation cuttings of fine quality.

CARNATION DORIS, COLOR: CRIMSON.
Grown by S. J. Goddard, Framingham, Mass.

Visitors.

The out-of-town trade in attendance the opening day included the following:

J. F. Ammann, Edwardsville, Ill.
John D. Arentshorst, Sassenheim, Holland.
George Asmus, Chicago.
Alex. Astendorf, Cincinnati, O.
G. Baer, Peoria, Ill.
E. S. Baerner, Champaign, Ill.
M. Barker, Chicago.
T. C. Bartels, Rock River, O.
George Bate, Cleveland, O.
Wm. Bate, Cleveland, O.
S. A. Baur, Erie, Pa.
Isaac Bayersdorfer, Philadelphia, Pa.
Mrs. George Blackman, Evansville, Ind.
Geo. H. Blackman, Evansville, Ind.
E. P. Blind, Pittsburgh, Pa.
Diston Bluebough, Anderson, Ind.
F. W. Bluebough, Anderson, Ind.
W. A. Boremcke, Newcastle, Ind.
Fred Breitmeyer, Mt. Clemens, Mich.
Thos. F. Brown, Greenfield, Mich.
Fred Burki, Pittsburgh, Pa.
Emil Buettner, Chicago.
W. A. Clark, Pittsburgh, Pa.
W. W. Coles, Kokomo, Ind.
A. J. Conner, Jr., Wabash, Ind.
W. E. Cook, Cleveland, O.
C. E. Critchell, Cincinnati, O.
Eugene Dailledouze, Brooklyn, N. Y.
Mrs. Eugene Dailledouze, Brooklyn, N. Y.
J. L. Denmead, Marshalltown, Ia.
Herman Dorner, Urbana, Ill.
H. B. Dorner, Urbana, O.
F. E. Dorner, Lafayette, Ind.
J. Harrison Dick, New York.
Julius Dilloff, New York.
R. F. Dudley, Parkersburg, West Va.
J. H. Dunlop, Toronto, Ont.
Jacob Eitel, Greencastle, Ind.
John Eitel, Greencastle, Ind.
A. Erickson, Chicago.
Mrs. John Evans, Richmond, Ind.
J. A. Evans, Richmond, Ind.
Thos. Fagan, Chicago.
E. J. Fancourt, Philadelphia, Pa.
George A. Field, Cleveland, O.
P. J. Foley, Chicago.
Edwin Foster, Lancaster, Pa.
Chas. L. Frank, Portland, Ind.
Frank A. Friedley, Cleveland, O.
H. J. Fuhlbreugge, Chicago.
Nixon N. Gano, Martinsville, Ind.
Wm. H. Gardner, Richmond, Ind.
D. S. Geddis, St. Louis, Mo.
S. J. Goddard, Framingham, Mass.
Ed. Goldenstein, Chicago.
L. Carl Gueltieg, New Albany, Ind.
C. F. Guenther, Hamburg, N. Y.
W. J. Gullett, Lincoln, Ill.
Alex. Guttman, New York.
W. Hack, Plainfield, Ind.
Wm. Hackelberry, North Vernon, Ind.
Carl Hagenberger, West Mentor, O.
Mrs. Carl Hagenberger, West Mentor, O.
E. A. Harvey, Brandywine Summit, Pa.
R. B. Hayes, Shelby, O.
A. G. Hecht, Champaign, Ill.
Fred G. Heinl, Terre Haute, Ind.
H. B. Henley, Hartford City, Ind.
Albert Herr, Lancaster, Pa.
Mrs. A. M. Herr, Lancaster, Pa.
Daniel Herr, Lancaster, Pa.
Dana R. Herron, Olean, N. Y.
A. W. Herre, Chicago.
Otto Hertschfeld, Cincinnati, O.

E. G. Hill, Richmond, Ind.
Joseph Hill, Richmond, Ind.
O. S. Honacker, Lexington, Ky.
Albert Horning, Cincinnati, O.
W. D. Howard, Milford, Mass.
Mrs. W. D. Howard, Milford, Mass.
H. E. Humison, Chicago.
Mrs. E. M. Hyatt, Anderson, Ind.
E. M. Hyatt, Anderson, Ind.
Roman J. Irwin, New York.
Chas. G. Johann, Collinsville, Ill.
C. W. Johnson, Chicago.
R. E. Jones, Richmond, Ind.
H. B. Jones, Cleveland, O.
O. W. Jones, Portland, Ind.
N. Kenor, West Baden, Neb.
L. Kirch, Louisville, Ky.
Paul Klingsporn, Chicago.
Robert Kift, Philadelphia, Pa.
W. F. Klus, Anderson, Ind.
H. P. Knoble, Cleveland, O.
Mrs. H. P. Knoble, Cleveland, O.
M. Louis Knopf, Richmond, Ind.
Otto P. Krueger, Toledo, O.
E. F. Kurowski, Chicago.
L. L. Lamborn, Alliance, O.
W. Langhout, Chicago.
Fred H. Lemon, Richmond, Ind.
T. D. Long, Chicago.
Fred Lautenschlager, Chicago.
E. R. Locker, Urbana, O.
Wm. Loew, Pittsburgh, Pa.
E. J. Lynch, Newcastle, Ind.
Philip L. McKee, Chicago.
L. B. Malbrane, Johnstown, Pa.
T. Malbrane, Johnstown, Pa.
M. H. Mann, Chicago.
E. H. Mann, Richmond, Ind.
W. G. Mathews, Dayton, O.
Mrs. W. G. Mathews, Dayton, O.
Harry O. May, Summit, N. J.
A. Miller, Chicago.
Elizabeth Mont, Portland, Ind.
Wm. Moon, Louisville, Ky.
M. R. Morgan, Pittsburgh, Pa.
W. J. Morris, Bloomington, Ind.
Walter Mott, Beacon, N. Y.
D. Myers, Bluffton, Ind.
Ray Murphy, Cincinnati, O.
Roger Murphy, Urbana, O.
H. C. Neubrand, Cromwell, Conn.
Wm. R. Nicholson, Framingham, Mass.
Mrs. Wm. R. Nicholson, Framingham, Mass.
Chas. Nieman, Philadelphia, Pa.
F. L. Norris, Bloomington, Ind.
James Novak, St. Joseph, Mo.
Peter Olinger, Cincinnati, O.
Peter Olsem, Wilmette, Ill.
M. Palmer, Buffalo, N. Y.
P. W. Peterson, Joliet, Ill.
F. Pearsage, Cadillac, Mich.
W. Clarence Peterson, Cincinnati, O.
Wm. Pfeifer, Cincinnati, O.
E. Allen Pierce, Boston, Mass.
Albert Pochelon, Detroit, Mich.
August Poehlmann, Chicago.
C. C. Pollworth, Milwaukee, Wis.
J. E. Quallich, Chicago.
Albert Rabaley, Detroit, Mich.
W. Randall, Chicago.
Mrs. A. Rasmussen, New Albany, Ind.
George Rasmussen, New Albany, Ind.
G. M. Reburn, Chicago.
Emil Reichling, Chicago.
Mrs. Emil Reichling, Chicago.
J. W. Rogers, Dayton, O.
I. Rosnosky, Philadelphia, Pa.
W. A. Rowe, Kirkwood, Mo.
Wm. R. Schroeder, Milwaukee, Wis.
Chas. Schwake, New York.
S. S. Skidelsky, Philadelphia, Pa.
Mrs. S. S. Skidelsky, Philadelphia, Pa.
Frank Snyder, Cincinnati, O.
George W. Smith, Cleveland, O.
H. P. Smith, Piqua, O.
Michael Stouch, Council Bluffs, Ia.
A. J. Stahelin, Redford, Mich.
Chas. Strout, Biddeford, Me.
Wm. Sunderman, Cincinnati, O.
Alfred Sylvester, Oconomowoc, Wis.
S. H. Ten Eyck, Auburn, N. Y.
Mrs. S. H. Ten Eyck, Auburn, N. Y.
John Thon, Chicago.
Mrs. John Thon, Chicago.
J. N. Thomas, Greenburg, Pa.
L. Walker, Louisville, Ky.
Wm. Walker, Louisville, Ky.
David S. Ward, Queens, N. Y.
C. L. Washburn, Chicago.
Mrs. C. L. Washburn, Chicago.
J. Weir, Jr., New York.
Adrian Westreet, Kalamazoo, Mich.
Roy Wilcox, Council Bluffs, Ia.
Mrs. Roy Wilcox, Council Bluffs, Ia.
R. J. Williams, Muncie, Ind.
J. J. Windler, St. Louis, Mo.
Mrs. J. J. Windler, St. Louis, Mo.
Peter Weiland, Newcastle, Ind.
Ernst Wienhoeber, Chicago.
H. F. Winter, Charlestown, W. Va.
J. O. Winton, Terre Haute, Ind.
M. C. Wright, Chicago.
W. J. Vesey, Jr., Ft. Wayne, Ind.
J. E. Yeats, Champaign, Ill.
S. H. Young, Casey, Ind.
Allie Zech, Chicago.
Nic Zweifel, Milwaukee, Wis.

American Sweet Pea Society.

The following prizes will be offered at the ninth exhibition of the American Sweet Pea Society, to be held under the auspices of the Massachusetts Horticultural Society, Horticultural hall, Boston, Mass., July 7-8, 1917. This list includes the prizes offered by the Massachusetts Horticultural Society, and all offers of prizes received by the American Sweet Pea Society to date. The official schedule will be contained in the Bulletin to be issued March 1. Additional offers of prizes will have to be received soon, as the schedule will be final.

Address all communications to William Gray, secretary, Bellevue avenue, Newport, R. I.

Section A.

PRIVATE GARDENERS.

Arthur T. Boddington Co., Inc., prize—Challenge silver cup, value $50. To be won twice by the same exhibitor, for a collection of 25 distinct varieties of sweet peas, not less than 20 sprays to a vase, shown with sweet pea foliage only. We will also award to competitors each year cash prizes of $25 (1st), $15 (2d), $10 (3rd).

Carters Tested Seeds, Inc., prize—For the best three tubs of sweet peas any color exhibited in bloom, $10 (1st), $5 (2d).

Thomas G. Grey Co., prize—For the best six vases of sweet peas, six distinct varieties, 20 sprays to a vase. A cut-glass vase, value $15.

Lord & Burnham Co., prize—For the best display arranged for effect in a space of 3x4 ft. not to exceed three feet in height. Gypsophila, grasses or other foliage may be used. A gold watch, gold medal, or $20 in cash.

Henry A. Dreer, Inc., prizes—For the best vase of Edward Cowdy, $5 (1st), $2 (2d); for the best vase of New Miriam Beaver, $5 (1st), $2 (2d); for the best vase of R. F. Felton, $5 (1st), $2 (2d).

J. M. Thorburn & Co., prize—For the best collection of 12 vases of sweet peas, 12 distinct varieties, 20 sprays to a vase. Silver cup, value $25.

Section B.

PRIVATE GARDENERS AND AMATEURS.

W. Atlee Burpee & Co.'s prizes—For the finest 12 vases of sweet peas in 12 distinct varieties, 20 sprays to a vase, correctly named. Silver cup, value $25 and $10 (1st), $10 (2d), $5 (3d).

Stumpp & Walter Co.'s prizes—For the best six vases of sweet peas, six distinct varieties, 20 sprays to a vase, $10 (1st), $5 (2d).

Malvern Greenhouses' prize—For the best vase of 25 sprays of Hercules, $10 (1st), $7.50 (2d), $5 (3d).

Peter Henderson & Co.'s prize—For the best vase of 50 sprays of mixed Spencer sweet peas containing 12 varieties, $10.

R. & J. Farquhar & Co.'s prize—For the best six distinct varieties of sweet peas growing and blooming in pots or tubs not less than nine or more than 12 inches inside diameter, one variety in each pot or tub, a silver cup.

Sutton & Sons' prize—For the best display of sweet peas arranged for effect on a round table about four feet in diameter. Gypsophila, grasses and sweet pea or other foliage may be used. A silver cup.

Henry F. Michell Co.'s prizes—For the best six vases of Spencer sweet peas, six distinct varieties, 20 sprays of each variety. Michell Seed House silver medal. For the best 20 sprays of Hercules, Michell Seed House bronze medal.

Mt. Desert Nurseries' prize—For the best eight vases of sweet peas, eight distinct varieties, 20 sprays to a vase, $12 (1st), $8 (2d).

The National Association of Gardeners' silver medal will be awarded to the member of the association making the most meritorious exhibit in Sections A and B.

Section C.

AMATEURS.

Joseph Breck & Sons' prize—For the best three vases, three distinct varieties, 15 sprays to a vase, $5 (1st), $3 (2d), $2 (3d).

Vase of 15 sprays any white variety, $3 (1st), $2 (2d), $1 (3d).

Vase of 15 sprays any pink variety, $3 (1st), $2 (2d), $1 (3d).

Vase of 15 sprays any lavender variety, $3 (1st), $2 (2d), $1 (3d).

Vase of 15 sprays any crimson or scarlet variety, $3 (1st), $2 (2d), $1 (3d).

Vase of 15 sprays any cream variety, $3 (1st), $2 (2d), $1 (3d).

Vase of 15 sprays any maroon or purple variety, $3 (1st), $2 (2d), $1 (3d).

The secretary's prize—A sweepstake prize of $5 will be awarded to the vase of sweet peas shown in the amateur classes, which in the opinion of the judges shows the highest culture, Massachusetts Horticultural Society amateur classes included.

Section D.

OPEN AND MISCELLANEOUS.

C. C. Morse & Co.'s prize—For the finest and most meritorious display of sweet peas, quality and arrangement to count (open to the seed trade only). A silver cup, value $25.

Additional prizes will appear in schedule.

Section E.

Massachusetts Horticultural Society's prizes:

Twenty five sprays any white variety, $4 (1st), $2 (2d).

Twenty-five sprays any crimson or scarlet, $4 (1st), $2 (2d).

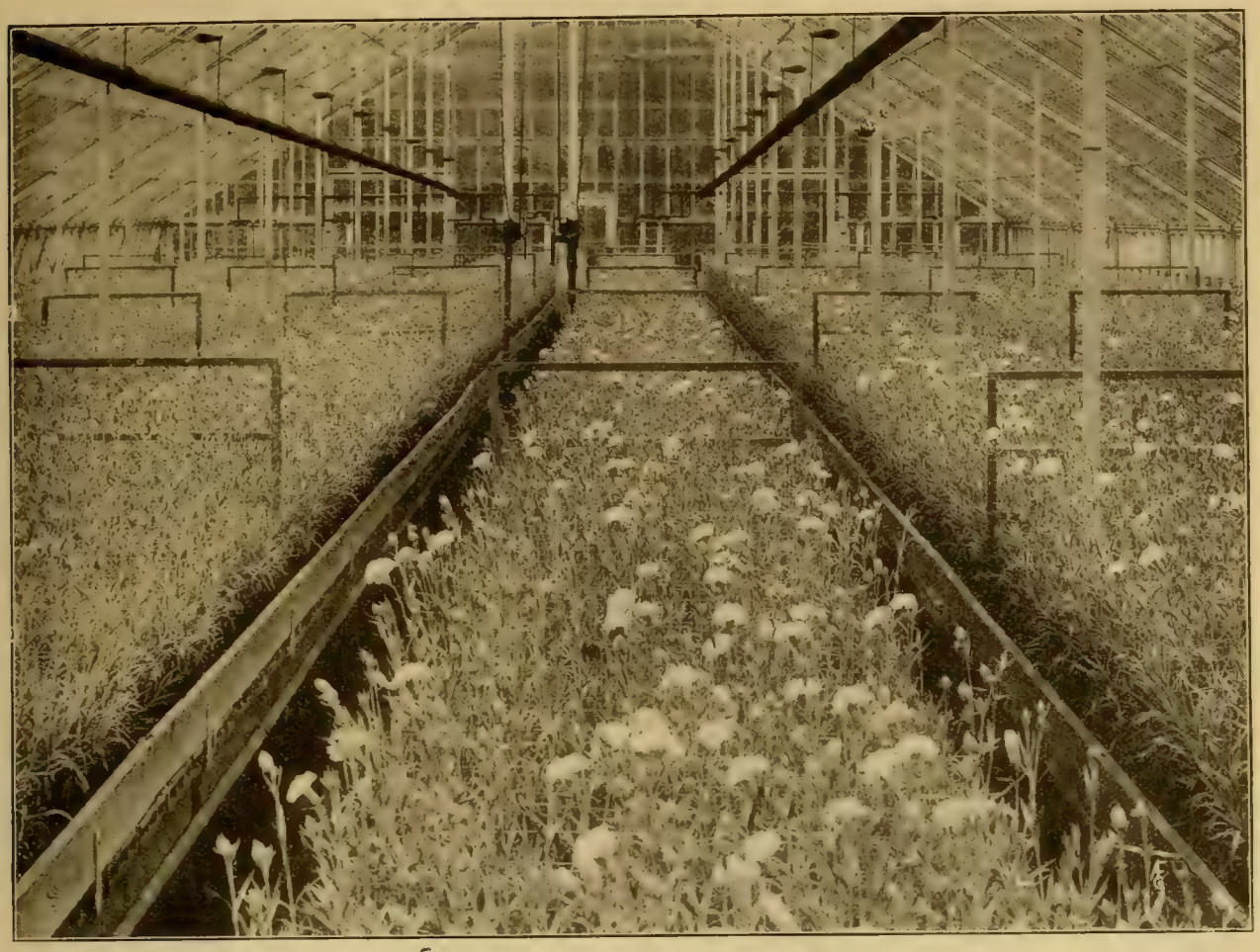
Twenty-five sprays any yellow, $4 (1st), $2 (2d).

Twenty-five sprays any blue, $4 (1st), $2 (2d).

Twenty-five sprays any blush, $4 (1st), $2 (2d).

NEW CARNATION WINSOR—ENCHANTRESS. COLOR: MEDIUM PINK.

Grown by Kirscht Bros., Morton Grove, Ill.



CARNATION MATCHLESS AT COTTAGE GARDENS CO., QUEENS, N. Y.

PLANT NOTES.

Pelargoniums.

While all the plants so well known as geraniums are pelargoniums, yet it is the show or fancy type called by many Lady Washington geraniums that are generally known under this name. The plants that are wanted in bloom in April and May will now be in their blooming pots and beginning to show their blooming growths, but for June and July flowering the plants should now be shifted to the blooming pots, five or six-inch as the plants may require, except with large specimens, of which few are now seen. They like a turfy, coarse loam, to which may be added one-fourth well rotted manure, and if the soil is heavy a liberal amount of sharp sand to keep it open, and the plants should be potted very firmly. A cool, well-ventilated house should be selected for growing them, and until the days grow warmer and brighter they should be watered sparingly. In early spring, when they are well covered with foliage and the blooming shoots begin to grow, more water will be needed. A little stopping may be necessary if the plants send forth strong, long growths, to make the plant shapely, but care and judgment should be used in this operation, which should cease upon the appearance of the bud shoots, which are easily distinguished by the different manner of growth. Do not attempt to take any cuttings at this time, for after the plants are through blooming is the best time for propagation, and any cuttings taken now are pretty sure to rob the plants of the bloom. These plants are very subject to attacks of both red spider and green fly, and should be fumigated or sprayed regularly. As the extremely hot, dry days of summer approach a slight shade will be found very beneficial to both the plant and flowers.

Antirrhinums.

The grower of antirrhinums has an opportunity now to select the best plants from which to propagate the stock for another year, as the plants are now producing fine spikes and it is possible to select the best types. Those that have fine large flowers set closely together on the stem, and yet not close enough to crowd, are to be preferred. The earliness of blooming is another matter to take into consideration. It will be found in raising these plants from seed that there is a great difference in their time of blooming, and for winter flowering the earliest that there are of good type should be chosen. There are plenty of good cuttings to be obtained now, for the laterals which grow from the axil of each leaf make the best cuttings and the flower is enlarged by their removal. Plants that are in bloom will be benefited greatly from now on by feeding either with liquid manure or a strong mulch, and the next growth thinned to eight or ten shoots, which will insure a much better crop for spring cutting than to allow all the small shoots to grow. Keep the plants tied erect all the time, for it takes but a few hours' sun to draw the tip up from a stem that leans away from the center, with the result that a crooked stem is formed, which greatly impairs its appearance. These spikes of bloom should be handled very carefully, especially the long sprays, for they are very brittle and break easily. It is better not to cut too many at once. When cutting hold them with the heads hanging down, and when there are as many as can be easily held in the hand, cut, take them at once to the flower room, trim off all surplus growth and tie the stems a dozen in a bunch, then loosely tie strings around the center and toward the top of the bunch, and place the stems in a deep jar of water. This prevents crooked stems, so often seen, for the plant continues its growth after being cut, and if allowed to hang away

Carnation Winsor-Enchantress.

The new carnation, Winsor-Enchantress, originated by Kirscht Bros., Morton Grove, Ill., as shown in the accompanying illustration, is said to be a decided improvement over other carnations of this color, being a bright, pleasing shade of medium pink, very similar to Winsor, with other characteristics similar to Enchantress. Kirscht Bros. are gradually getting a good stock of this variety and may have enough to place on the market next year, as they do not wish to over-propagate the stock.

THE RETAIL TRADE

Conducted by Robt. Kift, Philadelphia, Pa.

St. Valentine's Day Posterettes.

The publicity committee of the Chicago Florists' Club reports that there have been sold to date 260,880 of the St. Valentine's day posterettes and 7,000 posters. The committee has received excellent support from the trade throughout the country, and has arranged to make immediate delivery on orders of any size, filling them the same day as received. The committee will be represented at the Indianapolis carnation show with a supply of posterettes and posters.

The records show purchases from the best retail florists of the largest cities in this country.

The florists of Richmond, Ind., purchased 3,600 posterettes and 150 posters.

The florists of Canton, O., combined their purchases in one order.

St. Louis Wholesale Cut Flower Co. placed an order for 25,000 stamps.

Cleveland Florists' Club purchased 10,000 posterettes and 500 posters.

Buffalo florists purchased as a body, ordering 10,000 posterettes.

About 10,000 posterettes were sold to florists on the Pacific Coast.

Dudley & Sons, Parkersburg, Va., ordered 5,000 posterettes.

The florists of Louisville, Ky., ordered 10,000 posterettes.

Numerous orders were received from New York.

Rochester, N.Y., ordered about 7,000 posterettes.

Many orders were received from Texas.

February, the Fourteenth.

This should be one of the greatest cut flower days of the year, and every preparation should be made to exploit and make the most of the opportunity. Well worded circulars or notices, calling attention to the sentiment of the day, should be prepared in good time, ready to mail a week in advance. For at least a week the show windows should feature the event in a display of the latest novelties—baskets, hampers, heart shaped boxes, cupids, etc., all of which can be arranged to make a very attractive setting. Several well made corsages, with their ribbon adornments, will help materially. Large red heart-shaped cards, with appropriate inscriptions, are helpful. Such cards stamped with February 14, hung in the center of the door, or about the store, are effective.

This is the season when sweet peas, forget-me-nots, violets, gardenias, lily of the valley and cattleyas are at their best and corsages of these flowers are the standard for Valentine day gifts. Sweetheart, Elgar, Baby Doll, Canadian Queen and other miniature roses are also favorite corsage flowers. All of the above flowers, separately or in combination, can be arranged into beautiful corsage clusters, which, with the appropriate and up-to-date ribbons, are artistic to a degree. Corsage pins of quality are also a feature.

The heart-shaped box, in plain or fancy coloring, is a fitting receptacle and especially appropriate for the day. Boxes of flowers, nicely arranged, to be sent where corsages would not be appropriate, should be in demand. The lid should bear inscriptions on heart-shaped cards in keeping with the spirit of the day.

At the stationers will be found a great variety of plain red and enameled cards in various sizes, with suitable figures and inscriptions that can be put into boxes or pinned to the ribbons of the corsage bunches. These are effective and cost but little.

Choice flowering plants, such as cyclamen, begonias, pots of daffodils, azaleas, etc., make suitable gifts. They should be featured with crepe paper, mats, or placed in pot covers or jardinieres, tied with ribbons and heart-shaped cards—just a touch in keeping with the day. Heart-shaped hampers and baskets are also features that make up into very attractive gifts; short pussy willows work nicely into work of this kind. Colonial bouquets of the miniature roses, violets and lily of the valley are very dainty; they should be tied with narrow ribbons, to which a number of the smallest card hearts are attached.

Dinners in the evening call for special table decorations, some of which are quite elaborate. Hollow or solid hearts of red carnations make a good center, or a large hollow heart in the center, from which rises a slender vase of long-stemmed carnations and two smaller hearts of the same at either end, is best where there is space. A double heart is good for the decoration of a round table. At times this is of violets, with a vase of pink roses in the center. The corsages are then of violets.

Gilt, heart-shaped hampers, filled with Sweetheart roses and violets, or in the many other combinations possible, arranged in the center of the table, together with flowers for the cloth, make a very satisfactory showing. In this case there are no corsages, each lady being presented with a hamper at the close of the dinner.

K.

Pittsburgh, Pa.

ROSE SUPPLY VERY LIMITED.

Roses are still scarce in this market with the shorter grades most in demand. Paper Whites are very plentiful and are sold very cheap. Daffodils and tulips are arriving in quantity and meet with quick sale. Sweet peas are of excellent quality and bring good prices. The supply of American Beauties is very limited but as the demand for them is very weak, they are not greatly missed. Carnations are plentiful but clean up well each day. Greens move well.

NOTES.

Joseph Thomas and Wm. Loew left January 30 for Indianapolis, where they will attend the convention of the American Carnation Society.

Wm. Loew had a very valuable watch, an heirloom, stolen January 27, and has offered a large reward for its return.

M.

NEIDINGER'S VALENTINE HEART TUMBLER BASKET FILLED WITH WARD ROSES.

Philadelphia Notes.

The Lord & Burnham Co. has received an order for an iron-frame house, 20x100 feet, for the Bethlehem Steel Co. for its Saucon plant at South Bethlehem. This is the second house erected by the Lord & Burnham Co. for this corporation and marks an era, in that all the plants raised are for the adornment of these grounds, three skilled men and assistants being constantly employed in this work. One of the first semi-iron frame houses erected by the Lord & Burnham Co., 40 years ago, has just been reglazed and painted. This speaks well for the stability of their structures.

The sudden death of Samuel Batchelor, of Locust Grove, Long Island, January 19, was a great shock to his many friends in this city, where for 10 years he was an active member of the Florists' Club. As gardener of the Clement Neubold estate, under Mr. Logan, he was a frequent and successful exhibitor at the Pennsylvania Horticultural Society's shows. He was buried at Locust Grove, January 23. He leaves a wife and four children.

President Farenwald of the florists' club is to be congratulated in securing the promise of Max Schling to appear before the club at its meeting February 6. Mr. Schling is one of the most up-to-date and energetic retailers of the country, and the entire trade should turn out to bid him welcome. He has a splendid flow of language, is ingenious in thought, quick in action, and his address cannot but be helpful to those who hear him.

Alfred Cartledge, a son of A. B. Cartledge, of Pennock Bros., will open a flower shop in Wilmington, February 5. Mr. Cartledge is an energetic young man, well versed in the retail business and should made good in this Delaware city, which now enjoys the richest citizens per capita of any community in the United States.

The posterettes of the American Rose Society announcing the time of the festival are ready and can be secured from the headquarters of the American Rose Society, at 1612 Ludlow street. They should be on every envelope and tag used in the flower business from now until the show opens.

J. Doebscher, George Cook and John C. Callahan are always on the job at 1615 Ranstead street. With three such hustlers, and the high quality of the stock they handle, it is no wonder that the business of the Philadelphia Wholesale Florists' Exchange is booming.

The Bonnaffon chrysanthemums noted last week as the final shipment have not that honor, as it belongs to 25 of the variety Mistletoe which E. Bernheimer received January 26.

American Beauty roses, gardenias and lilac are the leaders with the Leo Niessen Co. With the present scarcity of flowers, Mr. Niessen says there is no surplus to bother them.

H. Bayersdorfer & Co. are having a great run on their Valentine novelties. Over 5,000 of their "Valentine Kid" flower holders have gone out and every mail brings additional orders.

"We could do lots more business if flowers were not so scarce," is the report of the Berger Bros. Easter lilies, daffodils and sweet peas are features here.

New roses and carnations are features of the S. S. Pennock-Meehan plant department. All the new varieties of carnations are moving fast.

J. G. Eisele and wife left January 24 for a visit to Fort Meyer, Fla.

K.

"VALENTINE KIDDY" VASE FILLED WITH WARD ROSES.

Novelty Now Being Distributed by H. Bayersdorfer & Co., Philadelphia, Pa.

Rochester, N. Y.

SUPPLY SHORT AND PRICES HIGH.

The cut flower market cleans up well each day because of the scarcity of stock, all of which is high in price. Carnations are of good quality but roses are very small and imperfect, due to cold, cloudy weather. Daffodils, narcissi, tulips, freesias and cornflowers are not as plentiful as might be desired, but the quality is excellent. Prices on violets have dropped and they are selling more freely. Sweet peas are great favorites, as are orchids. Flowering plants are in abundant supply and meet with good demand.

NOTES.

W. A. Elder, for several years with the local office of the Lord & Burnham Co., left here January 20 for Cleveland, O., where he will be identified with the same firm. During his stay in this city Mr. Elder has made many warm friends whose best wishes follow him in his new field of endeavor. S. J. Koister of Pittsburgh will fill the position here, vacated by Mr. Elder. The Lord & Burnham Co.'s building operations have been very active, extending well into the winter months in this vicinity.

The ladies' auxiliary of the Rochester Florists' Society at its annual meeting elected the following officers: Mrs. E. P. Wilson, president; Mrs. H. M. Wilson, vice-president; Mrs. George B. Hart, secretary; Mrs. W. L. Keller, treasurer.

The Western New York Horticultural Society held its annual meeting in this city January 24-26. Further particulars will be found in another column.

E. C. Kaelber won favor last week with a fine arrangement of red roses and white lilac effectively displayed in vases.

CHESTER.

Washington, D. C.

SUPPLY VERY LIMITED.

Stock of all kinds is still scarce and prices are about as high as they can consistently be at this season of the year. There is plenty of business but the retailers are kept on the move all of the time to get enough stock to fill orders.

NOTES.

McKinley day this year was practically forgotten by the public and in fact only two of the local florists seemed to remember the date. As a result there were few calls for carnations.

Geo. H. Cooke sent his force to Delaware to arrange the decorations for the DuPont wedding January 25. Ophelia roses were used in quantity. The decoration was very artistic.

H. Witt is cutting some extra good freesias and snapdragons and has also started to send in fine pot lilies.

The Leo Niessen Co. is receiving some very fine pink snapdragons for which there is a ready sale.

Harry Cedar, formerly of Boston, Mass., is now with George C. Shaffer.

Z. D. Blackistone is back on the job again after an attack of grippe.

G. C. D.

Boston, Mass.

HIGH PRICES CONTINUE.

Business continued at the high price standard during the past week. Roses are scarce and exceptionally expensive. Russell, Hadley and Ophelia are in heavy demand but the supply is far short of requirements. Carnations have varied little, holding firm at $5 and $6 per 100. All varieties are in demand, with the pink and deep pink sorts leading in popularity. Violets are rather scarce and sell at from 75 cents to $1 per 100. Sweet peas are also bringing good prices. Golden Spurs are moving at about $5 per 100 and the demand for Paper Whites has increased the price to $2 and $2.50 per 100. Yellow marguerites and primroses are very scarce and prices are firm. Calla lilies are fairly abundant and sell well at $1.50 and $2 per dozen.

NOTES.

John A. Cox, of Reading, has sold out his establishment to E. P. Matson. At the greenhouses a line of carnation, Sprengerii, calendulas, pansies, sweet peas and callas are grown, and a crop of stocks and spiræa will be grown for Memorial day. N. Aronson will sell the stock at the co-operative market.

George Hannon, of Dorchester, is on the dangerous list at the Boston city hospital, with sciatic rheumatism. The last reports were that, although dangerously ill, he was slightly better than he was. His many friends at both markets feel anxious for him and all are hoping for his speedy recovery.

The Gardeners' and Florists' Club held their field day Saturday, January 21, at Framingham, Mass. The establishments of S. J. Goddard, Wm. R. Nicholson and J. Nelson were visited and a very pleasant and instructive afternoon was spent.

Wm. Sim, of Cliftondale, is shipping a good supply of polyanthus among which are red and violet varieties. Although the colors are not what might be termed commercial benefits to the flower they are in the novelty class and sell very well.

Wm. R. Morris, of Wellesley, is planning on devoting one of his houses to carnations next season instead of growing roses exclusively as in the past, Benora, Matchless, Beacon, Alice and Ward will be the varieties.

Patrick Welch reports good trade and notwithstanding the present shortage his chests, it has been noted, are always well filled with stock of the highest quality.

Wm. N. Craig, of Faulkner Farm, Brookline, delivered a lecture at Horicultural hall, Saturday, January 21, on "Seed Planting."

Wm. J. Stewart is able to attend his duties after a very severe attack of grippe.

Wm. H. Elliott is making a four weeks' trip to California.

N. F. McCarthy left for Bermuda, January 24.

Visitor: J. Coan, New York.

F. L. W.

Western New York Horticultural Society.

The sixty-second annual meeting of the Western New York Horticultural Society, preliminary announcement of which, together with the programme, was published in our issue of January 20, page 42, was held in Convention hall, Rochester, N. Y., January 24-26. There was a good attendance and the deliberations of the organization covered a number of timely subjects.

T. B. Wilson, of Hall, N. Y., presented the report of the legislative committee recommending an appropriation of $8,500 to be expended through the state college of agriculture for the study of bean diseases; that the legislature pass a peach-packing law similar to the apple-packing law, and that a national law be passed by the government to make apple grading uniform in all states. The report was adopted.

In the election of officers, there was a strong movement for the nomination of John Hall, of Rochester, who has held the office of secretary-treasurer for 28 years, to fill the office of president left vacant by the death of William C. Barry, the society's head for 27 years. Mr. Hall refused to permit his name to be presented, and the election of Seth J. T. Bush, of Morton, as president followed. The society re-elected Mr. Hall secretary-treasurer. The following were elected vice-presidents: Arthur Barry, Rochester, a son of the late president; Harry L. Brown, Waterport; F. W. Clark, Wyoming; Geo. T. Powell, Ghent; C. K. Scoon, Geneva, and B. D. Van Buren, Riverville.

H. C. T.

Providence, R. I.

TRADE CONDITIONS ABOVE COMPLAINT.

Business during the past week has been satisfactory. Stock of all kinds sold well, the variety and quality both being good. Carnations are at present the best seller, with daffodils and roses close contenders. Violets are enjoying their usual popularity and sweet peas are short of the demand. Also in evidence are narcissi, both yellow and white, Roman and Dutch hyacinths, orchids, Sweetheart roses, several varieties of tulips and calla and Easter lilies. Floral work holds out well and everyone is kept quite busy in this branch.

NOTES.

M. M. Burdick, former president of the Rhode Island Horticultural Society, died January 25 from an attack of grippe. At the time of his death he was vice-president of the organization.

Valentine's day is the next big event on the florists' calendar, and several novelties will be forthcoming this year as usual to stimulate the demand.

Joseph Kopelman is slowly recovering from an attack of grippe. He expects to be out again shortly.

The Westminster Greenhouses have an excellent display of pot hyacinths.

H. A. T.

Horticultural Society of New York.

The above named society held an exhibition at the American Museum of Natural History, January 13-14. The variety of stock exhibited was not large, but there were interesting features. A fine exhibit of primulas in variety by Mrs. John H. Flagler, Greenwich, Conn., (Wm. Whitton, Gr.), took first prize. The same exhibitor also took first prizes for carnations. Mrs. F. A. Constable, Mamaroneck, N. Y., (James Stuart, Gr.), took first prize for a vase of Buddleia Asiatica, a special prize for a vase of Calanthe Veitchii, and a certificate of merit for a vase of Erlangea, tomentosa. Mrs. H. Darlington, Mamaroneck, N. Y., (P. W. Popp, Gr.), took a special prize for a display of Polyanthus narcissus, and second prize for Buddleia Asiatica. J. C. Brady, Hamilton farms, Gladstone, N. J., took a number of first prizes for carnations. Wm. Shillaber, Essex Falls, N. J., (J. P. Sorenson, Gr.), took first prize for a vase of Sweet Pea Yarrawa. Mrs. Frederick Frelinghuysen, Elberon, N. J., (George Masson, Gr.), took first prize for a vase of mixed varieties of sweet peas, among them being Rose Queen, Lavender Queen and Red Orchid.

On the afternoon of January 13, John Scheepers lectured before the society on "Darwin and Other Tulips." The lecture was illustrated by lantern slides.

A. F. F.

Lancaster County Florists' Association.

At the regular meeting of the association which was called to order January 18 at 7:30 p. m., the following officers were elected for 1917: Harry A. Schroyer, president; W. B. Girvin, vice-president; Frank L. Kohr, secretary; Harry K. Rohrer, treasurer. Committees were appointed as follows: Programme—Rudolph Nagel, Chas. B. Herr and Albert M. Herr: Visiting—W. B. Girvin, Lemon Landis and Ira Landis. Automobile—Chas M. Weaver, A. K. Rohrer and C. S. Loeffler. Exhibition—B. F. Barr, A. F. Strickler and J. DeBarry Heinish. Sports—David Rose, A. F. Strickler and Chas. Tucker.

The paper of the evening was by Elmer Weaver on the newer carnations, and he did not hesitate to say what he thought of the new carnations and their introducers from the buyer's point of view. It was not all derogatory, neither was it flattering to most of the introductions of the past few years. He mentioned one grower who had White Perfection better by 50 per cent than any white of recent introduction and he obtains this result by the careful selection of the cuttings. He also maintained that if this were followed up with other varieties the novelty introducer would have to produce something of real merit before he could get a hearing. Mr. Weaver also scored the man who would send out a carnation that the commission men all condemn the second season as unworthy of growing on account of its keeping qualities. He claims this could be overcome by having the American Carnation Society test novelties out as to their possibilities along shipping lines, and if found unworthy, to withhold a certificate. In speaking of the newer sorts he mentioned one place where Aviator was far ahead of all other reds in point of production and considered it one of the few good ones introduced last season. He also spoke strongly about the lack of publicity given to the faults of the new carnations and wound up by acknowledging that success or failure is often up to the man who grows the variety, or to the local conditions of soil and houses. The paper was really an expression in public of what almost nine out of every ten growers have to say in private about the carnation industry and its shortcomings, and the speaker was given a unanimous vote of thanks for it. In the discussion that followed Miss Theo was pronounced as a good producer, but rather small, and with too many off colored flowers. Alice had the same fault without the redeeming feature of being beyond the normal in production, although one grower who keeps accurate accounts, reported having cut seven flowers per plant from Alice up to this time. Belle Washburn was considered a very fine one but shy in point of bloom, one grower reporting Aviator as ten times as productive, but not quite as good a flower.

Stephen A. Kost, of the Wm. F. Kastings Co., Buffalo, N. Y., was a visitor and made some remarks on carnations and some things he had picked up in regard to the fertilizers they need. T. J. Nolan was looking up the construction of the new houses he sold the B. F. Barr Co. Both gentlemen were along on the visiting trip.

Walter Davis, of the S. S. Pennock-Meehan Co., Philadelphia, made some fitting remarks on the flowers they had on exhibition, and was given a vote of thanks with prospects of future orders for the fine exhibition he set up, as follows: Carnations—Superb from the J. D. Thompson Carnation Co., Joliet, Ill.; Rosalia, from F. Dorner & Sons, Co., Lafayette, Ind.; Cornell, by Ira D. Marvin, Williamsport, Pa.

Miss Theo and Belle Washburn by W. & H. F. Evans, Philadelphia, Pa.; Doris, by S. J. Goddard, Framingham, Mass.; Rose Primrose, by South Park Floral Co.; Rosalie and Donald MacDonald by Robt. Scott & Son, Sharon Hill, Pa.; Little Gem, by Edward Towill, Roslyn, Pa.

Carnations Crystal White, Cottage Maid and Merry Christmas were promised, but failed to materialize. Merry Christmas came Friday afternoon and was shown to as many of the growers as could be reached. This variety seems to have a hard time of it around Lancaster, but is being tested out along the lines of Elmer Weaver's paper, and there have been quite a few orders placed for it because it shows up so well under difficulties. Doris has also been unfortunate in its visits to this vicinity, but in spite of this has created some sensation on account of its delicious carnation fragrance, a point lacking in so many of the recent introductions.

Preparations are under way to make the next meeting a sweet pea symposium. The date is February 15.

In the afternoon previous to the meeting, it being one of the few ideal days experienced in the past sixty or seventy, 15 members of the club left on the 2 o'clock car for Strasburg. The first stop was at Amos Rohrer's, who grows a few plants on the side benches for the benefit of the Strasburg public and finds ready sale for them as they are always good stock—primulas, cyclamens, and later on, some bedding plants. One old specimen plant of sedum, in full bloom since Thanksgiving, was really quite a treat to the rest of us. His carnations, mostly standard varieties, were uniformly good. He is trying out Miss Theo, and while the plants look good and healthy, it is not fully satisfactory as a commercial variety, some of them coming off color. Alice Coombs is grown here as good as any place in the county, but does not measure up to the standard Mr. Rohrer has set for a good carnation. He has exhibition flowers, but not enough of them.

Chas. B. Herr was next on the list, and this place is always one of the show spots of the county and never disappointing. It is a carnation range, pure and simple, and the carnations, as a rule, are just a little better than the average; of course not every one meets Mr. Herr's requirements, and Dagmar, Alice and Alice Coombs are not being propagated for next year's stock. Pink Delight is being bought to take the place of Alice, and Dagmar and Alice Coombs are looking for a successor as yet unfound. Beacon, one of the successes here, is beginning to split a bit, but will be seen as good as the best in spite of this, for it is either at home in this soil or is better understood than with most growers. Matchless and Supreme are favorites here as they are throughout almost the entire county.

ALBERT M. HERR.

Morris County, N. J. Society.

The annual dinner of the above named society, celebrating its twenty-first year, was held at Piper's hotel, Morristown, N. J., on the evening of January 23, and was a most enjoyable affair, about 125 being present. Richard G. Hollman, of New York, president of the International Exposition Company, acted as toastmaster, and at his table were seated President Frank Breare of the society, Vice-President David Francis, Treasurer Wm. H. Duckham and Secretary Edward Reagan. Toastmaster Hollman was obliged to leave before the speaking ended to catch a train and for the remainder of the evening Arthur Herrington took his place.

Both toastmasters being greatly interested in the spring show in New York, had good words for it. Other speakers were: Dr. Evans, medical director of the state hospital at Morris Plains, N. J.; Mayor Ross, of Madison, N. J.; Mayor Badgley, of Chatham, N. J.; Arthur T. Boddington and Charles Weathered of New York. The latter, in his address, paid a graceful compliment to Charles H. Totty, who is a prominent member of the society, and suggested him as a suitable man for the next president of the Society of American Florists. In a very clever speech, Secretary Reagan, in behalf of the society, presented Wm. H. Duckham with a diamond scarf pin.

A. F. F.

Canadian Horticultural Association.

At a meeting of the gardeners and florists of Montreal, called to formulate plans for the entertainment of the delegates who will attend the meeting of the Canadian Horticultural Society, in August, the following committees were appointed:

Finance—C. A. Smith, chairman; E. J. Hayward and Wm. Cotter.

Entertainment—Jas. McKenna, chairman; A. J. Bowles, R. Burrows, Ed. Gernay and Professor Bunting.

Reception—Wm. A. Hall, chairman; E. J. Hayward, J. Walsh, J. Bennett, A. C. Wilshire, A. Ferguson, F. Smith, Wm. Wilshire, J. Eddy and J. Parre.

The social part of the programme is almost complete and will include a trip through the harbor, a visit to Saint Anne de Bellevue, Senneville and by special invitation, Macdonald College; also a trip through the famous rapids, a climb to the top of Mt. Royal, inspection of the Montreal nutmeg melon fields, auto drive through the city parks and other features still to be decided upon. The base ball game, which resulted in a tie at the last meeting, at Berlin, will have to be played to a finish, and there will be a challenge bowling match—Montreal vs. All Canada.

JULIUS LUCK, Sec'y.

Windsor, Ont.

Since Charles R. Tuson, well-known local florist, was elected mayor, the demand for cut flowers of every variety suitable for club banquets and city hall council chamber meeting decorations has been on the increase. Plants have also increased in popularity. The mayor is popular and is much in demand at both public and private gatherings, and flowers are naturally a feature.

Miss Lucretia L. Bamford is receiving choice cut blooms of pink and white hyacinths, also fancy sweet peas, all of which are in good demand at the Windsor Flower Shop. Good Michigan violets and lily of the valley are also attractively displayed.

Daily shipments of cut flowers are received here from Brampton, Grimsby, Port Dover and Tilsonburg. The carnations and lily of the valley from Port Dover are excellent. J. E. K.

Petrola, Ont.

Much interest was taken in the recent corn show held here, and large crowds viewed the well-arranged exhibits. President Graham reported that the directors of the corn fair were highly pleased with the progressive results. Several prominent horticulturists from Michigan interested in the Lamberton rural school conference were in attendance. There were many interesting talks on garden cultivation pertaining to children's gardens.

J. E. K.

OBITUARY.

Joseph Browne.

Joseph Browne, proprietor of the Lischey Nursery and Greenhouses, Nashville, Tenn., died January 25, after a long illness with bronchitis and asthma. He was about 50 years of age and had been connected with the business since it was established by the late Louis Lischey, in 1867, a typical English gardener who came to this country several years previous and located in Nashville at a time when there was a great demand for shrubs and decorative plants. The business thrived and he began the cultivation of roses which were then popular and rare. Mr. Lischey died about 25 years ago, willing his entire estate and greenhouses to Joseph Browne, who has since conducted them and developed them to goodly proportions. He was well thought of and had a large patronage, being especially sought after as a landscape gardener. Of late years he made a specialty of furnishing palms and pot plants for hotel decorations. He is survived by a widow.

William W. Essig.

William W. Essig, of Detroit, Mich., one of the best known nurserymen in the country, died January 23, at Stuart, Fla. His wife and son, Robert W., were with him and are bringing the remains home for interment.

Mr. Essig was 62 years of age, born in Ohio, but for 40 years had lived in Detroit. He was president of the Pontiac Nursery Company and active in its affairs until his health failed.

The rod and gun were Mr. Essig's implements of pleasure and he belonged to the North Channel and the Monoskong hunting and fishing clubs of Detroit. He has shot game birds and caught fish in all parts of the country. Mr. Essig was a member of the Elks.

ORLANDO, FLA.—F. W. Fletcher & Co., well known growers of Auburndale, Mass., have established a range here.

KENTFIELD, CALIF.—The state corporation commission has granted the Richard Diener Co. permission to sell 100 shares of capital stock at par, $10 per share.

HAMILTON, ONT.—Major John Connon, of the Connon Company, Ltd., now in service in the English army, has been returned from his camp at Bramshott, Eng., on sick list.

PETERBORO, ONT.—The Peterboro Floral Co., Jordan Bros. and A. Blade & Son report a highly satisfactory Christmas trade, stock in all lines selling better than in former years.

GENEVA, N. Y.—W. C. Stone, formerly assistant horticulturist at the Vermont experiment station at Burlington, has been appointed to a similar position at the experiment station here.

BUFFALO, N. Y.—La Tour's Flower Shop, 1913 Niagara street, conducted by Mrs. W. N. La Tour and her daughter, Miss Z. La Tour, will celebrate its fifteenth business anniversary in the near future.

NEWARK, N. J.—The Essex County Florists' Club, at its annual meeting, January 25, elected the following officers for 1917: John Pfeuffer, president; Jas. J. McLaughlin, vice-president; Edward Jacobi, Irvington, N. J., secretary, and Edward Persson, treasurer.

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LEAD has advanced to eight cents per pound, carrying tin foil up half a cent.

THE New York Sun has offered a very handsome sterling silver trophy for the exhibit most helpful to amateur gardeners at the New York spring show, March 15-22.

Personal.

Philip Breitmeyer of Detroit, Mich., is in Cuba on a brief vacation.

Gardeners' and Florists' Annual.

We are in receipt of the Gardeners' and Florists' Annual for 1917, containing, as usual, a great variety of useful information.

Ladies' Society of American Florists.

The address of the secretary of the Ladies' Society of American Florists has been changed from Pittsburgh, Pa., and is now Point Chautauqua, N. Y.

MRS. C. H. MAYNARD, Sec'y.

Sweet Pea Annual.

The sweet pea annual of the National Sweet Pea Society of England for 1917 is at hand. This volume contains excellent portraits of the late W. Atlee Burpee and the late N. N. Sherwood. The contents include "Color Classification of Sweet Peas", "Early Flowering Sweet Peas", "Winter Flowering Spencers", "The Quest for the Yellow Sweet Pea" and "The Decorative Value of Sweet Peas".

American Dahlia Society.

The annual exhibition of the American Dahlia Society will be held in the Engineering Society building, 25-33 West Thirty-ninth street, New York, September 26-28, in conjunction with the American Institute of New York. The complete joint schedule will be mailed to members in the near future. The control of the exhibition will be in charge of Wm. A. Eagelson, secretary of the American Institute, 322-324 West Twenty-third street, New York.

Chrysanthemum Society of America.

The preliminary list of special prizes to be awarded at the annual exhibition, Cleveland, November 6-11, 1917, includes the following:

Class A—C. S. A. silver cup for the best seedling chrysanthemum not disseminated, six blooms, one variety, on long stems.

Class B—C. S. A. silver cup for the best six vases of pompon chrysanthemums, six varieties, 12 sprays to a vase, not less than 18 inches long.

Class C—President's cup for the best 10 blooms, one variety of chrysanthemums on long stems: Silver cup, value $25, offered by William W. Vert, President C. S. A.

Class D—Philip J. Foley prize for the best 10 blooms chrysanthemums, variety Josephine Foley, on long stems: $20 offered by The Foley Greenhouse Manufacturing Co., Chicago.

Class E—Elmer D. Smith prize for the 12 best blooms chrysanthemum Miss Anola Wright, on long stems, (open to private gardners only): First, $10; Second, $5.00. Offered by Elmer D. Smith & Co., Adrian, Mich.

Class F—Michell's Seed House, 518 Market street, Philadelphia, Pa., offers one silver medal for the best 12 blooms, 12 varieties, of chrysanthemums on short stems. One bronze medal for second best.

Class G—Chas. H. Totty prize for the best 12 novelty Japanese anemone chrysanthemums of the Tuxedo collection in six varieties: Silver cup, value $50, (or check for this amount if the winner so desires). Offered by Chas. H. Totty, Madison, N. J.

Class H—Lord & Burnham Co.'s prize for the best three varieties of chrysanthemums, six blooms of each on long stems: Gold watch or gold medal, or $20 in cash. Open to private gardeners only. Offered by Lord & Burnham Co., New York.

Class I—Henry A. Dreer prize for the best 10 blooms, one variety, of chrysanthemums, certificated by C. S. A., season of 1916; $10 offered by Henry A. Dreer, Inc., Philadelphia, Pa.

Class J—Hitchings cup for the best six vases of single chrysanthemums, six varieties, 12 sprays to a vase, not less than 18 inches long: Silver cup, offered by Hitchings & Co., Elizabeth, N. J.

Class K—E. G. Hill prize for the best 12 blooms of the new chrysanthemum, Richmond, on long stems: $10 offered by E. G. Hill Co., Richmond, Ind.

Class L—E. G. Hill prize for the best 12 blooms of the new chrysanthemum, Whittier, on long stems: $10 offered by E. G. Hill Co., Richmond, Ind.

Class M—Vaughan's Seed Store, Chicago and New York, offers $25 to be divided as follows: $12.50 for the best six plants in not less than five-inch pots of pompon chrysanthemums, different colors, not less than three varieties, small flowered type, such as Baby, Baby Margaret, Golden West, Little Gem and Hilda Canning, open to all; $12.50 for the best six plants in not less than 5-inch pots of pompon chrysanthemums, different colors, not less than three varieties, size of flowers, one inch and not over two inches in diameter, open to all.

Class N—Stumpp & Walter Co. prize for the best 10 blooms chrysanthemums, introductions of 1917, not less than five varieties on long stems: Silver cup, offered by Stumpp & Walter Co., New York.

Class O—J. W. Corrigan prize for the best 24 blooms, 24 distinct varieties, of chrysanthemums, to be shown on short stems, open to private gardeners only; silver cup, value $50. Offered by J. W. Corrigan, Cleveland, Ohio.

Class P—H. E. Converse prize for the best 10 blooms chrysanthemums, variety Harry E. Converse, on long stems; silver cup, value $25. Offered by H. E. Converse, The Moorings, Marion, Mass.

Class Q—A. N. Pierson, Inc., prize for the best six blooms of chrysanthemums, variety Barbara Davis, on long stems, $10. Offered by A. N. Pierson, Inc., Cromwell, Conn.

Class R—A. N. Pierson, Inc., prize for the best 10 blooms, 10 distinct varieties of chrysanthemums, on long stems, in one vase; $10. Offered by A. N. Pierson, Inc., Cromwell, Conn.

Class S—The National Association of Gardeners prize for the best six blooms, six varieties, of chrysanthemums, on long stems; silver cup. Open to members of the N. A. of G. only. Offered by the National Association of Gardeners.

CHAS. W. JOHNSON, Sec'y.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list, and to correct any dates that may have been altered since the last advices.]

March 15-17, 1917, St. Louis, Mo.—Spring Flower Show. W. W. Ohlweiler, executive secretary, Missouri Botanical Garden, St. Louis.

March 15-22, New York.—Spring show under the auspices of the Horticultural Society of New York and the New York Florists' Club, at Grand Central Palace. John Young, secretary, 53 West 28th street, New York.

March 20-23, Philadelphia, Pa.—Exhibition of the American Rose Society, Horticulural Hall, Benjamin Hammond, secretary, Beacon, N. Y.

August 21-24, New York.—Annual exhibition of the American Gladiolus Society, Museum building, New York Botanical Garden, Bronx park. Henry Youell, secretary, 538 Cedar street, Syracuse, N. Y.

Important to Subscribers.

The date on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscriptions promptly on expiration to make certain of receiving your copy of each issue.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—A 1 salesman, designer and all around storeman. Chicago prefered. Address Key 740 care American Florist.

Situation Wanted—Young man wants position on private or commercial place; able to take care of boiler. Nationality, Dane. Address Key 743 care American Florist.

Situation Wanted—By A1 saleslady, designer and bookkeeper: Chicago only considered; can furnish best of references; able to take charge. Address Key 737 care American Florist

Situation Wanted—By mushroom grower gardener and general mechanic. Married no children, good references. Address H G WILLIS, P. O. Delawanna, N. J

Situation Wanted—German, 35, single. First-class grower of cyclamen, poinsettias, ferns and general stock, wants position immediately. Middle west preferred Key 746, care American Florist.

Situation Wanted—By first-class gardener private estate age 33 years, married, understands fancy and landscape gardening, greenhouses, hot frames, flowers and vegetables, trees and shrubs. Steady job only; best references. JOHN BERECZKY, 102 Lake Ave., Rochester, N. Y.

Situation Wanted—Foreman at present of 30,000 square feet of glass growing roses, carnations and general line of pot stock, desires change. Would like to take full charge of smaller place. Good designer, married, excellent reference. EARLE FORTNEY, 17 N. Fremont St., Coldwater, Mich.

Situation Wanted—By a practical man 42 years of age, with 20 years' of experience in the florist business. An all around grower, salesman and designer: American born. Married and have one child 7 years old. Can furnish best of references. Please state wages in first letter. Address Box 473, Salina, Kan.

Situation Wanted—By Scandinavian, single, with over 20 years' experience in Scandinavia, England, Germany and America. Several years in charge of greenhouses and outside. Cut flowers, forcing and propagating a specialty. Well up in care of parks. References are good. Address Key 717, care American Florist.

Help Wanted—Propagator for shrubs and conifers. State experience and wages in answering. Key 747, care American Florist.

Help Wanted—Girl for retail florist. Must have at least one year's experience. Call at once. UNIVERSITY FLORAL CO., 6302 University Ave. Chicago, Ill.

Help Wanted—Good all around greenhouse man to invest not less than $1,500 and take full charge of greenhouse business; is paying better than 40% on investment and growing very fast. Salary to start $75 per month and house rent free. For further particulars address LAMAR GREENHOUSE CO., Lamar, Colo.

For Sale—The Ferry Flower Shop, 175 East Jefferson avenue, Detroit, Mich. A good business location Price $610. Address J. A. BLEECKER, 175 E. Jefferson av., Detroit.

For Sale—Old established flower store doing an excellent business. Centrally located in Brooklyn, N. Y. To close an estate, executors will sell to responsible party at reasonble terms. Address A. F. F., care American Florist. 42 West 28th St., New York.

For Sale—First class floral establishment in a Missouri town of 12,000. 25,000 feet modern glass; six acres land; good buildings and improvements. Retail and wholesale Business is growing; owner going to retire. This place is a bargain. For particulars address Key 741, care American Florist

For Sale—Two greenhouses, 21x90 and 14½x90 feet. Lord & Burnham hot water boiler. Five room dwelling, modern improvements bath fine water supply; two acres of good land; in Washington, D. C., on suburban car line. Inquire C. LUCKEY, 2041 5th Ave. New York City, or J. M. GANLEY, Riverdale, Maryland.

For Sale Cheap—Second hand sash bars in 11 and 17 ft lengths ventilators 3x5½ also quantity of A. glass, 16 x 24, 16 x 14 and 10 x 12. Bargain. Write or call. JOHN PROCHASKA Niles Center, Illinois.

For Sale—Greenhouse property or part interest in same. Two greenhouses, each 22 x 200 feet in good condition; planted mostly to carnations, sweet peas and geraniums. 4 to 5 acres of land, good location. Address ALLEN & BLANCHARD, 185 Exchange St., Tel., 107 W. Leominster, Mass.

For Sale or Rent—An old established greenhouse plant; 18,000 feet of glass; good location in thriving West rn Pennsylvania town, on street car line; good seven-room house, with conveniences: barn, etc. Address M. A. HOLT, 718 W. Penn St., Butler, Pa.

For Rent—Greenhouses, about 10,000 feet of glass; two houses, 100 x 27 feet, connected with cottage: will sell stock, good condition consisting of carnations, lilies, peas, bedding plants and coal; one acre of ground; good home trade and excellent location; twelve miles from loop and good transportation; must rent on account of death. MRS. H SEGER, 1517 W. 102nd Place, Washington Heights, Chicago, Ill.

For Rent—Good paying retail store on the north side in Chicago to reliable party on very reasonable terms. $500 down, balance on time. Owner has range of greenhouses and wants to devote his entire time to them. This is a splendid opportunity for some deserving young fellow to go into business for himself. Store has been long established and business is showing a fine profit. For further particulars address. Key 743, care American Florist.

Wanted to Buy—Anywhere in good town, greenhouses, land and dwelling. State size, cash down, terms for balance etc. Box 252, Kinston, North Carolina.

Partner Wanted—I want a married man about forty years of age, to associate himself with me and take charge of a general greenhouse business in South-eastern Arizona. Must have about $5000.00 to invest in the business against my $5000.00 and with services to own a one-half interest. Large fields, high prices, no competition and an excellent climate References exchanged. J. R HUBBARD, Dragoon Arizona.

HELP WANTED
ROSE GROWER

Good steady and efficient man for large commercial place near Chicago. Good wages to the right party. State full particulars in first letter.

Key 745, care American Florist.

HELP WANTED

Good all around men. Must be A No. 1 grower of potted plants and quick at potting up. Steady position and good wages to those proving ability. Address

RANDOLPH & McCLEMENTS,
5936 Penn Ave., PITTSBURGH, PA.

WANTED
Knocked-down Greenhouses

100 feet in length, even span, any width. Cheap for cash; F. O. B. shipping point; of standard make, glass, piping, ventilating machinery, etc. Must be in good shape. Give particulars in first letter. Address

Key 744, care American Florist.

SITUATION WANTED
A1 STOREMAN

Can furnish best of references. Now employed but desirous of making a change. Would prefer position in Chicago For further particulars, address

Key 748, care American Florist.

For Sale

Greenhouse in a city of 5400 population. A great chance for a live florist.

Wm. Ballard,

Perry, - - Iowa

FOR SALE OR LEASE

Eight lots of 24,000 sq. ft. of ground space, free from any building, corner of Franklin and Sacramento Boulevards, Chicago. Owner considers this an ideal spot for retail florist and will make very reasonable terms to reliable party. For further particulars, address

Key 742, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $2.85; per 1000 $4.50. Samples on request. Electro of leaf, postpaid, $1.25. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

NEW EDITION—Issued August, 1916.

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price $3.00, Postpaid.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO.

The Florists' Supply House of America

VALENTINE NOVELTIES

Valentine Kiddies

in colors, with cloth trousers and dresses; pan in back to hold flowers, as per illustration.
The Greatest Valentine Novelty of the year.
$3.00 per doz.; $22.00 per 100.

Red and **Gold Hearts,** golden arrows, hanging heart shaped.
Birch Bark Baskets, with gilt arrow.
Red Heart Corsage Pins, Butterflies.
Valentine Baskets, decorated with hearts and arrows.
George Washington Baskets, with hatchet and cherry branch.

Florists' Supplies in Endless Variety

Send for our new folder; it is full of just the things you need. Always quick and efficient service.

H. BAYERSDORFER & CO.

1129 Arch St., PHILADELPHIA, PA.

Fort Wayne, Ind.

DEMAND IS VERY ACTIVE.

Business during the past two weeks has been excellent, but the supply has been short, owing to zero weather and cloudy days. Many retailers are experiencing difficulty in getting enough stock for their requirements. The call for funeral work has been very heavy. Roses have been in brisk demand with Russell, Shawyer, Ward, Sunburst, Ophelia and Richmond in the lead. Carnations are also scarce and high in price. Some very good sweet peas are to be seen. Pot plants are selling well.

NOTES.

W. J. & M. S. Vesey had the decorations for the annual banquet of the salesmen of the Bowser Oil Tank Co. at the Anthony hotel at which 500 persons were served. They also decorated the tables at the Bowser Club and the Palace theater.

The regular meeting of the florists' club will be held at the greenhouses of F. J. Knecht & Co., February 6. Several matters of importance, including the constitution, will be discussed and all members are urged to be present.

The Flick Floral Co. is showing some handsome rhododendrons and azaleas. Decorations and funeral work have kept the force here very busy. Miss Marguerite Flick will leave shortly on a business trip to Detroit, Mich.

Edgar Wenninghoff had an unusually attractive window of spring flowers recently. He has been very busy with funeral work.

A. J. Lanternier has been having a heavy sale on blooming plants, including daffodils, hyacinths and azaleas.

The Doswell Floral Co. is cutting excellent Ophelia and Shawyer roses and single violets. H. K.

For a Complete List of the NEWEST and BEST

ROSES, CARNATIONS CHRYSANTHEMUMS

and Other Stock,

Send for a copy of our LATEST PLANT BULLETIN.

P M QUALITY

S. S. PENNOCK-MEEHAN COMPANY,

"THE" WHOLESALE FLORISTS,

1608 to 1620 Ludlow St., PHILADELPHIA, PA.

Nassau County Horticultural Society.

The eleventh annual dinner of the above society was held in the Oriental hotel, Glen Cove, N. Y., Jan. 23. There was an attendance of nearly 100 members and friends who sat down to a sumptious repast, which reflected great credit on the dinner committee, and for the time being made us all forget the high cost of living. The tables were all splendidly decorated with well grown cut flowers and pot plants. After we had taken good care of the inner man and nearly 100 per cent present were enjoying their Bobbie Burns, President James McCarthy, with a few well chosen words, presented James McDonald with a small present, as a token of appreciation for his excellent administration as our president during the past year. Wm. J. Stewart, of Boston, Mass., was then introduced as toastmaster for the evening. Toasts were responded to as follows: Nassau County Horticultural Society, John F. Johnson; New York Florists' Club, A. Guttman; Seed Trade, Wm. Sperling; Nursery Trade, W. E. Maynard; Medical Profession, Dr. Connaly; Glen Cove Village, Rev. J. W. Gammack; Our Country, County Supervisor J. H. Cocks. A telegram was read from M. C. Ebel, Madison, N. J., and best wishes were also received from the Massachusetts Horticultural Society and the Horticultural Society of Boston. Practically all the important nursery and seed houses in the country were represented by members of the firms or their travelers. Among those who added to the pleasure of the occasion by their singing were: Furguerson T. Twigg, Andy Wilson, Robt. Jones, W. J. Colline and R. T. French. A rising vote of thanks and the singing of "He's a Jolly Good Fellow" was tendered our excellent and entertaining toastmaster. We then concluded, unanimously, the most successful annual dinner in the society's history by crossing hands and singing, "Shoud Auld Acquaintance Be Forgot."

HARRY GOODBAND, Cor. Sec'y.

Mrs. Sarah Yeats

THE NEW QUEEN OF RED ROSES

The color is a new and brilliant red. The petals are large (see illustration) and soft and velvety in texture.

Leaves are large, well shaped and rich green in color.

Its shipping and keeping qualities are remarkable—A dozen specimen roses were brought by train from Champaign to Chicago, taken to several places, inspected and finally left lying on a desk in our office. Though in bloom when finally put in water and placed in our refrigerator, we found them closed to buds in the morning.

"Mrs. Sarah Yeats" is not an experimental rose, but one that has been successfully produced under ordinary greenhouse conditions.

This photographic reproduction shows the actual size of the bloom on the **"MRS. SARAH YEATS"** rose.

Stems run from 18 to 42 inches long without pinching.

Thrifty plants in 2¼-in. pots. Orders now being filled in the order of their receipt.

PRICES

Per dozen, . .	**$ 4.00**
Per 100, . . .	**30.00**
Per 1000, . .	**250.00**

Send Your Order Now.

ORDERS FILLED IN ROTATION.

Thenanthos

A Magnificent Carnation.

Awarded certificate of merit at Cleveland Flower Show, November 9, 10, 11, 1916.

Awarded certificate of merit at Bloomington Show of Illinois State Florists' Association, November 9, 10, 1916.

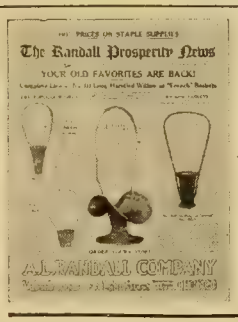
Also won the Silver Sweepstakes Cup and First Prize Medal and Ribbons awarded by the Horticultural Society of Chicago.

A Productive Carnation.

Color: Brilliant scarlet of uniform shade. Parentage: Enchantress x Red Seedling. This red seedling was a cross of Nelson x Lawson. Growth: Habit of Scott, but stronger stem. Prolific Bloomer, averaging 30 flowers per plant. Production: Average 90 per cent.

Price and Delivery.

THENANTHOS—Cold grown cuttings, ready for immediate delivery. Price, f. o. b. Chicago: Per 100, $12; per 1,000, $100; 250 cuttings at the thousand rate. All shipments made in the order received, so send in your requiremens early.



PROSPERITY NEWS

Showing Valentine novelties and quoting the latest prices on staple supplies. A buying guide for this season and a convenient reference for the merchant florist.

Send for Your Copy today

Valentine Heart Stamps.

The poster of the Chicago Florist Club—advertising St. Valentine's Day.

Order yours from us today and increase your Valentine business.

	Standard Prices.	Net.
100	stamps for	$0.75
500	" "	3.00
1000	" "	5.00
2000	" "	9.00
5000	" "	20.00

Size of stamp 2"x2".

Window posters, same design, size 7¼x7¾, Per doz., 50c.

A. L. RANDALL CO., WABASH AVE. AT LAKE ST. CHICAGO

CANNAS

Just received a carload in fine shape, two to three eye, plump dormant roots, true to name

KING HUMBERT

Most popular Canna of all, fine Bronze leaf, Orange-scarlet flower, per 100, $4.00; 250 for $9.00; per 1000, $35.00.

Red Flowering, Green Foliage

	Doz.	100	1000
Alphonse Bouvier, 5 ft. dark crimson...	$0.35	$2.25	$20.00
Chas. Henderson, 4 ft., bright crimson.	.30	2.00	18.00
Duke of Marlborough, 4½ ft.,d'k "	.30	1.90	17.00
Express, 2½ ft., scarlet-crimson.....	.50	3.25	30.00
J. D. Eisele, 5 ft.. vermilion-scarlet.....	.30	1.90	17.00
Louisiana, 7 ft., bright scarlet.....	.30	2.00	18.00
Pennsylvania, 5 ft., vermilion-scarlet....	.30	1.90	17.00
Prince Wied, 4 ft., deep crimson.....	.35	2.25	20.00

Pink-Flowering Sorts

Hungaria, 3½ ft., large flowers, beautiful rose-pink.	.60	4.00	35.00
Mme. Berat, 4½ ft., rose-carmine.....	.35	2.25	20.00

White-Flowering Sorts

	Doz.	100	1000
Mont Blanc, 3½ ft., almost pure white..	$0.50	$3.50	$32.00

Yellow and Orange Sorts

Austria, 5 ft., canary yellow	.30	1.90	17.00
Florence Vaughan, 5 ft., yellow, spotted crimson	.35	2.25	20.00
Gladiator, 4½ ft., deep yellow, dotted red	.30	1.90	17.00
Indiana, 3½ ft., orange, striped red.....	.30	1.90	17.00
Kate Gray, 5 ft., orange-salmon.....	.35	2.25	20.00
Richard Wallace, 4½ ft., canary yellow..	.30	2.00	18.00

Bronze Leaf Sorts

David Harum, 3½ ft., dark bronze foliage	.40	2.50	22.00
Egandale, 4 ft., currant red..... ..	.35	2.25	20.00
King Humbert, 5 ft., orange-scarlet.....	.70	4.00	35.00
Wyoming, 7 ft., orange.....	.30	2.00	18.00

A. HENDERSON & CO., 211 N. State St., CHICAGO

Montreal.

STOCK POOR BUT DEMAND STEADY.

Trade during the past week has shown signs of weakening. cut flowers, however, continue in good demand, but the quality is not up to the standard for this time of the year, due largely to cloudy weather with snow almost every day. The snowfall this winter has made a record so far and the continued zero temperature makes shipments difficult. The express companies have had their hands full in adjusting complaints. It has been the writer's experience that most of this trouble is occasioned by the packages being left on the station platforms after being taken out of the cars.

NOTES.

William C. Hall is in the midst of a campaign for a seat as alderman in Montreal West. We wish him all success.

C. A. Smith will sell his establishment at Lachine and retire from business.

There is an opening for an up-to-date pottery in or near this city.

Small ferns in 2-inch pots are very scarce in this vicinity. J. L.

Westchester and Fairfield Society.

The monthly meeting of the Westchester and Fairfield Horticultural Society was held in Hubbard's Hall, Greenwich, Conn., January 12. James Stuart, in a very able and instructive manner, installed the new office holders for 1917. Wm. Whitton, the newly elected president, then took charge of the meeting. There was a good attendance of the members and they were well repaid for coming out on such a cold night by seeing one of the finest displays of flowers and pot plants ever staged at any of our meetings. The judges made the following awards for the exhibits of the evening: Cultural certificate to Wm. Graham for two fine vases of Carnations Good Cheer and Pink Sensation. Wm. Whitton was awarded a cultural certificate for a beautiful vase of White Killarney roses; also a cultural certificate for six plants of Primula Malacoides. These plants were in 10-inch pots and were quite an exhibit in themselves. For a lovely vase of Calanthus Veitchii, Jas. Stuart was awarded a cultural certificate. This flower shows up splendidly, arranged with Buddleia Asiatica. John Forbes was also awarded a cultural certificate for a very fine vase of Laelia anceps. Robert Grunart was highly commended for five vases of sweet peas; also for a vase of Matchless carnations. John Harper was highly commended for a new seedling carnation; the judges would like to see the plants growing before passing further judgment on them. The thanks of the society were awarded to John Andrew for plant of Begonia Cincinnati, to Wm. Graham for three heads of cauliflower, to Robert Grunart for two vases of carnations and to P. W. Popp for vase of freesias.

After considerable discussion it was decided to hold a smoker instead of the annual concert and dance, so the executive committee were instructed to arrange for holding same after the business of the February meeting was finished. W. J. Sealey then read a very interesting paper on "How to Grow Bush and Standard Chysanthemums," which was enjoyed very much by the members present. He was accorded a hearty vote of thanks for his instructive paper. Three new members were elected and two applications were filed. The society meets on the second Friday of each month in Hubbard's hall, Greenwich, Conn.

A. G. CLARKSON, Cor. Sec'y.

Columbus, O.

GOOD TRADE AND ADEQUATE SUPPLY.

Spring flowers are beginning to come into quite strong competition with the staples of past weeks. Daffodils, freesias, tulips and pussy willows are having good sale in baskets. In pot plants, cyclamens and primroses have the call. On the whole trade is good, funeral work being a leading factor. There is no marked scarcity in anything, but some florists are able to clean up pretty well from day to day. Roses lead in volume of sales, with good local stocks from which to draw in most varieties. Cuttings of sweet peas are very prolific, and there are indications of the market soon becoming overstocked. Prices show a tendency to soften. Some windows are already exploiting St. Valentine's day. There has been a steady growth of business at this anniversary during recent years, and greater preparations, including a larger and more varied display of fancy boxes, have been made to meet it this season.

Within a few days a new floral shop will be opened at 120 East Broad street, by the Fifth Avenue Floral Company. F. M. Brownwell, late manager of the cut-flower department of the Livingston Seed Company, will be in charge. The company's old store, at 44 North High street, is to be continued until April 1, at which time its lease there expires, and the business will be consolidated at the new stand. The latter is slightly out of the retail district, but is near the three principal club houses and fronts on the leading residence thoroughfare. The new store is of good size, modernly equipped, and will present a very attractive appearance. J.

STOUGHTON, MICH.—E. K. Collins will open a seed store here and will also handle nursery stock.

BUCHBINDER

Makes Them Better--Builds Them to Order

INTERIOR VIEW OF THE GEO. WITTBOLD CO.'S BEAUTIFUL NEW STORE AT 745 BUCKINGHAM PLACE, CHICAGO.

Everyone who had the pleasure to inspect Wittbold's establishment has pronounced it the finest of its kind in the country. It is with pleasure that we call attention to the Buchbinder refrigerator in the background which is probably the most artistic of its kind in use today. Inspect it the next time you visit Wittbold's.

We have equipped more retail stores in the last two years than all the rest of the manufacturers and dealers together. **There's a good reason.**

WRITE FOR CATALOG.

BUCHBINDER BROS.

MANUFACTURERS

518 Milwaukee Avenue, CHICAGO, ILLINOIS.

THE BEECHWOOD HEIGHTS NURSERIES

Bound Brook, New Jersey

(THOMAS YOUNG, Jr., Prop., - NEW YORK)

Have Opened a Salesroom at

57 West 28th St., New York City

For the Sale of their Flowers

Gardenias--Orchids--Roses

On account of the **Superior Express Service from New York City, Out-of-Town Customers** are requested to send their orders there, instead of to the greenhouses.

Telephone 1021 Madison Square

Tarrytown Horticultural Society.

The eighteenth annual dinner of the Tarrytown Horticultural Society was held in the Florence Inn, Tarrytown, N. Y., January 16, and proved to be one of the most enjoyable events in the history of the society, and it must be added that the annual dinners of this society have always been among the delightful events of the winter. The large dining hall was never more resplendent in its decorations, which represented a flower garden.

After the dinner, well and generously served, President Bradley in an appropriate speech turned the gavel over to James T. Lawrie, for many years secretary of the society, who made a most excellent toastmaster. After a few well chosen remarks he introduced the former village president, Frank R. Pierson, who was warmly welcomed. The speaker praised the work of the society and its many excellent exhibitions, calling attention to the prosperity of the organization, which had now become a county institution. The second speaker was Judge Frank L. Young, who spoke of the large attendance at the dinner and felicitated the society on its growth and said that Tarrytown was to be congratulated in having such an organiaztion. He complimented Mr. Pierson, whose efforts have been of such great benefit to the community. Judge Young spoke of many matters of civic interest and his address was vigorously applauded. Following several solos by Edward E. Carman, which were most delightfully rendered, were other speakers, among them being the Rev. J. J. Henry, District Attorney; Lee P. Davis, Chas. H. Tibbits, county planning commissioner; Supervisor John T. Sinnott, Rev. Lucas Boeve and Wallace Odell.

Among those present were: Rev. J. J. Henry, Rev. Lucas Boeve, Rev. Charles A. Ashmead, James T. Lawrie, John J. Sinnott, Frank R. Pierson, Charles D. Millard, E. W. Neubrand, Andrew H. Brown, Joseph E. See, Wallace Odell, William Jamieson, Robert Dashwood, John R. Collins, E. E. Carman, John Elliott, George McIntosh, Charles Vanderbilt, John Featherstone, L. C. See, Theodore Trevillian, A. F. Wood, Harry Snape, Edward Cosgrove, Benton S. Russell, John Grant, J. Wyckoff Cole, W. F. McCord, Ernest Ballard, Carl C. Loh, Anson Dolen, Joseph O'Neil, Edward Nossitter, Wm. V. Morgan, Edward Hanyen, Emmett Taxter, Mr. Walle and Mr. O'Neil, of Tarrytown; Lee Parsons Davis, of Yonkers; Frank L. Young, E. H. Kipp, Philip Carsol and John Woodcock, of Ossining; Charles H. Tibbits, and John Bushong, of White Plains; James Currie, Joseph Mooney and Theodore Wilde, of Hastings; Henry Kastberg, Joseph Bradley, of Dobbs Ferry; George W. Strange, Orange, N. J.; J. Austin Shaw and A. F. Faulkner, of New York City; W. J. Sealey, of Port Chester; J. B. McArdle, of Greenwich; James Stuart, of Mamaroneck; William Scott, of Elmsford; H. H. Cannon, Norman Templeton, Charles R. Russell and William Buckley, of Irvington.

The regular meeting of the society was held in the Corporation building, January 17, President Bradley in the chair. This being "carnation night," a fine display of many varieties of recent introduction were featured. For three varieties, six blooms of each, first honors went to Caleb Weeks, T. Strutheway being second. The thanks of the society were tendered to other exhibitors. A fine seedling adiantum was shown by George McIntosh which received a certificate of merit. An interesting discussion on the cultivation of carnations followed the judging and many valuable points were brought out.

For the February meeting the exhibits will be flowering plants in pots not to exceed seven inches and 12 cut roses, two varieties, six of each, other than American Beauty.

E. S. Dodd, Irvington, and John W. Dowling, Tarrytown, were elected to membership. J. GRANT, Cor. Sec'y.

Missouri State Florists' Association.

President Knapp of the Missouri State Florists' Association announces the appointment of the following vice-presidents: H. Archias, Sedalia, two years; Frank A. Windler, St. Louis, two years; Wm. Rock, Kansas City, one year; Earl Reed, Louisiana, one year. These include a representative of the wholesale, retail, growing and nursery branches and President Knapp is to be congratulated on the selection of such able and progressive members on the executive board of the association.

W. S. WELLS, Sec'y.

New York Bowling.

The bowling team of the New York Florists' Club rolled the following scores at Thum's alleys, January 25:

John Miesem	193	168	151
Alex. Donaldson	159	193	161
Scott	165	147	142
Irwin	178	147	150
Kakuda	161	165	140
W. P. Ford	160	150	147
Fenrich	180	159	156
P. Jacobson	165	158	131
W. H. Siebrecht	151	147	140

A. F. F.

Seasonable Flower Seeds For Present Sowing

PANSY—Vaughan's International Mixture.

10 Per Cent Special Cash Discount.—On orders over $2.00 for Flower Seeds if the cash is enclosed. This discount does not apply to Asparagus Seed. Cash discount on this is 2 per cent.

Our Florist Catalog is now in the printer's hands and a copy will be mailed in a few days.

AGERATUM.

	Trade Pkt.	Oz.
Imperial Dwarf, Blue	$0.10	$0.40
Imperial Dwarf, White	.10	.40
Little Dorrit Dwarf, Blue	.10	
Little Blue Star	.25	
Princess Victoria Louise	.10	.40

ALYSSUM.

Maritimum, Sweet Alyssum	.05	.15
Vaughan's Little Gem, extra fine strain, lb., $6.00	.10	.60

ANTIRRHINUM.

Golden King, yellow	.10	.50
Queen Victoria, pure white	.10	.50
Venus, apple-blossom pink	.10	.60
Delicate Pink	.10	.60
Vaughan's Special Mixture	.10	.60

ASPARAGUS.

Plumosus Nanus. Northern Greenhouse Grown. Per 100 seeds, 50c; 250 seeds, $1.00; 1,000 seeds, $3.50; 5,000 seeds at $3.25 per thousand.

Hatcherii. 100 seeds, 60c; 1,000 seeds, $3.00.

Sprengeri. 100 seeds, 15c; 250 seeds, 25c; 1,000 seeds, 75c; 5,000 seeds, $3.50.

ASTERS.

Queen of the Market Aster. White, Pink, Light Blue, Dark Blue, Scarlet, Flesh. Each of the above, ¼ oz., 25c; trade pkt., 10c; oz., 80c.

Queen of the Market, best mixed, trade pkt., 10c; oz., 60c.

BEGONIA.

	Trade pkt.
Gracilis Luminosa, foliage lustrous reddish brown, flowers fiery dark scarlet, 1-32 oz., $1.75	$0.25
Prima Donna, large transparent rose flowers, 1-64 oz., $2.50	.25
Vernon, red-leaved and red-flowered, oz., $2.00	.10
Melaine, white with pink edge	.25
Berna, foliage dark, flowers bright carmine red	.25
Erfordia, rosy carmine, 1/32 oz., 75c	.25
Double Tuberous Rooted, best mixed	.25

BELLIS.

	Trade Pkt.	Oz.
Vaughan's Mammoth Mixture	$0.25	$2.00
Mammoth, White, ⅛ oz., 35c	.25	
Mammoth, Pink, ⅛ oz., 35c	.25	
Longfellow, dark pink	.15	1.80
Snowball, double white	.15	1.80
Monstrosa, new giant double white, ⅛ oz., $1.00	.25	
Monstrosa, new giant double pink, ⅛ oz., $1.00	.25	
Double Red	.25	
Double Rosy White Quilled	.35	

CANDYTUFT.

Giant Hyacinth-Flowered, Extra selected stock, lb., $5.00	.15	.50

CELOSIA.

Cristata (Coxcomb): Dwarf President Thiers	.25	2.00
Dwarf Empress, crimson	.25	2.40
Dwarf Fire King	.25	
Pride of Castle Gould	.25	
Childsii, Chinese Wool Flower	.25	
Centaurea Candidissima, 1,000 seeds	.50	2.00
Cobæa Scandens, Purple	.10	.40
Scandens Flore Alba, White	.10	.80
Coleus, Vaughan's Rainbow Mixture, 1/32 oz., 75c	.25	
Extra Choice, large leaved mixed, 1/16 oz., $1.00	.25	
Large-leaved, Copper-colored	.25	
Lacinated and fringed	.25	
Cyperus Alternifolius, Umbrella plant	.15	1.00
Dracaena Indivisa, lb., $3.50	.10	.30
Indivisa Latifolia	.10	.40
Australis	.10	.50
Grevillea Robusta	.10	.50
Heliotrope, Mammoth Flowered, mixed	.25	1.50
Centifleur, Rich Purple	.25	
Lantana Hybrida, mixed	.05	.30
Bruant's New Dwarf Hybrids, mixed	.10	.40

LOBELIA.

Crystal Palace Compacta, true, ⅛ oz., 25c	.15	1.25
Speciosa, dark flowers and foliage	.10	.70
Emperor William, ⅛ oz., 25c	.10	
Hamburgia, ⅛ oz., 40c	.25	
Hybrida Sapphire, best for hanging basket	.25	

MIGNONETTE.

	Trade Pkt.	Oz.
True Machet, Vaughan's Selected Stock, ½ oz., 40c	$0.10	$0.75
New York Market, ⅛ oz., $1.00	.50	7.00
Myosotis. Vaughan's Early and Late Flowering	.15	.80

PANSY.

Vaughan's International Mixture. The World's Best, oz., $10.00; ¼ oz., $2.50; ⅛ oz., $1.50; Trade Pkt., 50c.

Vaughan's Giant Mixture. Oz., $4.00; ¼ oz., $1.00; ⅛ oz., 60c; Trade Pkt., 25c.

Send for list of separate varieties.

PETUNIAS.

Single Large Flowering Sorts.

	Trade Pkt.
Large-Flowering, finest mixed, 1/16 oz., $1.80	$0.25
Fringed, mixed, extra choice, 1/16 oz., $1.80	.25
Giants of California, true, 1/16 oz., $2.00	.25
Ruffled Giants, mixed, 1/32 oz., $2.00	.50
Triumph of the Giants	.50
Balcony Queen. Rich velvety violet with white blotches	.50
Vaughan's Best Mixture of Large-Flowering Single Petunias. Trade Pkt. (1,000 seeds), 50c; 3 pkts. for $1.35	

Large Double-Flowered Sorts.

Double Large-Flowering, extra choice mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1/64 oz., $3.25.

Double Large-Flowering Fringed, best mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1/64 oz., $3.25.

Vaughan's Special Mixture Double, extra choice, 1,000 seeds, $1.25; 500 seeds, 65c; 1/64 oz., $3.50.

	Trade Pkt.	Oz.
Double Liliput, Rose, 1,000 seeds, 50c.		
Double Liliput, blotched and striped, 1,000 seeds, 50c.		
Pyrethrum, Parthenifolium Aureum, Golden Feather	.10	.30

SALVIA SPLENDENS.

Clara Bedman	.25	2.00
Drooping Spikes	.25	1.80
Fireball	.25	2.50
Maroon Prince, rich plum purple	.25	

STOCKS.

Double Large-Flowering, Dwarf, German 10 weeks. Canary Yellow, Crimson, Brilliant Rose, Blood Red, White, Flesh. Each of above, ⅛ oz., 35c	.25	
Extra choice mixed, ⅛ oz., 35c	.25	
Giant Perfection or Cut and Come Again, Sky Blue, Light Blue, Flesh, White, Dark Blue, Canary Yellow, Pink, Scarlet. Each of the above, ⅛ oz., 40c	.25	
Thunbergia, mixed	.10	.50
Torenia Fournieri Grandiflora	.15	

SWEET PEAS.

Write for special list.

VERBENA.

Defiance, brilliant scarlet	.10	.80
Mammoth, mixed	.10	.80
Mammoth, white, extra choice	.10	.80
Mammoth, purple shades	.10	.90
Mammoth, striped on red ground	.15	1.50
Mayflower, beautiful pink	.10	1.00

Vaughan's Best Mixture of Verbena. Trade pkt., 25c; ¼ oz., 50c; oz., $2.00; 2 oz., $3.50.

Vinca Rosea, mixed	.10	.60
Rosea pink	.15	.60
Rosea Fl. Alba, white with pink eye	.15	.60
Rosea Alba Pura, pure white	.15	.60

Vaughan's Seed Store, 43 Barclay Street, New York. 31-33 W. Randolph St. 803 W. Randolph St. **Chicago**

Mention the American Florist when writing

Rhode Island Horticultural Society.

At the annual meeting in the Providence public library, January 17, at which Prof. Harlan P. York of Brown University was re-elected president, it was announced that a permanent fund of $600 had been given by the women's auxiliary of the society and had been invested to encourage horticulture in youth. The fund will be known as the children's prize fund. E. A. Burlingame presided at the meeting and Miss Cora E. White was presented with a medal for winning the largest number of prizes awarded during the year. Ernest K. Thomas, of Rhode Island State College, gave a talk on the work of the boys' and girls' clubs.

Following the re-election of Professor York, the following officers were chosen for the ensuing year: M. M. Burdick, first vice-president; Prof. J. E. Hill, second vice-president; Ernest K. Thomas, secretary; Harold L. Madison, treasurer. The committees are as follows; Exhibition—Eugene Appleton, Joshua Vose, Arthur Sellew, C. G. Hartstra and J. A. Carpenter. Lecture—Prof. W. G. Vinal and W. B. Hall. Auditing—William Steele, E. A. Brook and J. F. Chase. Necrology—J. E. C. Farnham. R. P. Richardson was chosen botanist and A. E. Stone will serve as entomologist.

H. A. T.

BIG SUPPLY OF CATTLEYAS

FOR VALENTINE DAY

Sweet Peas, Cecile Brunner, Violets Roses, Carnations, Spring Flowers

FOLLOWING IS OUR CURRENT PRICE LIST:

AMERICAN BEAUTIES.	Per doz.
Specials	$8.00
36 to 40 inches	$6.00 to 7.50
30 inches	5.00
24 to 28 inches	3.00

RUSSELLS.	Per doz.
Extra Long	$5.00
Long	4.00
Medium	$2.50 to 3.00
Short	1.00 to 2.00

Milady, Richmonds, Brilliants, Sunbursts, Ophelia	Per 100
Long	$15.00 to 18.00
Medium	8.00 to 12.00
Short	5.00 to 6.00

Aaron Wards, White Killarney, Killarney	
Long	$12.00 to $15.00
Medium	8.00 to 10.00
Short	4.00 to 6.00

Extra long special roses we charge acordingly.

MINIATURE ROSES.	Per 100
George Elgar	$3.00
Cecile Brunner	3.00
Baby Doll	4.00
Fireflame	$4.00 to 6.00

ORCHIDS.	Per doz.
Cattleyas	$4.00 to $5.00
Cypripediums	2.00

CARNATIONS.	Per 100
Fancy	$4.00
Our selection	3.00
Splits	2.00

VALLEY.	Per 100
Fancy	$6.00
Firsts	5.00
Seconds	4.00

MISCELLANEOUS CUT FLOWERS.	P
Paper Whites	$ 3.00 to
Jonquils	
Freesia	
Tulips	
Romans	
Easter Lilies	12.00 to
Violets	
Sweet Peas	1.00 to
Snapdragon ...per doz..	1.00 to

GREEN GOODS.	
Smilax ...per doz.	
Plumosus	
Sprengeri	
Adiantum	
Adiantum Hybridium	
Farleyense	$10.00 to
Galax gr. and br.	
Galax gr. and br. ...per 1,000.	
Leucothoe	
Mexican Ivy	
Ferns	
Ferns ...per 1,000	
Boxwood, per bu. 25c ...case.	
Woodwardia Ferns	

L-14—4-in. in diameter; 5-in. deep and 19-in. high.

Valentine Baskets: L-14 as illustrate Per dozen, $3.5

ST. VALENTINE'S DAY POSTERETTES

Issued by the Chicago Florists' Club for the use of florists and others on the face or back of their letterheads, bills, statements, circulars or other matter they may send out through the mails, and on flower boxes. This posterette is very attractive and gummed ready for use. 2x2¼ inches, 75 cents per 100; $3.00 per 500; $5.00 per 1000.

Sphagnum Moss

Can supply you with all you need at **$1.25** per bale.

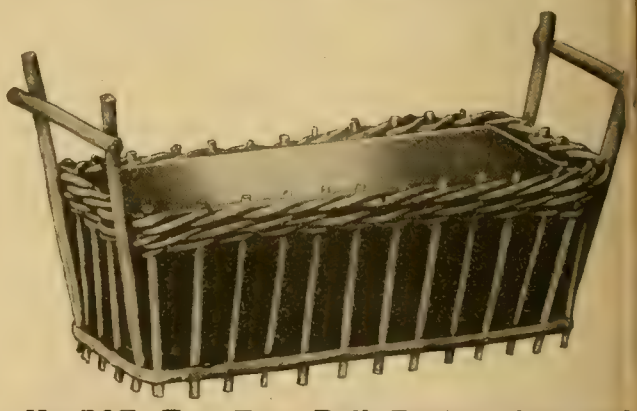
Greening Pins

10-lb. box for **$2.00.**

HUGHES'

Shamrock Box

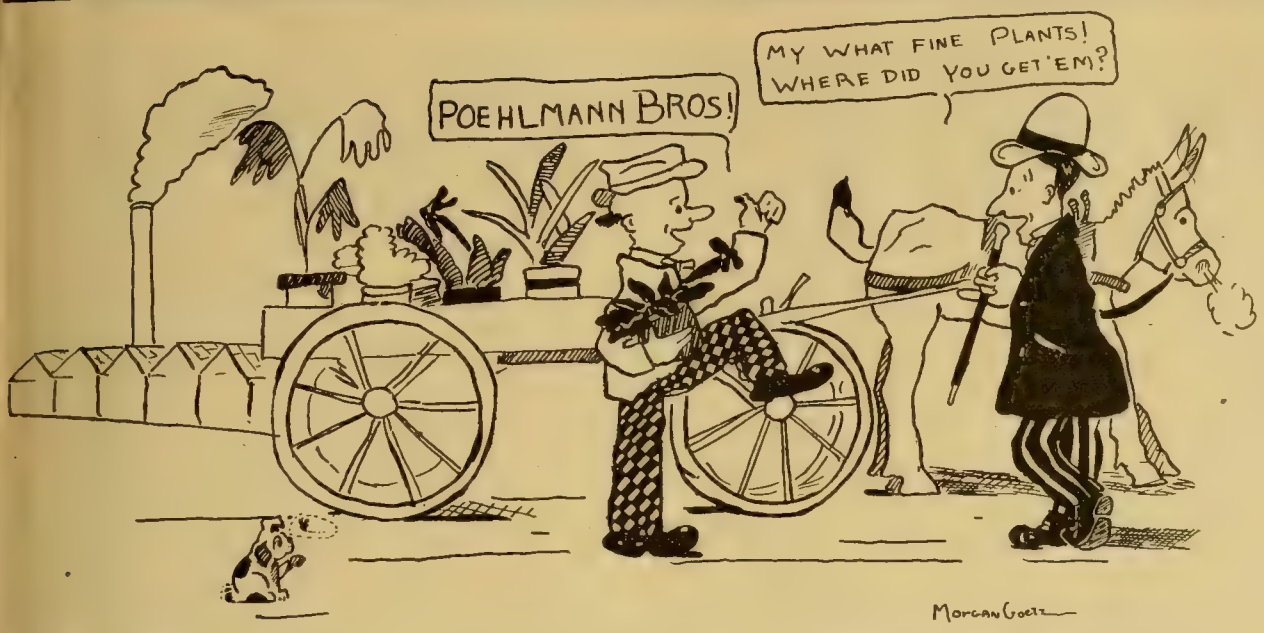
Complete, **$25** per 100.



No. 207—Two-Tone Bulb Basket, 60c eacl

POEHLMAN

72-74 E. Randolph St.,



OSE PLANTS—Grafted and Own Root

Poehlmann quality known favorably thoroughout the land
Grafted 2½-in. Russell per 1000, $150.00.
Lots of 5000 or more, $145.00 per 1000.

fted 2½-in. Ophelia, Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond, per 1000, $120.00. Lots of 5000 or more, $110 per 1000.

se prices are absolutely net cash. In effect Feb. 1, 1917. 3½-in. stock an additional $50.00 per 1000 will be charged

n Root, 2½-in. Killarney, White Killarney, Brilliant, phelia, Aaron Ward, Milady, Richmond, Cecile Brunner. Per 100, $7.00; per 1000, $65.00. Lots of 5000 or more $62.50 per 1000.

Our Chrysanthemum ad will appear in later issues.

rders will be booked in strict rotation and none but well established plants ready for a shift or ready to be benched will be shipped.

MISCELLANEOUS PLANTS

	Each
Pandanus Veitchii, 4-in. pots	$0.35
" " 5-in. pots	$0.60 to .75
" " 6-in. pots	1.00
" " 7-in. pots	1.25
" " 8-in. pots	2.00
Rubber Plants, 5-in. pots	$0.50 to .75
" " 7-in. pots	1.50 to 2.00
Crotons, 5-in. pots	.60 to .75
Asparagus Plumosus, 2½-in. pots, per 100	3.50
	Per 100
Asparagus Sprengeri, 3-in. pots	$ 6.00
" " 4-in. pots	10.00
Table Ferns, 2½-in. pots	3.50
" " 3-in. pots	8.00
" " 4-in. pots	15.00
Freesias, in pans	75c per pan.
Cyclamen	4-in., 35c; 5-in., 50c each.
Azalea	$1.00, $1.25 and $1.50 each.
Boston and Roosevelt Ferns, 5-inch	35c each.
Coleus, 2½-in.	$3.00 per 100.

Kentias Western Headquarters Kentias

gest and most complete stock offered in the West, in a healthy, strong and clean condition.

l previous prices quoted on Palms are hereby cancelled.

TIA FORSTERIANA SINGLE PLANTS.

	Leaves		Each
h pots	5-6	28 inches high	$ 1.25
h pots	6-7	32-34 inches high	1.50
h pots	6-7	34-36 inches high	2.00
h tubs	6-7	40-42 inches high	3.50
h tubs	6-7	42-46 inches high	4.00
h tubs	6-7	50 inches high	5.00
h tubs	6-7	52-56 ins. high hv	7.00
h tubs	6-7	60 inches high	8.00
h tubs	6-7	60-65 inches high	12.00
h tubs	6-7	8 feet high	40.00
h tubs	6-7	9-10 feet high	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves	ins. high	Per doz.
4 inch pots	5-6	16-18 45c each	$5.00
6 inch pots	5-6	24 each	1.25
6 inch pots	5-6	28 each	1.50
8 inch tubs	5-6	42 each	5.00

Specimen plants, 15 inch tubs, $75.00 each.

KENTIA FORSTERIANA MADE UP PLANTS.

	Plants		Each
6 inch pots	3	26-28 inches high	$2.00
7 inch tubs	3	30-32 inches high	2.50
8 inch tubs	3	38 inches high	4.00
8 inch tubs	4	48-50 inches high	5.00
9 inch tubs	4	52 inches high	6.00
10 inch tubs	4	54 inches high	8.00

	Plants		Each
12 inch tubs	4	60-64 inches high	$12.00
12 inch tubs	4	66 inches high	15.00
15 inch tubs	4	6-6½ ft. high, heavy	25.00
15 inch tubs	4	75-80 inches high	30.00

ARECA LUTESCENS.

	Plants		Each
6 inch pots	4	bushy, 24-26 ins. high	$1.25

ASPIDISTRAS.

5 inch pots, 10-12 leaves, green	$1.00
6 inch pots, 16-20 leaves, green	1.50
5 inch pots, 10-12 leaves, var	1.50

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots	$10.00 per 100

LIVISTONA ALTISSIMA.

2¼ inch pots	$10.00 per 100

A Nominal Charge is Made for Packing.

N BROS. CO.

ong Distance Phone, Randolph 35. **CHICAGO, ILL.**

Carnations-Roses

AMERICAN BEAUTIES

Our cut consists mostly of medium and shorter length stems, but very fine flowers.	Per doz.
Extra specials, extra long stems	$6.00 to $8.00
Stems 30 inches	4.00 to 5.00
Stems 18 to 24 inches	2.00 to 3.00
Stems 12 to 18 inches	1.00 to 1.50
Shorter lengths	75 to 1.00

RUSSELLS—The best in this market.	Per doz.
Specials, extra long	$3.00
Long	2.50
Good medium	$1.50 to 2.00
Good short	1 00 to 1.25

RED ROSES Rhea Reid and Richmond	Per 100
Long	$12.00
Good medium	$8.00 to 10.00
Good short	5.00 to 6.00

Ophelia, Shawyer and Sunburst	Per 100
Long	12.00
Good medium stems	8.00 to 10.00
Good short stems	5.00 to 6.00

Pink and White Killarney, Brilliant	Per 100
Long	$10.00 to $12.00
Good medium	8.00
Good short	5.00 to 6.00
OUR SELECTION. Assorted Roses one-half white, in lots of 200 or more, at the rate of	$4.00 per 100
Cecile Brunner, bunch of 25 buds	$0.75
Baby Doll, bunch of 25 buds	$0.50

CARNATIONS

All colors, per 100 ..... $3.00 to 4.00

BULB STOCK

TULIPS	Per 100,	$3.00 to $4.00
PAPER WHITES	Per 100,	3.00
JONQUILS	Per 100,	3.00 to 4.00
VALLEY	Per 100,	6.00

GREENS

ASPARAGUS and SPRENGERI	Per 100,	2.00 to 3.00
GALAX, Green or Bronze	Per 1000,	1.25
CHOICE COMMON FERNS	Per 1000,	3.00

All other seasonable stock at market prices.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

ROSES ARE A TRIFLE MORE PLENTIFUL.

Roses are a trifle more plentiful at this writing but are cleaning up completely every day at satisfactory prices. American Beauty roses continue to be in brisk demand and are bringing top notch figures. Mrs. Chas. Russell are arriving in large quantities but there are none too many to go around. Killarney Brilliant are reaching the market in exceptionally fine condition and the receipts of Ophelia appear to be much heavier. Roses in general seem to be reaching the market in large supply and while they are clearing well prices are not as high as they were last week. Carnations are plentiful enough to supply the demand but are not as numerous as they have been, consequently prices are better although they are not what they should be yet. Tulips, jonquils, daffodils and freesias are in large supply. The first Rainbow freesias of the season made their appearance this week and sold almost as quickly as they were offered for sale. Lily of the valley was unusually scarce last week when it was impossible to supply anywhere near the demand. Orchids are in good supply and there are plenty of gardenias to go around. Lilies and callas are selling quickly owing to the large amount of funeral work. Sweet peas are seen in large quantities everywhere but are having a good call and there is never any surplus to speak of. Snapdragon, mignonette, stocks, pansies, daisies, statice, bouvardia, iris, sweet alyssum, feverfew, gladioli, candytuft, and calendulas are included in the many offerings. Pussy willows are seen featured everywhere in the retail store windows and while they are offered at several of the wholesale houses in large supply they move readily at prices ranging from 25 to 50 cents per bunch. Green goods of all kinds are to be had in quantity. From present indications it appears as if stock will be in fair supply for St. Valentine's day but if the demand is anything near what it was last year everyone will find it to their advantage to place their orders well in advance.

NOTES.

The E. C. Amling Co. is now comfortably located in its new quarters at 169-175 North Wabash avenue, directly across the street from its old stand. Their new home presents a most inviting appearance in its new coat of white and green paint and everyone will admit that it is a great improvement over their old store, which was considered an ideal wholesale place. This house received its first shipment of Rainbow freesias of the season this week and reports a ready demand for same. John Michelsen made a trip to Richmond, Ind., January 31.

The wholesale florists held a meeting Tuesday afternoon, January 30, when practically all the local houses were represented and the question of charging for packing was the main topic of conversation. While nothing definite was accomplished all those present seemed to be in favor of making a uniform charge for packing, which, no doubt, will be agreed upon at the next meeting to be held Tuesday, February 6.

Erne & Klingel are handling a splendid supply of freesias, stevia and orchid flowering sweet peas as well as their usual large assortment of spring flowers.

Zech & Mann report that freesias are selling exceptionally well at good prices. Roses are more plentiful at this establishment this week.

My Friend Bill

Says:

it is great to watch our office force open the mail

But Then

he does not know how pleasant it is to read the letters from Our Growers and Customers informing us how much they appreciate the

100%

"Service"

our firm is giving them.

Van

PERCY JONES, Inc., Chicago, Ill.

HEAVY CROP
CARNATIONS

ALL THE BEST OLD AND NEWER VARIETIES IN RED, WHITE AND PINK.

You can always get what you want here and it is well to remember when ordering that we have positively the best stock in the Chicago market at the prices quoted.

Buy Direct From The Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

	Per doz.
AMERICAN BEAUTIES	
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

	Per 100
RICHMOND	
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

	Per 100
MILADY	
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

	Per 100
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia	
Specials	$12.00
Select	10.00
Medium	$6.00 to 8.00
Short	4.00 to 5.00

	Per 100
ROSES, OUR SELECTION	$5.00
Carnations, fancy	$3.00 to 4.00
Harrisii	$12.50 to 15.00
Valley	6.00
Violets	1.00 to 1.50
Stevia	1.50 to 2.00
Sweet Peas	1.50 to 2.00
Smilax per doz. strings	2.00 to 2.50
Adiantum	1.00 to 1.50
Asparagus, per bunch 50c to 75c	
Ferns, per 1000	$3.00
Boxwood per bunch, 25c	
Galax, bronze and green, per 1000, $1.25	
Leucothoe Sprays	75c to 1.00

2,000,000 Feet of Modern Glass

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

A. L. Vaughan & Co. are filling a large number of orders for orchids which they are handling in heavy supply regularly in addition to a most complete line of all other seasonable cut flowers. The employes at this establishment presented William Johnson and his wife with a beautiful wedding present in the shape of a magnificent floor lamp, which they prize most highly.

At the Chicago Flower Growers' Association's store Milady and Killarney Brilliant roses of excellent quality are the leaders this week and are in brisk demand. Manager Klingsporn reports that trade is very good and everything is cleaning up completely every day including carnations.

M. C. Gunterberg is handling a fine supply of violets and will have her usual large quantity to offer for St. Valentine's day.

Hans Jepsen, of Crown Point, Ind., visited friends here January 29.

C. W. Johnson's illness was not serious and he is now much better.

Chas. Wiffin, of Des Plaines, has sold his greenhouses.

CARNATIONS--$2.00 to $4.00 per 100

CURRENT PRICE LIST.

	Per dozen
BEAUTIES.	
Stems 12-inch to 48-inch	$1.50 to $6.00

	Per 100
RUSSELLS	
Short and medium	$8.00 to $15.00
ALL OTHER ROSES OBTAINABLE IN THE CHICAGO MARKET.	
	Per 100
Short, medium and select	$4.00 to $10.00
Roses—Our selection	4.00
Extra specials billed accordingly.	
CARNATIONS	Per 100
Fancy	$3.00 to 4.00
Good	2.00
MISCELLANEOUS.	Per 100
Violets	$ 0.75 to $ 1.00
Valley	6.00
Easter Lilies	12.50 to 15.00

TRY US NOW

	Per 100
MISCELLANEOUS—Cont.	
Calendulas	$2.00 to $4.00
Paper Whites	3.00
Snapdragons per bunch	.75 to 1.00
Mignonette	6.00
Callas per doz.	2.00
Sweet Peas	1.00 to 1.50
GREENS.	
Asp. plumosus sprays...bunch	$0.35 to $0.50
Sprengeri per bunch	.35 to .50
Adiantum per 100	1.00
Fancy Ferns per 1,000	2.50
Galax leaves per 1,000	1.25
Boxwood per lb.	.25
Mexican Ivy	1.00
Leucothoe Sprays	.75

SUPPLIES

Corsage Shields, Pins, Baskets, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads, Etc.

O. A. & L. A. Tonner

30 E. Randolph Street, Phone, Central 6284. **CHICAGO, ILL.**

FOR VALENTINE'S DAY

Wonderful Crop of Beauties, Roses and Carnations.

Current Price List-- Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per Doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00

RICHMOND.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short stems	4.00

MRS. CHAS. RUSSELL.	Per 100
Fancy stock	$10.00 to $20.00

PINK KILLARNEY, WHITE KILLARNEY, KILLARNEY BRILLIANT, SUNBURST, OPHELIA.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short Stems	4.00

MINIATURE ROSES.	Per 100
Baby Doll	$2.00
Elgar	2.00
ROSES, OUR SELECTION	4.00

CARNATIONS FOR VALENTINE'S DAY.	Per 100
Red	$4.00
Fancy White and Pink	3.50
Good	2.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	2.50
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.25

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

Mrs. Jacob Bauer, formerly Miss Bertha Duppeler—when she was the postmaster's secretary — observed her annual custom January 29 by distributing carnations among all officials and employes of the local postoffice. It was her part of the memorial observation honoring the martyred President, William McKinley.

Andrew Chronis, of the Alpha Floral Co., was a guest at the Hotel Morrison last week when fire broke out and drove all the patrons to the ground floor in a hurry. Fortunately, the blaze was extinguished before any great damage was done, otherwise the trade might have been minus one of its leading members.

Poehlmann Bros. Co. is having a big demand for baskets for St. Valentine's day and for sphagnum moss, which is being handled in quantity. T. E. Waters, manager of the supply department, escorted his old friend, W. H. Elliott, of Boston, through the wholesale market this week.

Percy Jones has filled a big batch of orders for rooted carnation cuttings which represent nearly every state in the union. Practically all of the orders were accompanied by cash, which speaks well for the confidence that the trade has in the advertisers of THE AMERICAN FLORIST.

The proprietors of the store known as The Chicago Florist, are well satisfied with business and have done better than they expected they would since they opened their new store at 35 East Adams street.

Bassett & Washburn are cutting more heavily in roses but the demand seems to keep pace with the supply, consequently, they are sold out completely every day before the store closes at night.

A. T. Pyfer & Co. had a heavy shipping day Monday, January 29, which kept the entire force on the jump getting out all the orders on time.

J. A. Budlong is showing a good supply of orchid flowering sweet peas in addition to a grand line of roses and carnations.

The Chicago Florists' Club will meet at the Hotel Morrison next Thursday evening, February 8 at 8 o'clock.

J. J. Marsh, with the Farmers' & Florists' Fertilizer Co., is back from a trip to eastern points.

Large Supply of Fine Stock

For Valentine's Day

Fancy Sweet Peas, Violets, Tulips, Jonquils, Daffodils, Daisies, Stevia, Romans, Freesias, Valley, Orchids, Mignonette and all other Seasonable Cu Flowers

ROSES

The Milady we are offering right now are the finest obtainable in the World's Largest Wholesale Cut Flower Market and will surely please your customers. Our Ophelia and Killarney Brilliant are also exceptionally fine not to mention all the other varieties of splendid quality. We are particularly long on the miniature roses, Baby Doll, Elgar, Cecile Brunner and Fireflame.

CARNATIONS

We lead the market in quantity and quality and in the number of different varieties because we handle the output of at least 75 expert growers.

PUSSY WILLOWS

Extra Fine 25c to 50c per bunch

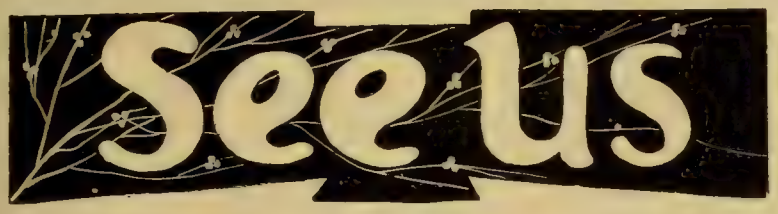
ORDER HERE-YOU CAN'T DO BETTER ELSEWHERE-OFTEN NOT NEARLY AS GOOD

The Chicago Flower Growers' Association

Wholesale Growers of Cut Flowers and Plants

182 N. Wabash Ave., CHICAGO

L. D. Phone, Randolph 631



For Everything That You Need in Cut Flowers and Greens. Our Stock is complete in Every Respect and Our Prices Are Reasonable.

LARGE QUANTITY OF EXTRA FINE CATTLEYAS AT $6.00 PER DOZ.

Our supply of Orchids is the largest and most complete in the Great Central Market.

CURRENT PRICE LIST—Subject to Change without notice.

AMERICAN BEAUTY	Per doz.
Extra long stems	$6.00
Stems 48 inches	5.00
Stems 30 to 36 inches	4.00
Stems 24 inches	3.00
Stems 18 to 20 inches	2.00
Stems 12 inches	1.50
Short Stems	100, $6.00

MRS CHAS. RUSSELL	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES		
Richmond,	special	$12.00
"	select	10.00
"	medium	8.00
"	short	$4.00 to 6.00
Milady,	special	$12.00
"	select	10.00
"	medium	8.00
"	short	$4.00 to 6.00
Killarney Brilliant,	special	$12.00
" "	select	10.00
" "	medium	8.00
" "	short	$4.00 to 6.00
Ophelia,	special	$12.00
"	select	10.00
"	medium	8.00
"	short	$4.00 to 6.00

ROSES—Continued.		Per 100
White Killarney,	special	$10.00
" "	select	8.00
" "	medium	6.00
" "	short	4.00
Killarney,	special	10.00
"	select	8.00
"	medium	6.00
"	short	4.00
Mrs. Ward,	special	12.00
" "	select	10.00
" "	medium	8.00
" "	short	$4.00 to 6.00
Sunburst,	special	12.00
"	select	10.00
"	medium	8.00
"	short	$5.00 to 6.00
Cecile Brunner		2.00
Elgar		2.00
Baby Doll		2.00
ROSES, OUR SELECTION		4.00

Extra special roses billed accordingly.

CARNATIONS.	
Red	$4.00
White or Pink	$2.00 to 3.00

ORCHIDS.	Per doz.
Cattleyas	$6.00

MISCELLANEOUS.	Per 100
Violets	$0.50 to $ 1.00
Valley	6.00
Easter Lilies	10.00 to 12.50
Stevia	2.00
Calendulas	3.00 to 4.00
Daisies	.75 to 1.50
Paper Whites	3.00
Snapdragons per bunch	.75
Mignonette	6.00
Callas per doz.	1.50 to 2.00
Sweet Peas	1.00 to 2.00
Jonquils	3.00 to 4.00
Tulips	3.00 to 4.00
Freesias	3.00 to 4.00

GREENS.	
Asp. plumosus per string	$0.50 to $0.75
Asp. plumosus sprays...bunch	.35 to .50
Sprengeri per bunch	.35 to .50
Adiantum per 100	.75 to 1.00
Smilax, choice per doz.	1.50 to 2.00
Fancy ferns per 1,000	2.50
Galax leaves per 1,000	1.25
Wild Smilax per case	5.00
Boxwood ..per lb., 25c; 50-lb. case..	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave, Chicago

Michael Freres and Joseph Wiltgen have leased space in the basement of the E. C. Amling Co.'s new wholesale store at 173 North Wabash avenue, and will open a new wholesale house in the very near future under the firm name of Wiltgen & Freres. Mr. Wiltgen is a son of Michael Wiltgen, well known carnation grower in Evanston, and Mr. Freres has been employed in the local wholesale market for a great many years, the last two of which were spent with Zech & Mann. They have a splendid location to start with and their many friends wish them every success in their new undertaking.

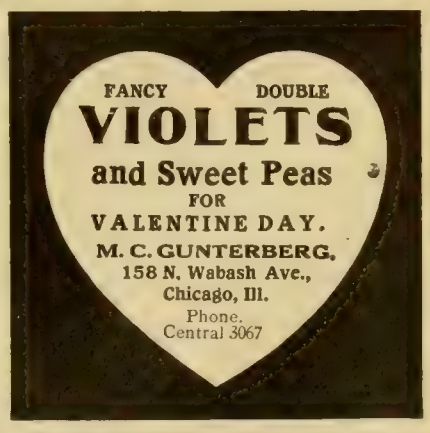
Frank Pisternick, with Ernst Wienhoeber Co., and Arthur Pisternick, of the Bassett & Washburn force, have the sympathy of the trade in the loss of their father, whose death occurred this week. There were many beautiful floral pieces in evidence from the many friends of Frank and Arthur in the trade at the funeral held Tuesday, January 30.

James Novak, foreman of the Stuppy Floral Co.'s greenhouses at St. Joseph, Mo., was a visitor January 29. He left the same evening for Mt. Clemens, Mich., to inspect the Breitmeyer Floral Co.'s new Rose Pink Ophelia, which is attracting considerable attention among the rose growers. He has since returned from Indianapolis, Ind., where he attended the annual meeting and exhibition of the American Carnation Society, and will visit several of the large commercial ranges in this vicinity before leaving for home.

Wietor Bros. are just coming in crop with Ophelia roses and are cutting heavily in Rosette and Carnegie carnations. Their Rosette are particularly fine and meet with ready sale. Carnations in general are selling better is the report at this establishment and a grand cleanup is being experienced right along.

Herbert Baumann is getting ready to throw out his sweet peas, which he has been cutting from since Thanksgiving to make room for his young carnation stock. He has 18,000 square feet of glass at Niles Center, the output of which is all shipped to this market.

Paul Berkowitz, representing H. Bayersdorfer & Co., Philadelphia, Pa., was a welcome visitor this week.



STOP LOSING MONEY.

You can prevent your losses on Cut Flowers by always buying strictly fresh stock from

A. T. PYFER & CO.

—Wholesale Florists—

30 E. Randolph Street, - - CHICAGO, ILL.

Long Distance Telephone—Central 3373.

Miss Clara Meade and Peter Baumann, of the Peter Reinberg store force, were quietly married Saturday, January 27. Miss Carrie Orum and Herbert Hansen assisted the happy young couple, and after the ceremony a wedding dinner was served at the Hotel Morrison. Felix Reichling and the other employes at the Reinberg store, decorated the tables in honor of the event with American Beauty roses.

R. J. Wentworth and wife, of Minneapolis, Minn., are visiting here for a few days. He placed an order with the John C. Moninger Co. while here for a new greenhouse, 34x250 feet, an addition to his present vegetable range.

H. G. Knowlton and Ed. Jacob, of the A. L. Randall Co., left January 28 on a southern trip.

Tom White of the Central Floral Co., Detroit, Mich., is home on a visit.

Visitors: W. G. Matthews and wife, Dayton, O; John Evans, Richmond, Ind.; H. P. Zwetsloot, with Driehuizen Bros., Lisse, Holland; S. S. Skidelsky and wife, Philadelphia, Pa.; W. H. Elliott, Boston, Mass.; C. B. Knickman, representing McHutchison & Co., New York; C. C. Pollworth, Milwaukee, Wis.; Roy Wilcox and wife, Council Bluffs, Ia.

Indianapolis, Ind.

Bertermann Brothers Co., 241 Massachusetts avenue, has an ideal busy shop with commodious conservatory in the rear. I liked the way in which the cut flowers and blooming plants were displayed on small tables in the front of the store. Every vase or basket of flowers, or plant in a basket or jar, seemed to be featured and was a finished product waiting for a chance to be on its way. The conservatory, opening onto a street in the rear, was filled with choice palms and decorative plants. In the very commodious basement underneath the store and greenhouse were kept the decorative helps, stands, pot covers and the like. An extra lot of columns, electric fountains, etc., were being gathered together for a large decoration for a coming automobile show, which would amount to thousands of dollars. A splendid holiday trade was reported; in fact, the whole season's business had been excellent.

In this beautiful Hoosier city on the eve of the convention, while waiting for the gathering of the lovers of the "divine flower," the writer took a look around the shops and spent a few hours with the men whose word is final when it comes to judging carnations. E. G. Hill is a famous grower of roses, carnations and chrysanthemums, which should be enough glory for one man, but having an ambition to go a notch higher, he opened a retail store in this city, which is in every respect all that such a shop should be. It has been described in these columns before and it can truly be said that in its furnishings, stock of cut flowers and their display it would be a credit to any street in any city in the land. Business had been very good all season.

Anthony Wiegand's & Sons Co., 1610-20 North Illinois street, are in the residence district where, surrounded by fine homes, they have an acre of ground covered with store, show house and working greenhouses, all splendidly equipped for the large business they enjoy. The large show window of the store was beautifully decorated with a canopy of artificial wistarias and a wealth of flowering plants and cut flowers. A feature of the large show conservatory was a section of one of the street windows filled with alligators, big fellows over three feet in length—a little touch of Florida, which their customers might see without having to go so far.

Smith & Young Co., wholesale florists, 228 East Ohio street, enjoy a monopoly of this branch of the trade. They are well equipped for the work and handle all kinds of supplies for the retail shop as well. Their business had been handicapped by the scarcity of roses for the past month, but the outlook is now more promising.

Some of the early convention arrivals visited the Baur & Steinkamp range Tuesday afternoon to look over the carnations. All were much pleased with the up-to-date way of doing things as seen there and particularly with the house of Merry Christmas, which everyone declared to be a wonderful flower.

John Rieman, 203 Massachusetts avenue, has a prominent corner store. In his window a vase of Pink Sensation contained the largest flowers of any carnations I have ever seen.

Hensley's Flower Shop, 5 East Ohio street, made a very pretty appearance with its up-to-date fixtures and stock of flowers. It was opened in October, 1916.

Baur & Steinkamp's new red Merry Christmas, filled a vase. This is certainly a fine flower. A good transient trade is a feature here. K.

My Friend Bill

is Not

a college graduate --**and**—**does not** *possess diplomas or degrees from any of our foremost universities*—**and**—**does not**—*boast of an extensive vocabulary or claim to be a grammarian*

BUT

he has *studied long and patiently and is an apt scholar in our* **Great School of Life**—*and*—**has** *mastered some of our greatest problems*

YOU

will find his various remarks interesting—and—to the point.

Van

PERCY JONES, Inc., Chicago, Ill.

If you want good stock and good treatment

Send Your Orders for

ROSES, CARNATIONS

Valley, Sweet Peas, Lilies, Narcissi, Jonquils, Violets, Calendulas, Snapdragons, Freesia, Stevia, Tulips, Mignonette, Daisies, Pansies, Feverfew, Romans and all other seasonable stock. Also Greens such as Ferns, Asparagus Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood

To Chicago's Most Up-to-date and best located Wholesale Cut Flower House

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Mention the American Florist when writing

For St. Valentine's Day

Heavy Supply

VIOLETS AND CARNATIONS

Roses Paper Whites Orchids Violets Calendulas
Tulips Mignonette Stevia Valley Peas
Beauties Jonquils Lilies Freesia Greens

ERNE & KLINGEL

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Mention the American Florist when writing

Tennessee State Florists' Association.

The twelfth annual meeting of the Tennessee State Florists' Association, in conjunction with the conventions of the state horticultural, nurserymen's and beekeepers' organizations, will be held at Nashville, Tenn., January 30-February 2, the deliberations of the florists' association to occupy the first day, followed by the others in the order named. Interesting programmes have been arranged for each day with morning, afternoon and evening sessions. The florists' association will elect a successor to its late president, Thomas C. Joy, at this meeting.

HAGERSTOWN, MD.—The Flower Shop recently opened by M. Brewer reports a rapidly increasing trade.

"Arrow Brand" PANSY BASKETS

THE BEST!

Small size, measure 9 inches long, 6 inches wide, 3 inches deep, put up 500 in a crate, per 1000... $ 9.00

Large size, measure 13 inches long, 7½ inches wide, 3½ inches deep, put up 250 in a crate, per 1000..... 15.00

Detachable wire handles for either of the above, per 1000..... 2.50

Orders entered now either for immediate or future shipment.
Have other sizes. Send for descriptive circular.

COLES & COMPANY, 115 Warren St., New York, N. Y.
ESTABLISHED 1884 INCORPORATED 1911

Mention the American Florist when writing

Largest Ever Supply of all Cut Flowers For Valentine's Day

Violets, Sweet Peas, Valley, Tulips, Novelty Tulips, Gardenias, Orchids, Freesias, Jonquils, Daisies, Pussy Willows, plenty of **Roses** and **Carnations** in all the leading varieties for everyone in all grades at reasonable prices.

There isn't an advertising man living who can fully describe the superior quality of our extra fancy stock. It is a well known fact throughout the country that if one wants the best stock obtainable at the most reasonable prices without taking any risk of having his order refused—the one best house to rely on is the—

A. L. RANDALL COMPANY

WHOLESALE CUT FLOWERS AND SUPPLIES

Wabash Ave. at Lake St., PHONE CENTRAL 7720 Chicago

Detroit.

HIGH PRICES BUT NO SURPLUS.

Retailers report an unusually good business for this season of the year, despite high prices prevailing for nearly every item in the fast increasing lists of seasonable flowers. Roses lead all other flowers at what appears excessively high prices and the supply of them is inadequate to the demand. Carnations are becoming more plentiful as the season advances, and the quality much improved, but are commanding good prices and the supply is completely absorbed. Lily of the valley is very scarce and poor and is bringing a better price than superior stock ever realized here. Violets are good with plenty of them to meet the requirements. Lilies are very scarce and the few available bring good prices. Paper Whites and freesias are the only items much in excess of the demand, but the heavy crop of the former is being depleted, and improved conditions for this flower are in sight. Bulbous pot plants are now coming in and are all readily used at fair prices. The growers give no encouragement to the prospect for an increased supply of roses before three weeks or more. The excessively cold and cloudy weather still maintains, and the supply of coal with many is being speedily reduced.

NOTES.

W. A. Manda, South Orange, N. J., has been taking mineral bath treatment for rheumatism at the Medea hotel, Mt. Clemens, Mich. He is much improved after four weeks' treatment and will soon return to his home. Mr. Manda was an interested spectator and participant in the bowling exercises of the Detroit boys at two of their regular practice games.

B. Koebele, who, for the past eight years, conducted a florist store in connection with extensive landscape work at 1095 Townsend avenue, has sold his business to Henry Wostrow, who is now established at 2575 Woodward avenue.

Norman Sullivan had charge of an elaborate decoration for the annual ball of the Knights of Columbus, January 29.

Thomas Browne, A. J. Stahelin and Fred Breitmeyer will attend the carnation meeting at Indianapolis.

Philip Breitmeyer is on a trip to Cuba, where he will remain until about March 1, next.

FOUNDED BY FLINT KENNICOTT 1st

34 YEARS —of— Satisfaction —and— Appreciation

with those with whom we have done business is **THE BEST FORM OF ADVERTISING.**

WHOLESALE ONLY Dealers to the trade in Cut Flowers and Plants. **CHICAGO**

Visitors: W. A. Manda, South Orange, N. J.; Geo. C. McCallum, Pittsburgh, Pa.; M. A. Leganger, Chicago; Chas. Schwake and Mr. Outerbridge, New York; A. Miller, Chicago.

J. F. S.

Cincinnati.

SATISFACTORY DEMAND AT GOOD PRICES.

Business is good but the supply of stock is not quite equal to requirements. Prices are satisfactory although in some instances they are a point or two lower than the quotations of a week ago. Roses are in demand in all varieties with the exception of American Beauty. The receipts, however, are short of the demand, and much of this is now taken care of by carnations and Easter lilies, both of which are good property and are fairly plentiful. Calla and rubrum are also in fair supply. Narcissi and daffodils are having a good market and sweet peas sell well. Other offerings include lily of the valley, single violets, orchids, primroses and snapdragons.

NOTES.

The following visited friends in this city during the week, en route to the convention of the American Carnation Society at Indianapolis: O. S. Honaker, Lexington, Ky.; Harry O. May, Summit, N. J.; A. M. Henshaw, New York; H. F. Winters, Charlestown, W. Va.

Robert Strong of the J. Chas. McCullough Co. has the sympathy of his many friends in the death of his father, William Strong. The deceased was a brother-in-law of the late Albert McCullough.

C. E. Critchell is receiving long American Beauties of excellent quality.

Visitors: S. N. Peck, Toledo, O.; Jos. Hill, Richmond, Ind.; Julius Dilloff and Milton Alexander, New York.

H.

Announcement

We are now located in our new quarters at 169-175 North Wabash Avenue, where we are better equipped than ever to take care of the wants of our many customers. A cordial invitation is extended to all city and out-of-town buyers to inspect our new place at their convenience. We will consider it a pleasure to show you through the largest, best equipped, most centrally located wholesale cut flower house in Chicago.

Place Your Order for Valentine's Day With Us

Our supply of stock is unusually large and complete in every respect. For Valentine's Day we will be particularly strong on Violets, Rainbow Freesias, Jonquils, Tulips, Valley, Sweet Peas, Carnations and everything else you want that is obtainable in this market.

WRITE FOR PRICES

E. C. Amling Co.

The Largest, Best Equipped, Most Centrally Located Wholesale Cut Flower House in Chicago

169-175 North Wabash Ave., L. D. Phones Central 1977-1978 **CHICAGO**

St. Louis.

BUSINESS GOOD WITH STOCK SHORT.

Business during the month of January was good and may be compared with that of December, with exception of the few days rush previous to Christmas. The social functions played a big part in the business during January. In most retail stores the help worked overtime to get funeral work out, because during the day everybody was busy with decorations. The supply of flowers in all lines was short. There are but few roses that could be had for less than $8 per hundred and from that price they ranged to $15 for average stock. American Beauties at $3 to $6 per dozen cleaned up well each day and there were enough of these to meet the remand as it arose. Carnations are moving freely at $4 per hundred, but there are hardly enough to fill all orders. White carnations and those of lighter shades sell best, although with the scarcity of stock the deeper colors move almost as well. The miscellaneous flowers, those that are not grown in quantities, but are highly prized by true flower lovers, are now arriving in larger quantities and sell well. Tulips, hyacinths, freesias, forget-me-nots and primroses helped the short supply of every-day stock. Harrisii lilies are scarce, and the same can be said of callas. The demand for same is good. Violets and sweet peas are selling well at moderate prices. The former are bringing 40 cents to 60 cents per hundred, the last mentioned 75 cents to $1.50. The supply of orchids is good, with fair demand. Greens clean up well.

NOTES.

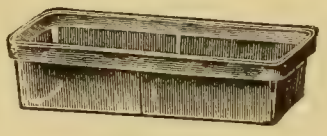
Koenig Floral Co. had a fine window decoration in their new store on Grand avenue. Otto Koenig reports business good.

Pansy and Verbena Baskets

Their use assures the Florist and Greenhouse man the largest cash return for their plants.

Small size No. 0.
9 in. long, 6 in. wide, 3 in. deep.
Nested 500 in a crate.

Wire handles detached, $2.00 per 1000 extra.



Large size No. 2.
13 in. long, 7½ in. wide, 3½ in. deep.
Nested 250 in a Crate.

Samples sent free upon request.

G. P. READ, Inc., 199 Duane St., New York

Mention the American Florist when writing

The west end florists are busy with decorations. F. C. Weber and George Waldbart, Miss Newman and F. H. Weber are reporting business far ahead of corresponding month in 1916.

The St. Louis Wholesale Cut Flower Co. displayed some very fine roses during the entire month of January. Dave Geddis reports that they cannot supply the demand.

Jules Bourdet has very fine blooming cyclamens and begonias which sell well.

Some very fine callas could be seen at the Windler Wholesale Floral Co.

Visitor: Julius Dilloff, of Schloss Bros., New York. X. Y. Z.

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

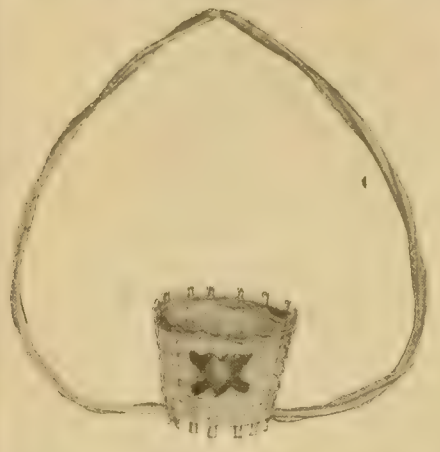
Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.
Evergreen, Ala.

Mention the American Florist when writing

VALENTINE BASKETS



$4.00 per dozen; $30.00 per 100

Finished in white enamel and decorated with red heart and gold arrow. Tin liners.

Also other baskets with flowers and blue bird decorations.

$4.00 per dozen; $30.00 per 100.

Write for our new catalogue.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., Chicago

Cleveland.

ROSE SUPPLY VERY SCANT.

It has been a long time since the rose crop has been as short as it has been during the past month, but a few more days of sunshine ought to remedy this. Carnations are in better supply and are moving nicely. Proserpine tulips, Paper Whites and daffodils are a part of the bulbous stock offered. Callas are good stock. Sweet peas, violets, swainsonas, stevias, freesias and snapdragons are in good supply and meet with an excellent call. Orchids are in good supply and in good demand. Greens are plentiful.

NOTES.

The most successful and interesting trip of inspection ever held under the auspices and direction of the florists' club took place Thursday, January 25, when 77 members of the club, including many out-of-town florists, gathered at the East 55th street depot of the Pennsylvania railroad and went to the new range of the Cleveland Cut Flower Co., at Newton Falls, Ohio. The trip was enjoyed by all. The courteous treatment extended by the Bate Brothers to all at the greenhouses, the treat to see the stock, all looking at its best, the well kept greenhouses and boiler house, and packing shed all showed the thoroughness which prevails throughout the entire range. After a fine banquet at which 134 sat down and enjoyed the evening with music and singing, including short speeches by some of the leading citizens of Newton Falls and members of the florists' club, everybody went home tired, but happy.

C. F. B.

Kansas City, Mo.

SUPPLY LIMITED AND PRICES HIGH.

While the weather has moderated somewhat since our last report, market conditions remain unchanged, with a big shortage in roses, and prices are high. Carnations are of good quality and very plentiful. The same may be said of bulbous stock. Sweet peas are making a big lead, and violets and lilies have slowed up somewhat. Pot plants continue to sell well.

NOTES.

John Stevens, well-known grower, and several members of his family were injured on the night of January 25, when his automobile ran into a ditch, completely wrecking the machine.

T. J. Noll & Co. report a scarcity of roses, and prices are correspondingly high. Carnations are plentiful, as are jonquils, tulips, narcissi and sweet peas. Shipping trade is holding up well.

C. W. Lemon, fomerly of the Olathe Greenhouses, and L. F. Cline of Topeka, Kan., have purchased the Mount St. Mary's greenhouses at Twenty-third street and Jackson avenue.

The annual meeting of the Western Association of Nurserymen was held in this city January 24-25. Further details will be found in another column in this issue.

The Oakwood Floral Co. is making heavy cuts of sweet peas. The carnations from this establishment are excellent.

Samuel Murray has been serving on a jury during the past week.

E. J. B.

Louisville, Ky.

BUSINESS HIGHLY SATISFACTORY.

The past week has been one of the best of the winter with the local florists. Funeral work has been plentiful and the demand for flowering plants good. Roses are off crop in this vicinity, but carnations are of good quality and the supply adequate at $3 per 100. Narcissi are plentiful and are selling at two cents and two and one-half cents each.

NOTES.

Beutel & Frederick have installed an automatic refrigerating machine in their establishment and are much pleased with it. Anders Rasmussen, the first florist in this vicinity to install the system, has had it in use for some time.

George Schulz was one of the prime movers in the recent flower, poultry and dog show at the Armory. It was a success in every way except financially, there being a slight deficit.

E. G. Reimers & Sons Co., Inc., have brought in some of the finest specimens of Primula Malacoides ever seen in this market. They sold like the oft-mentioned "hot cakes."

Victor Mathis has invested in a good looking and practical delivery truck. Victor knows a good thing when he sees it.

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

Mention the American Florist when writing

The residence of Kingsley Walker was burned to the ground recently, but with the aid of some of the employes he saved most of his household effects.

Louis Kuch, grower of Asparagus plumosus and other ferns, has made arrangements to supply the local market with California grown greens.

Webster Frantz, well-known to the trade here, is now in the employ of the F. Walker Co.

The Wm. Walker Co. has a very attractive window display of pot plants nicely dressed.

The F. Walker Co. will build a new rose house, 34x150 feet, this spring.

F. C. Haupt represents the local craft in the Rosarians.

Visitors: Robert Shock, Philadelphia, Pa.; H. F. Marquardt, New York; M. Longren, Burlington, Ia.; representatives of C. Keur & Son, Hillegom, Holland, and Cohen & Hiller, New York.

H. G. W.

Nashville, Tenn.

Stock is still limited in supply, and the demand is very good. Spring flowers are coming in freely and there is a good showing of pot plants. Bulbous stock and cyclamen, which are very beautiful, are extremely popular. Weather conditions have improved and violets are again quite plentiful. Russell roses, large and fine in quality, are in a measure taking the place of American Beauty, of which few are to be seen.

Miss Marion Joy of the Joy Floral Co., is improving rapidly following an operation for appendicitis recently.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

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KYLE & FOERSTER

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PHONE CENTRAL 879

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A. L. Randall Co.,

RANDALL BRAND Wabash Ave. and Lake St., CHICAGO, ILL. RANDALL BRAND

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen	100
Roses, Beauty, specials	$7 00@$8 00	
" " 36-in.	5 00@ 6 00	
" " 30-in.	3 00@ 4 00	
" " 24-in.		2 00
" " 20-in.		1 50
" " 18-in.		1 00
" " short...per 100.	6 00@ 8 00	
" Mrs. Chas. Russell	1 00@ 3 00	
" Hoosier Beauty		5 00@15 00
" Killarney Brilliant		4 00@15 00
" Killarney		4 00@12 00
" White Killarney		4 00@12 00
" Richmond		5 00@15 00
" Prince de Bulgarie		5 00@15 00
" Rhea Reid		5 00@15 00
" My Maryland		4 00@12 00
" Mrs. Geo. Shawyer		5 00@15 00
" Milady		5 00@15 00
" Sunburst		5 00@15 00
" Mrs. Aaron Ward		4 00@12 00
" Hadley		5 00@15 00
" Ophelia		5 00@15 00
" Double White Killarney		4 00@12 00
" Mrs. Moorfield Storey		5 00@15 00
" Champ Weiland		4 00@12 00
" Stanley		5 00@15 00
" Tipperary		4 00@12 00
" Francis Scott Key		5 00@15 00
" Bayard Thayer		5 00@20 00
" Cecile Brunner		2 00@ 3 00
" George Elgar		2 00@ 3 00
" Baby Doll		2 00@ 3 00
" Fireflame		4 00
" Our selection		4 00
Carnations	3 00@ 4 00	
Cattleyas...per doz.,	6 00	
Freesias	2 00@ 4 00	
Gardenias....$2 00@$4 00 per doz.		
Sweet Peas	1 00@ 2 00	
Daisies	1 00@ 2 00	
Calendulas	2 00@ 4 00	
Snapdragons.....$1 00 per doz.		
Violets	50@ 1 00	
Lilium Harrisii	12 50@15 00	
Valley	4 00@ 6 00	
Jonquils	3 00@ 4 00	
Daffodils	3 00@ 4 00	
Romans	3 00@ 4 00	
Mignonette	6 00@ 8 00	
Bouvardia	4 00@ 8 00	
Pansies.....per bunch, 10c@15c		
Stevia.....per 100	1 50@2 00	
Paper Whites..per 100	2 00@3 00	
Adiantum Croweanum		1 00
Ferns..... per 1000,	2 50@ 3 00	
Galax..... "	1 00@1 25	
Leucothoe		75
Mexican Ivy....per 1000,	5 00@6 00	
Plumosus Strings..each,	60@ 75	
Smilax.....per doz.,	2 00@2 50	
Sprengeri, Plumosus Sprays		3 00
Boxwood, 25c lb., per case	8 00	
Wild Smilax.....per case,	$5 00	

Joseph Ziska & Sons

151-153 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

RED CYCAS LEAVES.

Sizes.	Pkg. of 10	Per 100
8 to 12 inches	$0.45	$3.50
12 to 16 inches	.60	5.00
16 to 20 inches	.75	7.00
20 to 24 inches	.95	9.00

(50 Cycas at 100 rate—10 to pkg.)

CREPE PAPER AND POT COVERS.

	Per Doz.	Per 100
Waterproof (all colors)	$2.50	$20.00
Pebbled, pleated (all colors)	2.00	15.00

PINE CONES.

Extra choice quality, with stems and most desirable of all kinds of Xmas decorations.

Price per 100.....only $1.50

Get Our List of Other Supplies.

GEO. H. ANGERMUELLER,

Wholesale Florist

1324 Pine St., St. Louis, Mo.

Mention the American Florist when writing

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

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George Reinberg

Wholesale Florists

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

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For St. Valentine's Day

Single and Double Violets, Pussy Willows, Gardenias, Cattleyas, Lilac, Freesia, Daffodils, Tulips, Acacia, Pansies, Snapdragons, Cornflowers, Mignonette, Yellow and White Daisies.

PREPARE FOR A GOOD SUPPLY OF SPRING FLOWERS FOR THIS DAY, AS YOU WILL FIND GOOD SALE FOR THEM.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

ROSE SUPPLY VERY LIMITED.

Roses have evidently not recovered from the severe test of last December, when under pressure they produced such enormous crops, as the supply of the past few weeks has been very meager, the shipments of the past six days being extremely light. Growers say that by February 10, or thereabout, normal conditions will prevail, gradually improving from now on. American Beauty is not so scarce as is usual at this time. One wholesale house reports average receipts of 300 specials per day. Several growers in the neighborhood of this city have been making a special study of this rose, and are succeeding where many others failed. The medium grades in all varieties are most in demand. There are a large number of stores that cater to the middle classes; they are as 25, to 1 of the bonton palaces, where American Beauties, cattleyas and the best of everything must be kept in stock. They are the bone and sinew of the business, the quantity buyers who should be cared for. Growers who are destroying two crops to make one will find it more profitable to have quantity rather than quality, particularly at this season when the demand for medium priced stock greatly exceeds that of the higher grades. It is the same with carnations and sweet peas; the medium stocks move off quickly at far greater prices, relatively, than the higher grades. Formosum lilies have supplanted the giganteum, the cold storage stock of which is about over. Many of them are coming in badly split, which condition the growers say they are unable to account for unless it is that the bulbs have not been allowed to mature. They claim to be giving them the usual treatment that has in the past been successful. Carnations are at their very best, but are behind the demand. Sweet peas are all that can be desired; their supply is increasing, but so far they sell out every day. Cattleyas are easing up, but find a steady market. Lily of the valley hangs fire. White lilac is great stock, as is the Freesia Purity; this variety should drive the old white out of the running. There is a good variety of the small flowers with plenty of single and double violets.

NOTES.

Arrangements for the rose festival are progressing with vigor; there is a large attendance at each meeting of the committee chairmen, held Thursday of each week at the Bellevue-Stratford. Nearly all the best retail stores of the city will be represented. A plan of the hall is ready and the important matter of a large supply of the proper sized vases has been settled, the contract for making same having been given to Jos. G. Neidinger. These are to be of skeleton willow frame of white enamel over a plant green zinc liner, in sizes to hold from 25 to 100 roses. They will be alike as to pattern, and a new departure in exhibition vases.

"Not enough roses for our demands," is the word with Edward Reid. High grade carnations are a feature. K.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

Mention the American Florist when writing

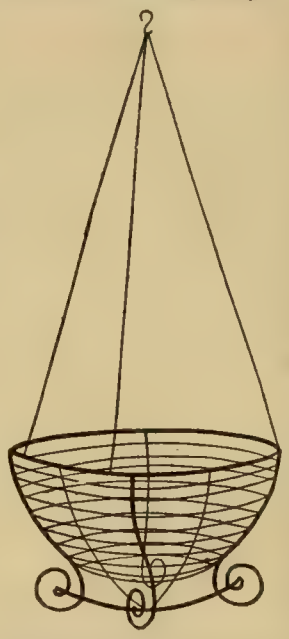
Wholesale Flower Markets

CINCINNATI, Jan. 31.	Per 100
American Beauty, per doz.	1 00@ 6 00
Roses, Killarney	3 00@12 00
" Mrs. Chas. Russell	8 00@10 00
" Ophelia	8 00@12 00
" Richmond	4 00@15 00
" Sunburst	4 00@12 00
Carnations	4 00@ 5 00
Lilium Giganteum	12 50
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Narcissus	2 00@ 3 00
Violets	75@ 1 00
Sweet Peas	75@ 1 50

BOSTON, Jan. 31.	Per 100
Roses, Beauty	20 00@60 00
" Killarney Queen	4 00@12 00
" White and Pink Killarney	4 00@12 00
" Double White Killarney	4 00@12 00
" Killarney Brilliant	6 00@16 00
" Hadley	6 00@16 00
" Cardinal	4 00@10 00
" Mock	8 00@16 00
" Mrs. Chas. Russell	8 00@16 00
" Sunburst	8 00@16 00
" Taft	4 00@12 00
" Milady	4 00@10 00
" Ward and Hillingdon	4 00@10 00
" My Maryland	3 00@12 00
Cattleyas	60 00@75 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 5 00
Paper White	2 50@ 3 00

BUFFALO, Jan. 31.	Per 100
Beauty Special, per doz.	$6.00
" Fancy "	4.00
" Extra "	3.00
" 1st "	2 00
" 2nd "	50c@1.00
Roses, Killarney	4 00@12 00
" My Maryland	4 00@12 00
" Sunburst	4 00@12 00
" Ward	4 00@ 6 00
" Ophelia	5 00@15 00
" Russell	10 00@20 00
" Stanley	6 00@12 00
" Mock	6 00@ 8 00
" Shawyer	4 00@12 00
Lily of the Valley	6 00@ 7 00
Lilies	10 00@12 00
Cattleyas	40 00@50 00
Carnations	3 00@ 5 00
Violets	40@ 75
Asparagus Sprengeri	35@ 50
Ferns	per 1000, 2 50
Smilax	15 00@20 00
Stevia	1 00@ 1

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8-inch	$1.10
10 inch	1.35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for	$ 1.25
5 Bales (25 bundles) for	6.00
10 Bales (50 bundles) for	11.00

H. G. BERNING, 1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers and Greens

RICE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Cut Boxwood Sprays

Used extensively as Greens in Funeral Work, etc.

Any amount, 12c per pound.

McCALLUM CO.

Pittsburgh, Pa.

Mention the American Florist when writing

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Philadelphia, Pa.

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE GROWERS

116-118 Seventh Street

PITTSBURGH, - PA.

Mention the American Florist when writing

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., **Milwaukee, Wis.**

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.

Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas. Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.

FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN, Wholesale Florist. **1312 Pine St., ST. LOUIS, MO.**

Wholesale Flower Markets

PHILADELPHIA, Jan. 31.	Per 100
Roses, Beauty, special	30 00@50 00
" " fancy	20 00@30 00
" " extra	15 00@20 00
" " shorter grades	10 00@12 00
" Mrs. Chas. Russell	8 00@20 00
" Prima Donna	10 00@20 00
" Killarney	6 00@15 00
" White Killarney	6 00@15 00
" Liberty	10 00@30 00
" Hadley	10 00@25 00
" Sunburst	8 00@15 00
" Ophelia	6 00@15 00
" Hoosier Beauty	6 00@15 00
Carnations	4 00@ 6 00
Cattleyas, each, $0 60@ 75	
Lilium Longiflorum	10 00@15 00
Valley	4 00@ 6 00
Calendulas	3 00@ 6 00
Daisies, yellow	2 00@ 4 00
Violets, single and double	50@ 1 00
Sweet Peas	1 00@ 3 00
Freesias	4 00@ 6 00

PITTSBURGH, Jan. 31.	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	4 00@10 00
" My Maryland	4 00@10 00
" Sunburst	4 00@10 00
" Mrs. Aaron Ward	4 00@10 00
Cattleyas	75 00
Lilium Giganteum	12 00
Carnations	3 00
Lily of the Valley	6 00
Snapdragons	5 00
Paper Whites	3 00
Violets	75
Adiantum	1 25
Stevia	1 50
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, Jan 31.	Per 100
Roses, Killarney and W. Killarney	5 00@15 00
" Ward	5 00@15 00
" Mrs. Chas. Russell	12 50@30 00
" Ophelia	6 00@18 00
" Hoosier Beauty	6 00@18 00
Lilies, per doz., 1 50@ 2 00	
Cattleyas, per doz., 6 00@ 7 50	
Carnations	3 00@ 4 00
Rubrums	5 00
Valley	5 00@ 6 00
Violets	1 00@ 1 50
Stevia	2 00
Sweet Peas	75@ 2 00

DAVID WELCH EDWARD J. WELCH

WELCHS'

WHOLESALE AND COMMISSION FLORISTS

FLORISTS' SUPPLIES

280 and 282 Devonshire St., BOSTON, MASS.

Consignments of Beauties, Lilies of the Valley, Orchids and all other flowers received daily.

Telephone—Court Hill 2964, 2965.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Violets, Gardenias and Orchids and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

A good opening for a few more growers of cut flowers.

1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, Jan. 31.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	3 00@ 6 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	2 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	3 00@ 8 00
Carnations	3 00@ 4 00
Valley	4 00@ 6 00
Lillies	12 50
Orchids	50 00@ 60 00
Ferns	per 1000, 2 50

New York.

BUSINESS BELOW NORMAL.

Business was very quiet in the wholesale district during the past week, and there is a general feeling that the demand is not at all what it should be at this season of the year. Weddings, other social events, and the inevitable funeral work, take considerable stock, short roses going very well, but carnations and the narcissi seem slow, so are violets.

January 29. — There is an active movement in roses, and carnations are doing as well as can be expected. The supply of narcissi is increasing and moves slowly. Violets continue to drag. In lilies, lily of the valley, good sweet peas and snapdragons, there is a fair movement. Bunches of Buddleia asiatica are seen in some of the wholesale stores and it moves fairly well.

NOTES.

One of our contemporaries advises us that he has greatly enjoyed reading a book, written by a learned Frenchman, entitled, "Social Life in the Insect World." The Frenchman has made no great discovery. Many years ago, we read a poem which began thus:

"Come, take up your hat and away let us haste,
To the butterflies' ball and the grasshoppers' feast;
The trumpeter, gad-fly, has summoned the crew,
And the revels are now only waiting for you."

There is no law against writing books, providing they will pass through the United States mails, and we should welcome this addition to our literature. We hope soon to see a volume entitled, "The Views of the Oyster on Peace and Preparedness." Dismissing pleasantries, let us now seriously consider the menace of insect pests. We understand that the proposed quarantine against foreign trees and plants has already caused uneasiness among the nurserymen and is soon to be taken up by the Society of American Florists. Unquestionably, a drastic quarantine law would, at least for a time, work as a hardship to importers; but there are many laws, enacted for the general welfare, that are distasteful to somebody. The good of the many must be held superior to the wishes of the few. We believe that there should be a more rigid inspection of nursery stock, but not a prohibitive one. We have seen nursery stock on the New York docks that should have been burned. Some of it was thrown overboard, to drift ashore at some distant point, where thoughtless people gathered it up and planted it. We are not advised whether or not it grew. In the past, we have imported quite a collection of pests; add them to our home product and the list is formidable. It has just been reported that a new insect, called the "green soldier bug," has appeared in Alabama. It is said to be very destructive to all kinds of vegetation. It is hoped that this question will be thoroughly discussed in the light of reason and common sense.

Writing to a contemporary, S. J. Goddard, of Framingham, Mass., states that "a well grown carnation is worth $2 per dozen any time during the winter." He, of course, means at retail. It is quite possible that carnations are more popular in Boston than here, but the public shrinks at paying $2, even for the best, and most of the local retailers hesitate to ask it, and there are plenty of good carnations on this market. Mr. Goddard is right in one respect—that is, in the past, too much poor stock has been dumped on the market, particularly at the holidays, and to this more than any other cause, we attribute the decline in the demand for carnations. The condition in which tens of thousands of this flower reach the market at Christmas has grown to be a scandal in the trade.

It is rumored that the New York Florists' Club will give another "Din-Dan," or dinner dance, at the Biltmore, Saturday night, March 17, which is the first Saturday of the flower show. In addition to a dinner of rare goodness, with the happysome accompaniment of dancing, there will be a mystery. Chairman A. L. Miller says it's going to be "A Big Joy Bubble," which will be burst in the centre of the room at exactly 12 of the clock." Further than that, we cannot find out a thing. The committee urges an early reservation of tables. Tickets for lady or gentleman will be $5 each. Write to the dinner committee, A. L. Miller, chairman, Jamaica, N. Y., or T. B. DeForest, secretary, 30 East 42nd street, New York.

Herman and Jean Van Zonneveld, uncle and nephew of Sassenheim, Holland, were passengers on the Holland-American liner Ryndam, which arrived here on January 24. The elder Zonneveld is an exporter of Dutch bulbs. He said that though his business had been hard hit by the war, it was now good. He further stated that though the bulb trade with England had been cut off, the extra trade with America, Scandinavia and Russia, more than compensated.

We have been requested to state that the tenth annual dinner of the New York and New Jersey Association of Plant Growers will be held in the Hotel McAlpin, this city, Saturday evening, February 17, beginning at 7 o'clock. The tickets are $5 per person. Wm. H. Siebrecht, Jr., Queen's Plaza Court, Long Island City, N. Y., is in charge of the arrangements and applications for tickets should be addressed to him.

Thomas Young, Jr., proprietor of the Beechwood Heights Nurseries, Bound Brook, N. J., has leased a part of the store at 57 West 28th street, where the output of his extensive range will be sold. Warren Spaulding, long identified with the trade in this city, will be in charge. Large quantities of orchids and gardenias are grown at the Beechwood Heights Nurseries.

T. Coumandoros, who conducts the flower department in the Golden Rule department store, St. Paul, Minn., recently spent ten days in this city, with headquarters at the McAlpin hotel. He reports good business in St. Paul. He is a cousin to M. Coumandoros, who has a retail store at Columbus avenue and 81st street, this city.

The next meeting of the New York Florists' Club will be held on the evening of February 12. A number are going to the convention of the American Carnation Society at Indianapolis, Ind., from this city and vicinity and they should have something interesting to say at the next club meeting.

M. C. Ford, 121 West 28th street, is receiving from Myers & Samtman, Chestnut Hill, Pa., fine blooms of a sport of the rose, Old Gold. The new rose is yellow, shading to near orange in the center. It should become popular among that class of roses.

The building in which C. A. Dards has conducted a branch retail store, 114 West 72d street, has been sold and the store closed. Hereafter, the entire business will be conducted at the old store, Madison avenue and 44th street.

Mrs. Anthony Dwyer, wife of Anthony Dwyer, foreman for Herman C. Steinhoff, West Hoboken, N. J., died January 22, aged 51 years. Besides her husband, she is survived by three daughters and four sons.

Frank Traendly and wife, Eugene Dailledouze and wife, A. J. Guttman, Roman J. Irwin and J. Ebb Weir, Jr., have been booked for the carnation convention at Indianapolis.

Philip F. Kessler, in the Coogan building, is handling fine stock of the yellow narcissus Soliel d'Or.

At the store of Herman Weiss, 106 West 28th street, we have noticed fine stock of the yellow narcissus, Victoria.

D. C. Arnold & Co. are handling particularly fine freesias.

John Young & Co. are receiving a nice stock of daphne.

Visitor: Patrick Welch, Boston.

A. F. F.

OUR MOTTO: The Best the Market Affords.

Valley

Orders taken now for 1917 Crop of German - Swedish - Dutch Pips.

CHAS. SCHWAKE & CO., Inc., 90-92 West Broadway, New York.

HENTZ & NASH INC. N.Y. WHOLESALE COMMISION FLORISTS GROWER AGENT 55 and 57 West 26th St.

Mention the American Florist when writing

—We are—

Wholesale Florists

Have twenty-two years' experience behind us and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.

GUTTMAN & RAYNOR, INC.

PHONES: FARRAGUT { 558, 2036, 2037 } 101 W. 28th St., NEW YORK

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JAMES COYLE

WHOLESALE FLORIST

64 West 26th St., NEW YORK

(Opposite Coogan Building)

20 years experience

Consignments Solicited and Prompt RETURNS GUARANTEED.

PAUL MECONI
WHOLESALE FLORIST
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Successors to Badgley, Riedel & Meyer.
Phones 1664 Madison Square, 1665 Madison Square, 34 W. 28th St., New York
Receivers and Distributors of
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Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
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PHONES—4024 and 4025 MADISON SQUARE

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Wholesale Commission Florist
Consignments Solicited
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Telephone No. 2264 Farragut.

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WHOLESALE FLORIST
Telephone Call: 4532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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Telephone 5335 Farragut
Mention the American Florist when writing

J. J. COAN, Inc.
Wholesale Commission Florist
115 W. 28th St., New York
Telephones: Farragut 5413 and 5891.
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WHOLESALE FLORIST
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Tel. 608 and 609 Farragut
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Telephone Farragut 9761
Goldstein & Futterman
WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, Jan. 31.

	Per 100
Roses, Beauty, special	50 00@75 00
" " extra and fancy	30 00@40 00
" " No 1 and No 2	6 00@15 00
" Prima Donna	5 00@25 00
" Alice Stanley	5 00@15 00
" Mrs Geo. Shawyer	4 00@15 00
" Double White Killarney	5 00@12 00
" Killarney, Special	12 00
" " No 1 and No 2	4 00@ 6 00
" " Queen	4 00@15 00
" " Brilliant	4 00@15 00
" Aaron Ward	6 00@15 00
" Richmond	4 00@12 00
" Sunburst	4 00@15 00
" J L Mock	5 00@20 00
" Ophelia	4 00@15 00
" Mrs. Chas. Russell	5 00@20 00
" Hadley	6 00@60 00
" Hoosier Beauty	4 00@15 00
Cattleya Orchids, special....each,	40
" " inferior grades	25 00@35 00
Bouvardia	3 00@ 6 00
Rubrums	6 00@ 8 00
Lilies, Longiflorum and Harrisii	10 00@12 00
Lily of the Valley	4 00@ 6 00
Carnations	3 00@ 5 00
Mignonnette ...per doz	50@ 75
White Lilac.....per bunch	1 00
Gardenias.....per doz.	1 00@ 3 00
Sweet Peas	75@ 1 00
Sweet Peas, Spencers	2 00@ 2 50
Snapdragons	8 00@16 00
Violets	25@ 40
Yellow Narcissus	2 50@ 6 00
Paper White Narcissus	2 00@ 2 65
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus...doz. bchs.	2 50@ 3 00
Smilax .....doz. strings,	75@ 1 25
Freesias	1 00@ 4 00
Iris.....per doz.	4 00

United Cut Flower Co., Inc.
WHOLESALERS
111 West 28th St., New York
Telephones: Farragut 4422 4423

HOUSE OF FERNS
Phone, Madison Square 4051.
41 West 28th St., NEW YORK
Asparagus Plumosus Nanus A Specialty.
RETTA E. RANKIN, Manager.

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK CITY
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.

WM. KESSLER,
Successor to Kessler Bros.
113 W. 28th St., NEW YORK
CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut Shipments Everywhere
Prompt and satisfactory. Consignments solicited

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 26th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising.
V. S. DORVAL, Secretary.

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FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
Telephones: Farragut 2164-5893
119 West 28th St., NEW YORK

George B. Hart
Wholesale Florist
24-30 Stone St., Rochester, N.Y.

Nippon Garden, Inc.
Successors to Satow & Suzuki
259 Fifth Avenue New York
Greenhouses: Woodside, L. I.
Telephone: Madison Square 8950
We are headquarters for Japanese Miniature Gardens, Fern Dishes, Vases, Flower Pots, Jardinieres and Dwarf Plants. A great stock of Fern Monkeys and Fern Balls.

Telephone Farragut 634, 3066
HERMAN WEISS
Wholesale Florists
106 W. 28th St., NEW YORK

M. C. Ford
121 WEST 28th STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

A Big Cut in Prices But No Cut in Quality

This is your opportunity to buy the regular "Arnold Quality" boxes at a price far below present market values. As long as they last our present stock will be sold at prices listed below. We are unable to guarantee the filling of all orders as many of our sizes are exhausted. We will, however, fill all orders in rotation as they come in. Place your order now, thus making sure that you get yours.

WHITE GLAZE
For Violets and Corsages

	Per 100
7x 4x 2" covers	$ 3.60
8x 5x5 "	4.30
10x 6x5½ "	5.00
12x 8x5½ "	6.45
14x10x8 "	10.65

For Cut Flowers

16x 4x3 2" covers	$ 3.80
18x 5x3 "	4.30
21x 5x3 "	5.00
24x 5x3½ "	5.35
21x 8x4 "	6.60
24x 8x5 "	8.20
28x 8x5 "	9.25
36x 8x5 Telescope	12.80
36x10x5 "	15.65
42x10x5 "	21.35
48x10x5 "	25.60

VIOLET GLAZE
For Violets and Corsages

7x 4x4 2" covers	$ 3.80
10x 6x5½ "	5.25
14x10x8 "	11.25

PLAIN VIOLET
Made of Moisture Proof Board for Violets and Corsages

7x4x4 2" covers	$2.65
8x5x5 "	3.35
10x6x5½ "	3.80
12x8x5½ "	5.25

MIST GRAY
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.60
8x 5x5 "	3.90
10x 6x5½ "	4.30
14x10x8 "	8.50
15x 6x5 "	5.00

For Cut Flowers

16x 4x3 2" covers	$ 2.65
18x 5x3 "	3.05
24x 6x4 "	4.95
28x 6x4 "	5.00
18x 6x4 "	4.30
21x 7x3½ "	4.60
21x 8x4 "	4.95
24 x8x4 "	5.50
36x 6x5 "	9.00
28x 8x4 "	6.20
28x 8x5 "	7.10
36x 8x5 Telescope	9.90
42x 8x5 "	15.65
48x 8x5 "	17.80
30x10x5 "	9.90
36x10x5 "	12.80
42x10x5 "	18.50
48x10x5 "	21.35

For Designs and Sprays

30x12x6 Telescope	$14.25
36x12x6 "	17.10
20x12x8 "	14.25
12x12x8 "	12.80
14x14x8 "	13.50
16x16x8 "	14.25
20x20x8 "	18.50
24x24x8 "	21.35
28x28x8 "	27.00
24x14x8 "	17.80
30x14x8 "	20.60
36x14x8 "	22.75
40x14x8 "	24.85

MIST BROWN
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.80
8x 5x5 "	4.15
10x 6x5½ "	4.50
12x 8x5½ "	5.25
14x10x8 "	9.00
15x 6x5 "	5.25

For Cut Flowers

16x 4x3 2" covers	$ 2.80
20x 4x3 "	3.25
18x 5x3 "	3.25
21x 5x3 "	3.80
36x 5½x3½ "	6.75
21x 7x3½ "	4.85
24x 8x4 "	5.80
28x 8x4 "	6.30
36x 8x5 Telescope	10.55
40x 8x5 "	13.50
42x 8x5 "	16.45
30x10x5 "	10.55
36x10x5 "	13.50
42x10x5 "	19.55
48x10x5 "	22.50

For Designs and Sprays

30x12x6 Telescope	$15.00
36x12x6 "	18.00
20x12x8 "	15.00
16x16x8 "	14.75
24x24x8 "	22.50
28x28x8 "	28.50
24x14x8 "	18.75
30x14x8 "	21.75
36x14x8 "	24.05
40x14x8 "	26.30
42x17x8 "	29.95
32x32x8 "	37.55

MANILA
For Cut Flowers and Designs

	Per 100
16x 4x3 2" covers	$ 2.50
20x 4x3 "	2.90
18x 5x3 "	2.90
21x 5x3 "	3.40
24x 5x3½ "	4.05
36x 5½x3½ "	6.05
18x 6x4 "	4.05
21x 7x3½ "	4.40
21x 8x4 "	4.75
24x 8x4 "	5.20
24x 8x5 "	5.65
36x 8x5 Telescope	9.45
40x 8x5 "	12.15
42x 8x5 "	14.70
30x10x5 "	9.45
36x10x5 "	12.15
42x10x5 "	17.55
48x10x5 "	20.20
40x10x6 "	20.20
28x 8x6 "	8.10
30x12x6 "	13.50
36x12x6 "	16.20
24x14x8 "	17.55
30x14x8 "	20.20
36x14x8 "	21.95
40x14x8 "	24.05

SAMPLES WILL BE SENT AND SPECIAL TRADE AND CASH DISCOUNTS QUOTED PROMPTLY ON REQUEST.

SPECIALS

We will sell these boxes at the prices listed as long as they last. We have only a few left. At the prices offered they will not last long, so place your order at once if you want your share. They are all the regular well-known "Arnold Quality" boxes. Special trade and cash discounts will be gladly quoted upon request.

PALM GREEN
For Violets and Corsages

	Per 100
7x 4x4 2" cover	$ 3.80
15x 6x5 Telescope	5.25
15x 7x6½ "	7.45

For Cut Flowers and Designs

18x 5x3 2" cover	$ 3.25
12x12x8 Telescope	14.85
24x24x8 "	22.50
28x22x8 "	26.00
28x28x8 "	28.50

The "Old Favorite" Palm Green. Place your order now before they are all gone. The Designs and Violet sizes are a great bargain.

PEERLESS GREEN
For Cut Flowers and Designs

	Per 100
21x 8x4 2" covers	4.65
28x 8x4 "	5.60
24x 4x3 Telescope	3.30
18x 5x3 "	2.90
21x 5x3 "	3.35
28x 8x5 "	6.70
30x10x5 "	9.25
30x12x6 "	12.30
36x12x6 "	16.00

A very good looking shade of Light Green, slightly lighter weight quality than the Palm Green, but a very good box for local deliveries and a bargain at the prices offered.

PARCEL POST CONTAINERS

	Per 100
24x 5x4 2½" cover	$ 4.50
30x 5x4 "	5.00
28x 6x4 "	6.00
24x 8x4 "	5.75
28x 8x5 "	6.50
30x12x6 3" "	15.50
36x12x6 "	17.75
36x14x8 "	20.00
40x14x8 "	21.00
42x17x8 "	24.00
24x24x8 "	20.00
26x17x10 4" "	22.00
24x20x10 "	22.00
24x24x10 "	24.00
28x28x10 "	30.00
30x30x 9 "	31.00

For Baskets and Potted Plants

12x12x15	$12.00
15x15x20	20.00
18x18x25	29.00
19x19x30	33.50

The ideal packer for shipping. You will find these a great help in having your flowers arrive in fine condition. Waterproofed inside and out.

FOR VALENTINE'S DAY

Make your selection from the following sizes:

	Per 100
10 x 6 x 5½	$7.00
12 x 8 x 5½	8.25
24 x 5 x 3½	7.35
30 x 5 x 3½	8.45
24 x 8 x 4	9.50

These prices net—no discount.

YOU will no doubt want an assortment of these for **Valentine Day.** Printed in two colors, Red and Gold, as shown in the design, with the red heart embossed, they make a very handsome package. At the prices quoted you can well afford to give these to the customer without charge, and thus obtain considerable good advertising.

A. A. ARNOLD PAPER BOX CO.

1302 W. Division St.,

Chicago, - - Illinois.

When cash is received with order we will allow a special 5 per cent discount in addition to regular trade discounts allowed.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857.

Wittbold FLORIST

745 Buckingham Place.

L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullanphy Florists (INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s
STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Albany, N. Y.

EYRES,

Flowers or Design Work.

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET.

Mention the American Florist when writing

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph Delivery Association.

THOS. F. GALVIN INC.

NEW YORK 561 Fifth Ave.

BOSTON 1 Park Street
799 Boylston Street

Deliveries to steamers and all Eastern Points.

Mention the American Florist when writing

Max Schling

NEW YORK.
No. 22 West 59th Street
Adjoining Plaza Hotel
Member of the Florists' Telegraph Delivery.

Original Decorations a Specialty.
Branch:
THE VANDERBILT HOTEL
Main Phone, Murray Hill, 783 — Park Ave. and 34th St.
Branch " " " 1808

Kottmiller

Member F. T. D.
426 Madison Ave.
And 49th St., NEW YORK

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

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REUTER'S

For Rhode Island and Connecticut

STORES

New London, Conn., Norwich, Conn. and Westerly, R. I.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Young & Nugent

Telephone 2065-2066 Madison Square.
42 West 28th Street,
To out-of-town florists: We are in the Heart of **NEW YORK**
And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Bangor, Me.

Adam Sekenger

FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing.

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.,

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

Mention the American Florist when writing

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
Cable address: Alexconnell, Western Union Code.

Mention the American Florist when writing

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Ave., Chicago.

Largest and most centrally located store in the city. All orders given prompt attention

Mention the American Florist when writing

Rochester, Minn.

Wire and Mail Orders Our Specialty.

Rochester Floral Company

Retail Store. Greenhouses.

Member of Florists' Telegraph Delivery.

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A. J. PALMER & SON
Palmer's
304 MAIN STREET
BUFFALO, N.Y.
Members Florists' Telegraph Delivery Association

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

LARGEST FLOWER STORE IN THE CITY

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.
Established 1874.
DARDS
N. E. CORNER 44TH ST. AND MADISON AVE.
Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.
Members of Florists' Telegraph Delivery.

St. Paul, Minn.
Holm & Olson,
20-22-24 West Fifth Street.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.
HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

Newark, N. J.
Begerow's
946 BROAD STREET.
Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.
A.W.Smith Co.
KEENAN BLDG.
Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Philadelphia, Pa.
The London Flower Shop, Ltd.
1800 Chestnut Street
Members of Florists' Telegraph Delivery.

Syracuse, N. Y.
MILES S. HENCLE
FLORIST
536 SOUTH SALINA STREET
General designs—All flowers in season

Name Index to Retail Florists Filling Telegraph Orders.

Alfred Lozier Rosery, Des Moines, Ia.
Alpha Floral Co., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Archias Floral Co., Sedalia, Mo.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago, Ill.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave. and L, Washington.
Dard's, 44th and Madison Ave., New York.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
Foster, Fred, St. Louis, Mo.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Galvin, Thos. F., Inc., Boston, Mass.
Gasser, J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Hanft Bros., Madison Av., at 62d St., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., New York.
Hatcher, John C., Schenectady, N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Hencle, Miles S., Syracuse, N. Y.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison Ave. and 76th St., New York.
Higgins, N. F., Springfield, Mass.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Howard & Smith, Los Angeles, Calif.
Huscroft's Flower Shop, Steubenville, O.
Jahn, Hugo H., Brooklyn, N. Y.
Johnston & Co., T. J., Providence, R. I.
Joseph's, 233-235 Grant Ave., San Francisco.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kerr Floral Co., Robt. C., Houston, Tex.
Kottmiller, New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 25 E. Madison St., Chicago.
Leborius, J. J., Duluth, Minn.
London Flower Shop, Ltd., Philadelphia, Pa.
Mangel, Chicago.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McConnell, Alex., New York.
McMurray, D. M., Pueblo, Colo.
Metairie Ridge Nursery Co., New Orleans, La.
Miami Floral Co., Miami, Fla.
Mullanphy Florists, St. Louis, Mo.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
Palmer, W. J., & Sons, Buffalo.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Pyfer & Olsem, Wilmette, Ill.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Reuter's, New London and Norwich, Conn.
Robbins, F. A., Augusta, Me.
Rochester Floral Co., Rochester, Minn.
Rock, Wm. L., Flower Co., Kansas City.
Rye, George, Ft. Smith, Ark.
Schiller the Florist, 2221 W. Madison, Chicago.
Schling, Max, 22 W. 59th St., New York.
Schmidt, Chas. L., Harrisburg, Pa.
Sekenger, Adam, Bangor, Me.
Seki Bros. & Co., Los Angeles, Calif.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Van Meter Flower Shop, Springfield, O.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Whitted Floral Co., Minneapolis, Minn.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wilson, J. S., Floral Co., Des Moines, Iowa.
Wittbold, G., 737 Buckingham Pl., Chicago.
Woodward, A. J., Vancouver, B. C.
Woodward, A. J., Victoria, B. C.
Wolfskill Bros. & M. Goldenson, Los Angeles.
Young & Nugent, New York.

Detroit, Mich.
John Breitmeyer's Sons
Corner Broadway and Gratiot Avenues.
Artistic Designs.
High Grade Cut Blooms
We cover all Michigan points and good sections of Ohio, Indiana and Canada.
Members of Florists' Telegraph Delivery.

New York.
Henry Hart, Inc.
FLORIST
1000 Madison Avenue
Telephone—Lenox 3822.
In the Heart of the most exclusive residential section.

Omaha, Neb.
Hess & Swoboda
FLORISTS
1415 Farnum St. PHONES: 1501 and L1582
Members of Florists' Telegraph Delivery.

DES MOINES
IN THE CENTER OF IOWA
National Florist
J. S. Wilson Floral Co.
We cover all points in Iowa.
Members of Florists' Telegraph Delivery.

THE J. M. GASSER COMPANY,
CLEVELAND
EUCLID AVENUE
Members of Florists' Telegraph Delivery.

Toronto, Can.
Canada's best known and most reliable florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street,
We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford
HUGO H. JAHN
—Florist—
710 Nostrand Avenue
Corner Prospect Place, BROOKLYN, N. Y.
Brooklyn Representative of National Florist Corporation.

Philadelphia, Pa.
M. J. CALLAHAN
FLOWERS
3924 Market Street Both Phones

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to

Schiller The Florist
2221-2223 W. Madison St. CHICAGO.

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES
Main store— **334 Lewis Ave.,** Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl)
336 Superior St., Toledo, O.
Both Phones, 527.
Special attention to Mail and Telegraph Orders
Member of Florists' Telegraph Delivery.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue, N.
Rochester Phone, 506. Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Cleveland, O., and Vicinity.
Bramley & Son
1181 E. 71st St.
The Largest Growers of Flowers in City

Duluth, Minn.
J. J. LeBORIOUS
Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Houston, Texas.
Robt C. Kerr Floral Co.
Main and McKinney Phone, Preston 160

LEWIS HENDERSON, Florist
1814 Douglas St., OMAHA, NEB.
Member of Florists' Telegraph Delivery.

N. F. HIGGINS
FLORIST AND DECORATOR
150 State St., SPRINGFIELD, MASS.

HANFT BROS.
NEW YORK.
—Established 1848—
Madison Ave., at 62nd St.
PHONE PLAZA 428.

The Boulevard Floral Co.
2391 Broadway, New York
Telephone, Schuyler 6375
FINE STOCK, ARTISTIC ARRANGEMENT AND PROMPT DELIVERY.

Chicago.
BRIGGS FLORAL CO.
228 W. Madison St.
801 Sheridan Road.
Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

Los Angeles, Calif.
SEKI-BROS. & CO.
Wholesale and Retail Florists
We grow our own flowers — All kinds of Decoration a Specialty
Phone A-2550 — **229 W. 4th Street**

PYFER & OLSEM
WILMETTE, ILLINOIS
Careful attention to all mail or telegraph orders for delivery in **Wilmette—Chicago's North Shore Suburb—Evanston, Kenilworth Winnetka. Glencoe. Lake Forest.**

New York — Established 1849
David Clarke's Sons
2139-2141 Broadway, cor. 75.h St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

San Francisco
Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.

Kansas City, Mo.
A. Newell FLORIST
Established over 20 Years.
N. E. COR. 10th and GRAND AVENUE.

New York.
DRAKOS CO.
FLORISTS
2953 Broadway. **Opp. Columbia College**
Members of Florists' Telegraph Delivery.

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES ON PREMISES.
Plant Specialists Phones { 107 / 420 / 775 } Lenox
Member of Florists' Telegraph Delivery.

Denver, Colo.
The Park Floral Co.
J. A. VALENTINE, President.
Members of Florists' Telegraph Delivery.

Cincinnati.
Julius Baer
FLOWERS
Mail and Telegraph Orders carefully executed.
138-140 Fourth Street East
Mention the American Florist when writing

Miami Floral Co.,
Orders promptly filled.
MIAMI, FLORIDA.
Mention the American Florist when writing

Sedalia, Missouri.
Archias Floral Co.
Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.
Member of Florists' Telegraph Delivery.

Lang Floral & Nursery Co., Dallas Texas
1303 Main Street
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No Orders too large, none too small.
Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Vancouver, B.C. Victoria, B.C.
A. J. WOODWARD
FLORIST
679 Granville Street, - Vancouver
615 Fort Street, - - Victoria

NASHVILLE, TENN.
JOY FLORAL COMPANY
Members of Florists' Telegraph Delivery.

PHILIPS BROS, 938 Broad St.
NEWARK N. J.
Artistic Floral Work and Long Stem Beauties Our Specialty.

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants.
We solicit telegraph orders. Regular trade disct.
229 WEST THIRD STREET

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

Little Rock, Ark.
PAUL M. PALEZ
FLORIST
All orders carefully filled and delivered to all parts of the city, Arkansas and the Southwest.

St. Louis, Mo.
F. H. WEBER
Boyle and Maryland Avenues.
Flowers delivered in city and state on short notice
Member of Florists' Telegraph Delivery.

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florist of GRAND RAPIDS.
Member of Florists' Telegraph Delivery.

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

Steubenville, Ohio.
Huscroft's Flower Shop
173 North Fourth Street
All Orders Promptly Executed

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS.
735 Euclid Ave. CLEVELAND

Friedman
:::.FLOWERS.:::
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

SAN FRANCISCO
JOSEPH'S
233-235 GRANT AVENUE
Members of Florists' Telegraph Delivery and National Florists for this District. A specialty made of "Welcoming" and "Bon Voyage" packages.

St. Paul, Minn.
L. L. MAY & CO.
Order Your Flowers for delivery in this section from the
LEADING FLORISTS OF THE NORTHWEST

FRED FOSTER
FLORIST
703 Olive St., St. Louis, Mo.

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

E. W. PEARSON
47 State St., NEWBURYPORT, MASS.,
Covers all New England points.

KANSAS CITY, MISSOURI.
ROCK'S FLOWERS
Members Florists' Telegraph Delivery Ass'n.

CHICAGO
Mangel
The Palmer House Florist
17 E. MONROE ST.

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class. stock.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to
THE DOMINION FLORAL CO.
484 St. Catherines St., West
Montreal, Que., Canada
Every order receives prompt and careful attention

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN.
Member of Florists' Telegraph Delivery.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.
WASHINGTON D. C.
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Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DES MOINES IOWA
ALFRED LOZIER ROSERY

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

Howard & Smith

853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

Mention the American Florist when writing

WORCESTER, MASS.

Randall's Flower Shop,

13 Pleasant Street.

Member of Florists' Telegraph Delivery.

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New York.

G. E. M. STUMPP

761 Fifth Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

FURROW & COMPANY

Oklahoma City and Guthrie, Oklahoma.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

VAN METER FLOWER SHOP

SPRING and HIGH, Springfield, O.

BEST FLOWERS for EVERY OCCASION.

Mention the American Florist when writing

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Boston, Mass.

HENRY R. COMLEY, Florist, 6 Park St.

50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

Mention the American Florist when writing

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, State St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffmans, N. Y.

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FREY & FREY,

1338 O Street, LINCOLN, NEB.

WHOLESALE AND RETAIL.

Members of Florists' Telegraph Delivery.

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El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Chicago Detroit

CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

GEORGE RYE

"Some Florist"

The Plaza, Ft. Smith, Ark

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

TERRE HAUTE, IND.

THINK OF HEINL'S

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

St. Louis, Mo.

WIRE

Grimm & Gorly

Mention the American Florist when writing

Augusta, Me.

F. A. ROBBINS, Florist

122 WINTHROP STREET

We deliver in Maine and all New England points.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Cleveland, O.

A. Graham & Son

5523 Euclid Ave.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Av., PITTSBURGH, PA.

Mention the American Florist when writing

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing

PROVIDENCE, R. I.

and all T. J. JOHNSTON & CO.

NEW ENGLAND POINTS. 107 WASHINGTON ST., PROVIDENCE

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

MEDIUM RED CLOVER is thought to be on the up grade.

PRICES for garden beans have firmed up again the past ten days.

BISMARCK, N. D.—Oscar H. Will, of Oscar H. Will & Co., is seriously ill at the Bismarck hospital.

CHICAGO.—Prices for grass seed on the Board of Trade January 31 were as follows: Timothy, $4.00 to $5.50 per 100 pounds.

DEALERS in English horticultural tools report there will be much delay on deliveries this season, prices much higher and some of the items left out.

KAFFIR corn is selling at $2.70 per hundredweight in Kansas City for seed. Some Kaffir corn that had been shipped to Chicago was ordered returned to Kansas City.

SELMA, ALA.—The Dallas Seed & Produce Co. has been incorporated by G. B. Smith, L. Erlenbach, Lucien Burny and O. G. Kelly; capital stock, $6,000, paid in.

REPRESENTATIVE Charles R. Turner of the Indiana legislature is sponsor for a bill which provides that all seeds offered for sale in the state shall be examined by experts at Purdue University.

MRS. RINGIER, wife of Arnold Ringier, of the W. W. Barnard Co., Chicago, who has been in a Los Angeles hospital, was reported out of danger January 22, but will be confined to the hospital for several weeks.

AT a round-up of 200 school garden children of the city of Grand Rapids and Kent County, A. J. Brown, of the A. J. Brown Seed Co., supplied the luncheon. The school garden movement is making great progress in Michigan.

LEONARD H. VAUGHAN, of Vaughan's Seed Store, Chicago, and wife, left for New York, January 29. Mr. Vaughan will attend the meeting of the executive committee of the American Seed Trade Association in the latter city this week.

RAINFALL on the Pacific coast is about normal to date. The rain continues until May usually. Seven inches have fallen to date out of a normal average of about 20 inches. A rainfall of 17 inches with gradual precipitation is more beneficial than 25 inches in heavy downpours.

THE Ontario Sugar Beet Growers' Association has submitted to the Dominion Sugar Co. a sliding scale of prices for 1917. The basis of the figures is to be the average price of sugar on the Montreal market from next October to January, 1918, inclusive. Sugar beet seed of high test will be in strong demand in the United States and Canada.

PALM BEACH, FLA.—J. Chas. McCullough, of Cincinnati, O., is a visitor here. A. J. Brown, of Grand Rapids, Mich., is expected in 10 days.

Bean Disease Investigation.

At the annual meeting of the Western New York Horticultural Society at Rochester, January 24-26, T. B. Wilson of the legislative committee presented a report recommending the appropriation of $8,500 to be expended through the state college of agriculture for the study of bean diseases. The report was adopted.

Onion Seed Costs.

At a meeting of Calumet Local No. 20, of the Cook County Truck Gardeners' and Farmers' Association, held at South Holland, January 20, the committee, consisting of Tunis Verdin, Wm. Messmaker, John J. Van Zanten, W. P. Paarlberg and Wm. Tysse, to figure out cost of producing onion sets, reported they had estimated the cost of production at $210.75 per acre, which compared favorably with the figures of the contracting committee of all the locals in the county.

American Seed Trade Association.

A meeting of the executive committee of the American Seed Trade Association was held at the Hotel Vanderbilt, New York, January 30, the attendance including President Kirby B. White, Detroit, Mich.; Secretary C. E. Kendel, Cleveland, O.; J. M. Lupton, Mattituck, N. Y.; Howard M. Earl, Philadelphia, Pa.; Leonard H. Vaughan, Chicago; John G. Hunt, M. H. Duryea, New York; W. G. Scarlett, Baltimore, Md., and Watson S. Woodruff, Orange, Conn.

The next annual meeting will be held at the Hotel Statler, Detroit, Mich., June 19.

French Bulbs.

Toulon, January 8, 1917.—No growers will sell French bulbs before the meeting of the Syndicate, now fixed for April 15 next, after which growers will conform to the prices then established, as a minimum, but depending on the demand and the harvest they will increase their prices to suit themselves as in 1916. At the end of that season Romans 12-15 ctm., on which the syndicate price had been fixed at 100 francs, sold to jobbers as high as 130 francs, and narcissus 13-ctm. and up cost the jobbers 25 francs instead of 22 francs, as established by the growers' syndicate.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Wholesale Grass Seed Dealers' Association

A special meeting of the Wholesale Grass Seed Dealers' Association was held at the Hotel Sherman, Chicago, January 29, when the greater part of the session was devoted to the discussion of trade rules and seed legislation. Among those present were: D. I. Bushnell, of D. I. Bushnell & Co., St. Louis, Mo.; D. K. Belt, of Wm. G. Scarlett & Co., Baltimore, Md.; Chas. S. Burge, of Flower & Co., Toledo, O.; R. L. Burge, of the Toledo Field Seed Co., Toledo, O.; Benj. Corneli, of the Schisler-Corneli Seed Co., St. Louis, Mo.; Chas. Dickinson, of the Albert Dickinson Co., Chicago; A. T. Ferrell, Saginaw, Mich.; George S. Green, of the Illinois Seed Co., Chicago; Chas. P. Guelf, of the Jerome B. Rice Seed Co., Cambridge, N. Y.; George E. Hayes, Louisville Seed Co., Louisville, Ky.; B. M. Holt, of the Pacific Seed Co., Caldwell, Idaho; J. W. Jefferson, of the National Seed Co., Louisville, Ky.; Henry Nungesser, of the Nungesser-Dickinson Seed Co., New York; C. C. Massie of Northrup, King & Co., Minneapolis, Minn.; J. L. Peppard, of J. G. Peppard Seed Co., Kansas City, Mo.; A. E. Reynolds, Crawfordsville, Ind.; H. B. McCullough and J. R. Schrenker, Jr., representing the J. Chas. McCullough Seed Co., Cincinnati, O.; Curtis Nye Smith, Boston, Mass.; E. T. Stanford, of the Stanford Seed Co., Buffalo, N. Y.; Wm. Ross, of the Ross Seed Co., Louisville, Ky.; Hugo Teweles, of L. Teweles & Co., Milwaukee, Wis.

Bean Prices at New York.

The bulk of bean stock arriving is reported as being off quality. Imports January 27 were 2,831 bags from Chili, South America.

Marrow, choice, 100 lbs	11.75@12.00
Marrow, fair to good	11.00@11.60
Pea, choice, per 100 lbs	11.50@.....
Pea, fair to good	10.50@11.25
Medium, choice, per 100 lbs	11.25@11.35
Medium, fair to good	10.25@11.00
Lady Washington, Cal., ch'e	11.25@.....
Lady Washington, Cal., rain damaged	10.25@11.00
Small White, Calif., choice	11.50@.....
Small White, Far Eastern	11.00@11.50
Red Kidney, choice, 100 lbs	11.85@11.90
Red Kidney, fair to good	11.00@11.65
Red Marrow, choice	10.80@11.00
White Kidney, choice	11.85@12.00
White Kidney, fair to good	11.00@11.75
Imperials, per 100 lbs	9.50@10.00
Imperials, Chilian, per 100 lbs	8.75@ 9.25
Yellow Eye, per 100 lbs	9.50@ 9.90
Pinks, Cal., per 100 lbs	7.85@ 8.00
Lima, Cal., choice	8.35@ 8.50
Lima, Cal., rain damaged	7.75@ 8.25

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Dwarf Gladiolus

Per 1000

Ramosus Ne Plus Ultra..... $6.00

Dwarf Double Pearl Tuberoses—
Special prices on application.

Caladium Esculentum Bulbs.

LILIUM MULTIFLORUM

7 to 9, 9 to 10, and 10 to 11.
Attractive prices on application.

LILIUM FORMOSUM

7 to 9, 9 to 10—(**Black Stem.**)

Please tell us how many you can use and we shall make prices accordingly.

Selected strains of **Ageratum, Alyssum, Aster, Begonia Erfordii, Calendula Meteor, Prince of Orange, Candytuft, Celosia, Centaurea, Cobaea Scandens, Cosmos, Lobelia, Gypsophila, Petunia** and **Verbena.** Special prices on above on application.

J. M. THORBURN & CO.
53 Barclay Street, through to 54 Park Place
NEW YORK CITY.

JAP LILY BULBS

AT IMPORT PRICES.

GIGANTEUM, 7-9, 8-10, 9 10, 10-11.
MULTIFLORUM, 7-9, -10.
AURATUM, 7-9, 9-11.
ALBUM, 9-11.
RUBRUM, 7-9, 8-10, 9-11.
MELPOMENE, 9-11.

Giganteum, 7 9, 8-10 and 9-10 also offered f. o. b. Chicago and London Ont.
Write for prices and details, stating quantity desired.

McHUTCHISON & CO., THE IMPORT HOUSE.
95 Chambers St., NEW YORK.

S. M. Isbell & Co.

JACKSON, MICH.

Contract Seed Growers

Beans, Cucumbers, Muskmelon, Watermelon, Squash, Sweet Corn.

Michigan-grown Radish our Specialty.

Correspondence Solicited.

Western Seed & Irrigation Co.

Wholesale Seed Growers and Dealers

SPECIALTIES:

Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - NEBRASKA

BARNARD'S Seed Store

231-235 W. Madison St.
CHICAGO.

BEANS

The Scarcest Item in the Catalog.

FOR IMMEDIATE DELIVERY WHILE THEY LAST

DWARF GREEN PODS.	Per Bu.
Black Valentine	$ 7.50
Extra Early Red Valentine	8.00
Long Yellow Six Weeks	8.50
Bountiful	8.50
Longfellow	8.00
Refugee (1,000 to 1)	8.50
Burpee's Stringless	11.00
Giant Stringless	11.00
White Kidney	8 00
Lowe's Champion	7.50
Michigan Wonder Pea Beans	7.50
Improved Red Kidney	8.50
Yellow Eye Baking Beans	7.50

DWARF WAX BEANS. — Prices on Application

Wardwell's Kidney Wax
Curries Rust Proof
Improved Black Wax
Pencil Pod Black Wax
Hodson Wax
Refugee Wax
Davis Kidney Wax
Violet Flageolet
Improved Golden Wax
Keeney's Rustpr'f Golden Wax
Grenell's Rustpr'f Golden Wax
Webber Wax
Michigan White Wax

Arrival draft terms Inspection allowed. Orders may be wired at our expense.
fine stock. New crop. Hand-picked. Bags at cost. F. O. B. Mt. Pleasant, Mich.

Never was such an opportunity for seedsmen as to be able to supply beans this year. The price is high but no seed will cost the grower less. Nothing can be substituted for beans. A quart of beans will go further than the same value of any other seed. We are booking orders for delivery crop of 1917. Write for prices. Our growing facilities are good We grow our seed stock on our own farms. We specialize in Dwarf Garden Beans and feel that we can give seedsmen the best of service and larger average deliveries than other growers located further from the center of growing operations We are about booked up on Wax Beans and the finer types of Green Pods so urge prompt inquiry.

HARRIS BROS. SEED CO.

724 S. MAIN ST., MOUNT PLEASANT, MICH.

Asparagus Plumosus Nanus

Greenhouse Grown Seed

1,000 Seeds, $3.50 10,000 Seeds, $32.50

Californian Grown Seed

1,000 Seeds, $2.50 10,000 Seeds, $22.50

5 per cent discount, Cash with order.

ARTHUR T. BODDINGTON CO., Inc.

128 Chambers Street, NEW YORK.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write or prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.
Rocky Ford, Colorado.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

TOMATO SEED

Grown For The Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA.

CONTRACT GROWER of

Cucumber and Muskmelon Seed

I offer Pure Stock, Personal Service Intimate Knowledge of Stocks and Local Conditions.

Good Deliveries and Moderate Prices.

R. H. JAMES, Rocky Ford, Colo.

Mention the American Florist when writing

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

DREER'S RELIABLE FLOWER SEEDS

We offer below a few items for early sowing. For the most complete line of Florist Flower Seeds, see our New Wholesale Price List.

	Trade pkt.	Oz.
Ageratum Blue Perfection, rich blue	$0.15	$0.60
Alyssum Little Gem or Carpet of Snow, very dwarf, select stock	.15	.50
Antirrhinum Giant, white, pink, scarlet, rose, yellow, and garnet, each	.20	.75
Antirrhinum Giant, finest mixed colors	.15	.50
" Half-dwarf, pink, white, and yellow, each	.20	.75
" Half-dwarf, finest mixed colors	.15	.50
Asters, Dreer's Famous American. See our Wholesale Catalog for list of varieties.		
Asparagus Plumosus Nanus. Greenhouse grown, $3.00 per 1,000 seeds.		
Asparagus Sprengeri, $0.75 per 1,000 seeds.		
Candytuft Empress. The finest white, select stock	.10	.20
Centaurea or Cornflower, Dreer's Double Blue	.15	.60
" Candidissima, white leaved	.40	2.00
" Gymnocarpa, white leaved	.15	.40
Cobaea Scandens, purple	.15	.40
Cosmos, Extra Early, Large-flowering, crimson	.15	.50
" " " " " pink	.15	.50
" " " " " white	.15	.50
Dracaena Australis	.15	.50
" Indivisa	.10	.30
" " Lineata	.15	.50
Grass, Pennisetum Rueppelianum	.10	.30
Heliotrope, Lemoine's Giant, mixed	.30	1.00
Ipomoea Grandiflora (Moon Flower)	.10	.30
Lobelia, Crystal Palace Compacta, dark blue	.25	1.25
" Speciosa, dark blue trailing	.15	.50
Maurandia Barclayana, mixed	.25	1.25
Petunia, Dreer's Superb Double Fringed, $1.50 per 1,000 seeds.		
Petunia, Dreer's Superb Single Fringed	.50	...
Petunia, Howard's Star, striped	.30	1.50
" Rosy Morn, pink and white	.50	2.50
" Snowball, dwarf white	.30	1.50
Pyrethrum Aureum (Golden Feather)	.10	.25
Salvia Splendens (Scarlet Sage)	.25	1.25
" " Bonfire	.50	2.50
" " Zurich, dwarf early flowering	.50	4.00
Smilax	.10	.35
Solanum Capsicastrum (Jerusalem Cherry)	.10	.25
" " Fra Diavolo, compact variety	.15	.50
Sweet Peas. See our Wholesale Catalogue for complete list of the very choicest Orchid-flowered and Grandiflora varieties for cutting.		
Thunbergia, mixed	.15	.50

DREER'S MAMMOTH VERBENAS.

	Trade pkt.	Oz.
Vinca, Rose, White with eye, and Pure White, each	.15	.60
" Mixed colors	.15	.50
Verbena, Dreer's Mammoth, pink, purple, white, scarlet, striped and blue, each	.30	1.50
Verbena, Dreer's Mammoth, mixed	.25	1.00

HENRY A. DREER, 714-716 CHESTNUT STREET, PHILADELPHIA, PA.

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

THE KIMBERLIN SEED CO.
WHOLESALE SEED GROWERS **SANTA CLARA, CAL.**
Growers of
ONION, LETTUCE, RADISH, ETC.
Correspondence Solicited.

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale Farm. **Bristol, Pa.**

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners.

KELWAY'S
SEEDS--Flower, Vegetable and Farm
For present delivery or on contract. Wholesale only.
Special quotations for next season and from 1917 harvest now ready.
Langport, - England.

My New PRICE LIST of
Winter Orchid-Flowering Sweet Pea Seed
Has been mailed. If you have not received a copy, send Postal for it.
Part of new crop is ready now.
Ant. C. Zvolanek, Lompoc, Calif.
Mention the American Florist when writing

R. & M. GODINEAU
SEED GROWERS
Angers, - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.
Mention the American Florist when writing

GARDEN SEED
Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK and ORANGE, CONN.
Mention the American Florist when writing

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER.
Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.
Correspondence Solicited.
Mention the American Florist when writing

American Grown GLADIOLUS BULBS for Bench Work

Four Gold Medals on These at San Francisco Fair.

Double your returns by planting between the carnations as a catch crop. Grown by us. Per 1000

Mrs. Francis King, 1st Size	**$14.00**
Augusta, 1st Size	**13.00**
America, 1st Size	**15.00**
Chicago White, First Early	**18.00**
Florist XXX Mixed, 1st Size	**16.00**
Panama	**30.00**
Niagara	**40.00**
Mrs. F. Pendleton Per 100	**7.50**
Myrtle Per 100	**10.00**

TUBEROSES—True Dwarf Pearl.

First Size, 4-6 inches	Per 1000	**$9.00**
Medium Size, 3-4 inches	Per 1000	**5.00**

Carload Lots—Frost Free—Ready.

The Dwarf Pearl Tuberose.

Spiraea (Clumps)

Best kinds grown. Prices reduced.

	Per 100
America, Lilac Rose	**$10.00**
Avalanche, White	**11.00**
Gladstone, White	**9.00**
Queen Alex., Pink	**10.00**

Lots of 250, 7 Per Cent off.

Lily of the Valley

Per 1000

Pips, Hamburg, Holland Grown **$20.00**

This stock proved very satisfactory.

Fortin Valley, largest, per 100 **$2.75**

Lilium Giganteum

NEW CROP	Per 1000
6 to 8-inch (Case of 400, $12.50)	**$30.00**
7 to 9-inch (Case of 300, 15.00)	**45.00**
8 to 9-inch	**65.00**
9 to 10-inch (Case of 200, $16.00)	**77.50**

Hardy Lilies

Just arrived in fine order.

	Per 100	Per 1000
Lilium Auratum (160 to case)	**$5.50**	**$48.00**
Lilium Auratum, 9-11 in. (100 to case)	**8.00**	**75.00**
Lilium Rubrum, 8-9 in. (160 to case)	**5.50**	**50.00**
Lilium Rubrum, 9-11 in. (100 to case)	**9.00**	**85.00**
Lilium Album, 9-11 in. (100 to case)	**12.00**	**100.00**

Lilium Formosum

Per 1000

6 to 8-inch, (350 to case) regular strain **$35.00**

6 to 8-inch (350 to case) true black stem variety **40.00**

Gladiolus Colvillei

Per 1000

The Bride. Price reduced to **$5.00**

Rubra, a good color **6.00**

Spanish Iris

Per 1000

Named varieties, 4 separate colors **$6.00**

"JOSS" LILIES, Chinese Narcissus, per mat, (120 bulbs), **$3.00 at Chicago. In New York, $3.50.**

CHICAGO **VAUGHAN'S SEED STORE,** **NEW YORK**

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,

PEDRICKTOWN, N J.

Grass Mixtures

— FOR —

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,

CHICAGO, ILL.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. **MILFORD, CONN.**

TO THE TRADE.

HENRY METTE, Quedlinburg, Germany.

GROWER and EXPORTER on the VERY LARGEST SCALE of all CHOICE VEGETABLE, FLOWER AND FARM SEEDS. (Established 1787.)

SPECIALTIES: Beans, Beets, Cabbages, Carrots, Kohlrabi, Leek, Lettuce, Onions, Peas, Radishes, Spinach, Turnips, Swedes, Asters, Balsams, Begonias, Carnations, Cinerarias, Gloxinias, Larkspurs, Nasturtiums, Pansies, Phloxes, Primulas, Scabiosa Stocks, Verbenas, Zinnias, etc. Catalogue free on application.

HENRY METTE'S TRIUMPH OF THE GREAT PANSIES—(mixed), the most perfect and most beautiful in the world, $6.00 per oz., or $1.75 per ¼ oz., $1.00 per ⅛ oz., postage paid. Cash with order.

All seeds offered are grown under my personal supervision on my own vast grounds, and are warranted true to name, of strongest growth, finest stocks and best quality.

ALSO GROW LARGELY ON CONTRACT.

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn, in variety, on contract.

EDGAR F. HURFF,

Correspondence Solicited. **SWEDESBORO, N. J.**

The L. D Waller Seed Co.

Gaudalupe, California

Wholesale Growers of

FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS

Correspondence Solicited.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

BRAINTREE, MASS.—George H. Arnold, well-known Massachusetts market gardener, died at his home in this city, January 12, aged 81 years.

Co-Operation.

South Jersey Farmers' Exchange, a co-operative selling organization of 750 New Jersey farmers, has declared a stock dividend of 100 per cent and 8 per cent in cash. Exchange handled 907 carloads of potatoes at an average price of 90 cents per bushel. It did a total business of $1,087,348 at a net profit of $34,238.

Prices of Indoor Fruits and Vegetables.

Chicago, Jan. 30.—Mushrooms, home grown, 40 to 55 cents per pound; lettuce, small cases, 20 to 22½ cents; radishes, 35 to 50 cents, dozen bunches; celery, 75 cents to $1.50, open crate; tomatoes, six baskets, $2.50 to $4.00; cucumbers, per 2 dozen box, $1.50 to $2.50.

New York, Jan. 30.—Celery, per crate, $2.00 to $2.50; cucumbers, 50 cents to $1.25 per dozen; mushrooms, 75 cents to $1.75 per 4-lb. basket; tomatoes, per lb., 10 to 20 cents; radishes, per 100 bunches, $2.50 to $4.50; lettuce, per strap, 25 cents to $1.00.

Potatoes at Chicago.

Plain potatoes from Wisconsin, shipped in burlap sacks, sold on a parity with Michigan grown apples in the Chicago produce market January 27. They reached the highest price in the history of South Water street, $2 a bushel in carload lots. Commission dealers made forecasts that the prices will advance to $3 a bushel within the next few weeks. Car shortage and insufficient receipts were given by dealers as reasons for the rapidly advancing prices.

High prices paid for potatoes on the Chicago market have attracted shipments from England to compete with American-grown products. Potatoes on the Chicago market January 27 were selling in small lots at $2.25 a bushel.

Potato Prices at New York.

The demand is active and prices were slightly higher, January 27. Old Dominion steamers are bringing in Southern (Virginia) late crop.

Bermuda, No. 1, bbl.	$8.00@....
No. 2, per bbl.	6.00@7.00
No. 3, per bbl.	4.00@5.00
Virginia, late crop, per bbl.	5.25@6.25
Virginia, late crop, 165-lb. bag	5.25@5.75
Virginia, late crop, frozen	3.00@5.00
Long Island, per bbl. or bag	6.50@6.75
Long Island, per 180 lbs.	6.75@7.25
Maine, per 165-lb. bag	6.25@6.50
Maine, in bulk, per 180 lbs.	6.50@7.00
Canadian, in bulk, 180 lbs.	....@....
Canadian, 165-lb. bag	....@....
Nova Scotia, per bag	....@....
State, in bulk, per 180 lbs.	6.00@7.00
State, per 165-lb. bag	6.00@6.50
Sweets—Southern, per bbl.	....@....
Southern, per basket	.75@1.35
Jersey, per double-h'd bbl.	....@....
Jersey, No. 1, per basket	1.35@1.75
Jersey, No. 2, per basket	.75@1.25
Yams, Southern, per barrel	1.75@2.25

A. F. F.

GENUINE BALCH'S FILLBASKET

TOMATO SEED

Greenhouse Grown from selected plants.

Packet.....$1.00; 6 Packets.....$5.00

WILLEY'S FARM

EAST PATCHOGUE, LONG ISLAND, N. Y.

Mention the American Florist when writing

American Bulb Co.

A. Miller, President.

WHOLESALE DEALERS IN

Bulbs, Seeds, Supplies, Etc.

178 N. Wabash Ave., Chicago, Ill.

Mushroom Growing

By B. M. Duggar.

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.50.

American Florist Company

440 S. Dearborn Street, Chicago

Growers and Specialists

CROP CONTRACT

Peas, Beans and Sweet Corn.

Peas and Beans, Michigan Grown.

Sweet Corn, Iowa Grown.

Correspondence solicited.

Michigan Office: MILLINGTON,
Home Office: SIOUX CITY, IOWA.

Ask for prices now, 1917 crop.

Sioux City Seed & Nursery Co.

Established 1883.

BOLGIANO'S TOMATO SEEDS

ARE GROWN BY US AS FAR NORTH AS TOMATOES WILL MATURE.
They are free from blight.
Most carefully grown—
Most carefully selected—
Most carefully saved—

JUST FOR SEED

Bolgiano's Tomato Seeds are well known for their big yields of large, firm, solid, meaty, uniform tomatoes—

We grow Tomatoes

JUST FOR SEED

Even the pulp we destroy. Not an ounce of canning-house Tomato Seed is allowed to enter our establishment.

"John Baer" Tomato.
The Earliest and Best Tomato on Earth.

WHOLESALE TOMATO SEED PRICES—TO THE TRADE ONLY

	Oz.	¼ lb.	½ lb.	Lb.
"John Baer" Tomato Seed	$0.75	$2.00	$3.75	$7.50
"Greater Baltimore" Tomato Seed	.25	.75	1.25	2.50
"Greater Baltimore" Tomato (Special Stock Seed)	.30	1.00	1.75	3.50
My Maryland Tomato Seed	.25	.75	1.25	2.50
My Maryland Tomato Seed (Special Stock Seed)	.30	1.00	1.75	3.50
The Great B. B. Bolgiano's Best	.20	.50	.90	1.75
Red Rock, Extra fine stock	.20	.50	.90	1.75
Red Rock (Special Stock Seed)	.25	.75	1.25	2.50
Burpee's Matchless Tomato	.20	.50	.90	1.75
Livingston's Perfection Tomato	.15	.40	.75	1.50
Brinton's Best Tomato Seed	.15	.40	.75	1.50
World's Fair Tomato	.15	.40	.75	1.50
Bolgiano's New Century Tomato	.15	.40	.75	1.50
Bolgiano's New Queen Tomato	.15	.40	.75	1.50
Dwarf Stone Tomato Seed	.15	.40	.75	1.50
I. X. L. Bolgiano's Extra Early	.25	.85	1.50	3.00
Bonny Best (Purest Stock)	.25	.75	1.15	2.25
Livingston's New Stone (Pure)	.20	.50	.90	1.75
Livingston's New Stone (Special Stock Seed)	.25	.75	1.25	2.50
Livingston's Paragon Tomato	.20	.50	.90	1.75
Maule's Success Tomato Seed	.20	.50	.90	1.75
Kelly Red, or Wade Tomato Seed	.25	.75	1.15	2.25
Livingston's Favorite Tomato	.20	.50	.90	1.75
King of the Earliest Tomato	.25	.60	1.00	2.00
Spark's Earliana Tomato	.20	.50	.90	1.75
Chalk's Jewel Tomato (Pure)	.25	.60	1.00	2.00
Ten-Ton Tomato	.15	.40	.75	1.50
New Jersey Red Tomato	.15	.40	.75	1.50
Trophy Tomato Seed	.15	.40	.75	1.50

TOMATO SEED FOR YOUR 1917 CROP

You will get an enormous crop of Tomatoes from Bolgiano's Tomato Seed this year. Our seed was saved from one of the largest crops we have ever had, due to being favored by weather conditions. The vines were loaded with large, solid, red fruit. We know positively by planting seed from this "Big Crop" your yield will be much larger than if you had bought seed grown where the weather conditions were not favorable.

J. Bolgiano & Son, Growers of Pedigreed Tomato Seeds, —— This Is Our 99th Year —— **Baltimore, Md.**

Send for our complete Catalog giving lowest prices to Florists and Market Gardeners.

Place your order now for young stock

Grafted ROSES Own Root

Ophelia, Hoosier Beauty, Hadley, Richmond, Pink Killarney, White Killarney, Killarney Brilliant. Grafted on best Manetti, 2¼-in , 100, $12.50; 1000, $120

Mrs. Chas. Russell, 2¼-in. grafted, 100, $16.00; 1000, $150.00.

All of the above named and many other varieties on own roots.
For full list see our Spring Book for Florists. Ask for prices.

CLIMBING ROSES-Dormant

3 YEAR OLD.

Excelsa—"Red Dorothy Perkins."
Delight—Bright carmine flowers; base of petals, white.
Dorothy Perkins—Beautiful shell-pink.
Flower of Fairfield—Everblooming Crimson Rambler.
Hiawatha—Single crimson, lighter center.
Lady Gay—Beautiful cherry pink.
Price: Doz., $3.00; 100, $22.00; 1,000, $200.00

2 YEAR OLD.

Crimson Rambler.
Dorothy Perkins.
Excelsa.
Flower of Fairfield.
White Dorothy Perkins.

Price: Doz., $2.00; 100, $15.00; 1000, $140.00

TWO-YEAR OLD ROSES--Dormant

	Doz.	100
Anna de Diesbach	$2.00	$15.00
Baroness Rothschild	2.25	16.00
Betty	2.50	18.00
Captain Christy	2.50	18.00
Caroline Testout	2.50	18.00
Conrad F. Meyer	2.25	16.00
Frau Karl Druschki	2.50	18.00
George Arends	$2.50	$18.00
General Jacqueminot	2.00	15.00
General MacArthur	2.50	18.00
Gruss an Teplitz	2.25	16.00
Jonkheer J. L. Mock	2.50	18.00
J. B. Clark	2.25	16.00
Mabel Morrison	2.00	15.00
Mme. Abel Chatenay	$2.50	$18.00
Magna Charta	2.00	15.00
Mrs. John Laing	2.00	15.00
Orleans	2.50	18.00
Paul Neyron	2.00	15.00
Persian Yellow	2.25	16.00
Prince C. De Rohan	2.00	15.00

A FEW BEST ENGLISH MANETTI STOCKS, PER 1000, $20.00.

Well-Rooted-CARNATION-Cuttings

WHITE	100	1000
Matchless	$3.00	$25.00
White Enchantress	3.00	25.00
White Wonder	3.00	25.00
FLESH PINK		
Alice	3.00	25.00
Enchantress	3.00	25.00
Enchantress Supreme	3.00	25.00
Superb	12.00	100.00
MEDIUM PINK		
Akehurst	$3.00	$25.00
Pink Sensation	3.50	30.00
DARK PINK		
Good Cheer	4.00	35.00
Mrs. C. W. Ward	3.00	25.00
Peerless Pink	3.00	25.00
VARIEGATED		
Benora	3.00	25.00
RED		
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Belle Washburn	6.00	50.00
Champion	3.00	25.00
Nebraska	6.00	50.00
Thenanthos	12.00	100.00
MAROON		
Pocahontas	3.00	25.00

CHRYSANTHEMUMS—New and Standard Varieties.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Plant Beebe's Early Prolific Tomato

For the early market.

It is the earliest and most prolific of all tomatoes. Is of medium size, flesh very solid with small seed cavities. Color bright red, skin tough, making it an excellent shipper. Continues bearing from early in June until cut by frost.

Pkt., 20c; oz., 75c; ¼ lb., $2.00.

Write for Catalogue.
English or German.

German Nurseries and Seed House

12 Court Street, BEATRICE, NEB.

Nephrolepis Verona

Best of all crested ferns, rapid grower; it's splendid fronds stand up well; each show individually; does not rot in center.

BUY FROM THE ORIGINATORS.

	Per 100	Per 1000		Per 100	Per 1000
2-inch	$8.00	$72.00	3-inch	$12.00	$90.00

BAMBOO

Best decorative plant that grows; strong bushy stock.

7-inch pots.....$1.50 each 12-inch tubs.....$6.00 each

P. S. Randolph & Sons

Wholesale Florists and Plant Specialists

R. D. VERONA, - PA.

GERANIUMS

Immediate delivery at $13.50 per 1000 for S. A. Nutt and Buchner and $16.00 per 1000 for Ricard and Poitevine.

Asparagus Plumosus, fine stock at $25.00 per 1000: same rate per 100.

ALBERT M. HERR, LANCASTER, PA.

VINCAS

	Per 100	Per 1000
Rooted cuttings		$10.00
Strong field rooted tips, one to three leads, 2¼ in. pots	$3.00	25.00
Carnations, rooted cuttings. White Enchantress and Beacon	2.50	20.00
Table Ferns, fine stock, 2¼ in	3 50	30.00

JAMES VICK'S SONS, Rochester, N. Y.

If You are interested in Mid-Winter

Blooming Plants

—or anything in—

Soft Wooded Plants

—Write—

Geo. A. Kuhl, Wholesale Grower. PEKIN, ILL.

The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curt s Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

SAN FRANCISCO, CALIF.—John A. McGregor has been appointed a member of the board of park commissioners.

VISITED CHICAGO: C. B. Knickman, of McHutchison & Co., New York; Geo. H. Whiting, of the Whiting Nursery, Yankton, S. D.

BULLETIN No. 490 recently issued by the United States department of agriculture covers a preliminary report on the occurence of western red-rot in Pinus ponderosa.

COLLEGE STATION, TEX.—The summer meeting of the Texas Nurserymen's Association will be held here August 1-2, in conjunction with the twentieth annual farmers' congress.

BULLETIN No. 395 has been issued by the United States department of agriculture, entitled, "Peach Scab and its Control." It contains 66 pages, illustrated and may be procured from the Government Printing Office at 20 cents per copy.

CALIFORNIA horticultural inspection laws are so rigid that most nurserymen in other states are selling for California shipment only on the distinct understanding that buyers accept all risk of rejection or injury by California state inspectors.

INVESTIGATIONS by the forest products laboratory, at Madison, Wis., have resulted in the use of spent tanbark in the manufacture of asphalt shingles to the extent of 160 tons per week. The value of the bark has been thereby increased from 60 cents to $2.50 per ton.

NEW YORK.—The American Nursery Company, 149 Broadway, with its branches, F. & F. Nurseries, Springfield, N. J., and Bloodgood Nurseries, Flushing, N. Y., has adopted a policy of paying the same dividend on its wages account as on its capital stock, and announces that this will be its settled future policy.

DETROIT, MICH.—William W. Essig, well known nurseryman of this city and Pontiac, Mich., died January 23 at Stuart, Florida. He was born at Elmore, Ohio, 62 years ago and resided here 40 years. He was buried from his late home, 73 Avery avenue, Monday afternoon, January 29. He is survived by his widow, Catherine Essig, and son, Robert.

BOSTON, MASS.—At the annual meeting of the Massachusetts Nurserymen's Association held in this city January 2, the following officers were elected for the ensuing year: E. W. Breed, Clinton, president; John Kirkegaard, Bedford, vice-president; W. H. Thurlow, West Newbury, secretary-treasurer. The executive committee is composed of the above officers and C. Howard Frost, James Brandley and Sidney Littlefield.

Western Association of Nurserymen.

The Western Association of Nurserymen, preliminary mention of whose thirty-seventh annual meeting at the Coates House, Kansas City, Mo., January 24-25, was made in these columns last week, closed with a very interesting session January 25, the following officers being elected for the ensuing year: E. M. Sherman, Charles City, Ia., president; W. C. Reed, Vincennes, Ind., vice-president; Geo. W. Holsinger, Rosedale, Kan., secretary-treasurer. Executive committee: George Marshall, Arlington, Neb.; H. W. Hobbs, Bridgeport, Ind.; Milton Moss, Huntsville, Ala.; E. H. Balco, Lawrence, Kan.; Geo. W. Johnston, Kansas City, Mo. The next meeting will be held at the Coates House, Kansas City, Mo., January 23, 1918.

Missouri State Nurserymen's Association.

The Missouri nurserymen who attended the thirty-seventh annual meeting of the Western Association of Nurserymen at Kansas City, Mo., January 24-25 organized the Missouri State Nurserymen's Association and elected the following officers for the ensuing year: F. A. Weber, St. Louis, president; Lloyd Stark, Louisiana, vice-president; F. R. Von Windegger, St. Louis, secretary-treasurer. The executive committee is composed of the following: W. A. Weber, St. Louis; W. P. Stark, Neosho; R. L. Bagby, New Haven; G. L. Welch, St. Joseph; Geo. H. Johnston, Kansas City; Frank B. Wild, Sarcoxie; William Campbell, St. Joseph; Lloyd Stark, Louisiana, and F. R. Von Windegger, St. Louis.

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Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
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Ask for the new Polyantha MARY BRUNI
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GRATAMA BROS. & CO.
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ORNAMENTAL SHRUBS and LINING OUT STOCK
We offer for Spring 1917
Altheas in varieties. Berberry, Deutzias Forsythias, Privets, Spiraeas, Weigelias, etc.
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This is not the usual deadly dull nursery list. To read it is like going around your grounds and discussing in a friendly way what the place needs.
This book is free. Send for your copy at once.
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ROSES, field-grown, selected forcing grade. Climbers, $15.00 per 100
Excelsa (Red Dorothy Perkins) Lady Gay Dorothy Perkins
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HYBRID PERPETUALS, ASSORTED, $14.00 per 100.
HYDRANGEAS, 2½-inch pots, $4.00 per 100
Single stem plants, set with good, plump flower buds.
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We offer a nice lot of this, in sizes from 6 inches up to 3 feet.

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The Latest New Red Carnation

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Originated with us five years ago, and successfully grown since then for a large retail trade. Very free bloomer, giving flowers in abundance for the Holidays. Good red color, medium size flower; splendid seller; lasts well and does not split. **Cuttings ready for delivery now.**

$6.00 per hundred; $50.00 per thousand.

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Clean, Healthy Stock, Good Color, Good Values.

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7-inch tubs,	3 plants in a tub,	30 to 36 in. high		$ 3.00
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8	" 3 " "	40 to 42	"	5.00
8	" 3 " "	42 to 45	"	6.00
9	" 3 " "	4½ to 5 ft. high		10.00
10	" 3 " "	5 to 5½	"	12.00
12	" 3 " "	6 to 6½	"	20.00

Kentia Forsteriana—Single Plants.

				Doz.	100	1,000
2½-inch pots,	4 leaves,	8 to 12 in. high		$1.50	$12.00	$100.00
3	" 4 to 5 "	12 to 15	"	2.50	18.00	150.00
4	" 5 to 6 "	15 to 18	"	5.00	40.00	

				Each
5	" 5 to 6 "	24	"	$1.00
6	" 6 "	30 to 32	"	1.50
6	" 6 "	34 to 36	"	2.00
7	" 6 to 7 "	38 to 40	"	2.50
7-inch tubs,	6 to 7 "	40 to 42	"	4.00
8	" 6 to 7 "	45 to 48	"	5.00
8	" 6 to 7 "	48	"	6.00

Kentia Belmoreana—Single Plants.

				Doz.	100	1,000
2½-inch pots,	4 leaves,	8 to 10 in. high		$1.50	$12.00	$100.00
3	" 5 "	12	"	2.50	18.00	150.00
4	" 5 "	15	"	5.00	40.00	

				Each
5	" 6 to 7 "	18 to 20	"	$1.00
6	" 6 "	24 to 28	"	1.50
7	" 6 to 7 "	28 to 30	"	2.00

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Victory, - - - -	3.00	25.00
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PRIMULA MALACOIDES

2½ in.....3c each 4 in.....10c each
3 in.....5c each 5 in.....15c each

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4 in.....10c each 5 in.....15c each

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Best strong plants, 2½ in.....7c each

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Full of bud and bloom, 5 in., 50c each; 6 in., 60c each; 7 in., 75c each.

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The distribution will be limited to FORTY THOUSAND plants.

PRICES — OWN ROOT

Per 100 plants, $30.00	Per 500 plants, $125.00
Per 250 plants, 70.00	Per 1000 plants, 250.00

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SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it it has proved the best commercial variety, barring none.

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FLESH PINK.		
Superb	$12.00	$100.00
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Only a few varieties to offer but these are all right with us.

Matchless (Ward)	$3.00 per 100	$25.00 per 1000
Mrs. C. W. Ward (Ward)	3.00 per 100	25.00 per 1000
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NOVELTY FOR 1917 DELIVERY

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Beautiful sport of Mrs. C. W. Ward; rivals Pink Sensation in size and more brilliant in color.

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Standard Shape, 14x14 in.	2.50 each
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Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	35c each

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Donald MacDonald

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We have tested this Rose for Winter forcing for two years, and with us it produces more red roses during the winter than any Rose we have ever grown. It is not a large Rose, but has perfectly formed medium sized flowers that sell at sight. Color bright orange carmine; will not turn blue; because the base of the petals is orange. It is not a summer rose, as it has the same substance as Killarney. We build the plants up until November, and from Thanksgiving until May it is a money maker for the Rose Grower, as no pinching is necessary.

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A SPORT OF MRS. C. W. WARD

OF A PLEASING SHADE OF FLESH PINK.

A Few Reasons Why You Want It:

It has the habit and growth of **Ward**
It is the best keeper and shipper of all
It is unsurpassed in quality of bloom
It will not fade in bright weather
Its color sells it on sight
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COTTAGE MAID IS A MARKET CARNATION

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SPECIFY PLANTS WHEN ORDERING.

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100,000 GERANIUMS

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2¼ in. Fuchsias, 15 varieties; Double Petunias, 12 varieties; Marguerites, 3 varieties; Lantanas, 8 varieties; $2.75 per 100; $25.00 per 1,000.

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Wholesale Florist

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Vinca Variegata, 2-in., $2.00 per 100	$20.00
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Satisfaction guaranteed.

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APLENIUM NIDUS AVIS (Bird's Nest Fern
Price list on application.

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Ferns, Palms, Rhododendrons, Etc.

Our Stock of Kentias is larger than usual, with bright clean stock in all sizes.

Kentia Belmoreana, 4-in. pots, 5 leaves, 15 in. high, 40c each; 5-in. pots, 5 to 6 leaves, 18 to 20 in. high, $1.00 each; 6 in. pots, 5 to 6 leaves, 20 to 24 in. high, $1.25 each; 6-in. pots, 5 to 6 leaves, 24 to 28 in. high, $1.50 each.

Kentia Forsteriana, 6-in. pots, 5 to 6 leaves, 30 in. high, $1.50 each; 6-in. pots, 6 to 7 leaves, 34 in. high, $2.00 each; 7 in. pots, 6 to 7 leaves, 36 in. high, $2.50 each.

Kentia Forsteriana, made up, 3 and 4 plants in 7-in. tub, 36 in. high, $3.50 each; 3 and 4 plants in 8-in. tub, 38 to 40 in. high, $4.50 each; 3 and 4 plants in 8 in. tub, 40 to 44 in. high, $5.00 each; 3 and 4 plants in 10-in. tub, 60 to 66 in. high, $8.50 each.

Ferns, Teddy, Jr., extra quality, 5 in. pots, 35c each; 6-in. pots, 50c each.

Boston Ferns, fine stock, 5-in. pots, 35c each; 6 in. pots, 50c each; 8-in. pots, $1.00 each; 10-in. pots, $2.50 each.

Asparagus Sprengeri, heavy field plants, now in 4 in. pots, $12.00 per 100; 5-in. pots, extra heavy, $18.00 per 100.

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Asparagus plumosus, fine stock, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

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Azaleas. W. & T. Smith Co., Geneva, N. Y.

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BAY TREES—Write for wholesale price list. JULIUS ROEHRS CO., Rutherford, N. J.

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Begonias, tuberous rooted, fine stock, just received. Single, separate colors, $2.75 per 100; $25 per 1,000; single mixed, $2.50 per 100, $22.50 per 1,000. Double, separate colors, $4.25 per 100, $37.50 per 1,000; double mixed, $4 per 100, $33 per 1,000; 250 at 1,000 rates. S. S. Skidelsky & Company, 1004 Lincoln Bldg., Philadelphia, Pa.

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Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BOXWOOD.

Boxwood. Bush form, 10-in., 25c each; 10 and 12-in., 35c each; 15-in., 50c each; 18-in., 75c each; 22 and 24-in., $1 and $1.25 each. Standards, 18-in. stems, 15-in. crown, $2 each. Pyramids, 2 ft. high, $2 each, 3 ft. high, $3 each; 3½ ft. high, $3.50 each; 4 ft. high, $4 each; 5 ft. high, $8 each; 6 ft. high, $15 each. Globes, 18-in., $4 each. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

BOXWOODS.

PYRAMIDS. Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b. Dundee, Ill. Write for prices on larger sizes.

BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.

THE D. HILL NURSERY CO., INC.
Box 404. Dundee, Ill.

Boxwood. For varieties and prices, see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BOX TREES—Standards, Pyramids and Bush. Price list on demand. JULIUS ROEHRS CO., Rutherford, N. J.

BULBS.

Bulbs. Gladiolus, all first size. Mrs. Francis King, $12 per 1,000; Augusta, $13 per 1,000; America, $15 per 1,000; Chicago White, $18 per 1,000; Florist XXX Mixed, $16 per 1,000. Tuberoses, first size, 4-6 in., $9 per 1,000; medium size, 3-4 in., $5 per 1,000. Gladiolus Colvillei, The Bride, $5 per 1,000. Spanish Iris, 4 named varieties, $6 per 1,000. Chinese Narcissus, per mat (120 bulbs), $3. Lilium Formosum, L. Giganteum, Hardy Lilies, Spiraea and Valley. For varieties, sizes and prices, see advertisement elsewhere in this issue. Chicago White Galdiolus. Very first flowering early white variety for bench forcing. First grade, 1⅝ to 1¾-in., $18 per 1,000. Vaughan's Seed Store, Chicago and New York.

Bulbs. Dwarf Gladiolus, Ramosus Ne Plus Ultra, $6 per 1,000. Dwarf double pearl tuberoses, Caladium Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CANNAS.

Cannas, two to three eye, plump, dormant roots, true to name. For varieties and prices see advertisement elsewhere in this issue. A. Henderson & Co., 211 N. State St., Chicago.

Cannas, 2 to 3 eye roots. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

CARNATIONS.

CARNATIONS.

Standard and New Varieties.

	Per 100	Per 1000
White.		
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Enchantress Supreme	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
Peerless Pink	$2.50	$20.00
C. W. Ward	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Champion	3.00	25.00
Variegated.		
Benora	$3.00	$25.00

J. D. THOMPSON CARNATION CO.,
Joliet, Illinois

ROOTED CARNATION CUTTINGS.

Large supply of extra fine stock ready now. Our carnation cuttings are recognized everywhere as the best obtainable and are big value at the prices quoted.

	100	1,000
Champion	$2.50	$20.00
Victory	2.50	20.00
Bonfire	2.50	20.00
Carnegie	2.50	20.00
Enchantress	2.50	20.00
White Enchantress	2.50	20.00
Alice	3.00	25.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

CARNATIONS.

FOR IMMEDIATE SHIPMENT.

We can save you money on strong rooted carnation cuttings.

	100	1,000
White Enchantress	$2.00	$17.50
White Perfection	2.00	15.00
White Wonder	2.00	17.50
Victory, red	2.00	15.00
Joy, red	2.00	15.00
Champion, red	2.00	15.00
Herald, red	2.00	15.00
Aviator, red	5.00	50.00
Nebraska, red	5.00	50.00
C. W. Ward, dark pink	2.00	15.00
Afterglow, dark pink	2.00	15.00
Washington, rose pink	2.00	15.00
Dorothy Gordon, rose pink	2.00	15.00
Winsor, rose pink	2.00	13.00
Enchantress, light pink	2.00	14.00

Look over your wants and send in your orders now while low prices are prevailing.

J. A. BUDLONG,
184 North Wabash Ave., Chicago.

Belle Washburn, the new red carnation with an unbeatable record behind it. Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country. This is purely a commercial carnation—very bright, clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress, of which it is a seedling. Prices of rooted cuttings ready for immediate delivery, 25 or less at the rate of $8.00 per 100; 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100, and orders of 250 or more at the rate of $45.00 per 1,000. All cuttings guaranteed strictly first class. Bassett & Washburn, 178 N. Wabash Ave., Chicago.

CARNATIONS.

Strong rooted cuttings from flowering wood only. Guaranteed clean and healthy.

	100	1,000
Nebraska, best of all scarlets	$5.00	$45.00
Belle Washburn	5.00	45.00
Good Cheer, fine new rose pink	6.00	50.00
Enchantress	2.50	20.00
Matchless	2.50	20.00
Mrs. Akehurst, good early rose-pink	2.50	20.00

See our ads. for Verbenas and Salvias elsewhere in these columns.

STUPPY FLORAL CO.,
St. Joseph, Mo.

Carnation cuttings, selected from healthy plants. Red: Beacon, Victory, Joy, Champion, $3 per 100, $25 per 1,000; Aviator. Belle Washburn, Red Wing, $6 per 100, $50 per 1,000. Pink: Winsor, Peerless, Enchantress, Philadelphia, C. W. Ward, Mrs. Akehurst, $3 per 100; $25 per 1,000. Sensation, Alice, $3.50 per 100, $30 per 1,000; Superb, $12 per 100, $100 per 1,000. White: Matchless, Enchantress, W. Wonder, W. Perfection, $3 per 100, $25 per 1,000. Miscellaneous: Benora, Yellow Prince, $3 per 100; $25 per 1,000. Kennicott Bros. Co., 167 N. Wabash Ave., Chicago.

CARNATIONS—ROOTED CUTTINGS.

Enchantress, Rose Pink Enchantress, White Enchantress, May Day and Philadelphia, $2.50 per 100; $20.00 per 1,000.

Victory, $2.00 per 100; $18.00 per 1,000.

January or February deliveries. Cash from unknown parties.

THE COLUMBUS FLORAL COMPANY,
Columbus, Ohio.

ROOTED CARNATION CUTTINGS, A1 STOCK.

	100	1,000
White Enchantress	$2.00	$15.00
Pink Enchantress	2.00	15.00
Aviator (best Red)	6.00	50.00
Superb (flesh Pink)	12.00	100.00

ZECH & MANN,
30 East Randolph Street, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CARNATIONS.

Carnation cuttings. We are offering the following varieties of the best quality: Matchless, Mrs. C. W. Ward, Alice, $3 per 100, $25 per 1,000; Belle Washburn, $6 per 100, $50 per 1,000; Cottage Maid, $12 per 100, $100 per 1,000; Crystal White (1918 delivery), $12 per 100, $100 per 1,000. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Rooted carnation cuttings. A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Enchantress Supreme, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

Carnation Cottage Maid, a sport of Mrs. C. W. Ward, of a pleasing shade of pink. Has the habit and growth of Ward; will not fade in bright weather; fine under artificial light. Price, $12 per 100; $100 per 1,000. February delivery. Cottage Gardens Co., Inc., Queens, N. Y.

We can handle cut carnations to good advantage on consignment and will be pleased to hear from any grower who would like to ship to us. Can also use all other seasonable stock regularly. Checks weekly.
O. A. & L. A. TONNER.
30 E. Randolph St. Chicago.

Rooted Carnation Cuttings. 100,000 White Enchantress. Extra fine stock, ready for immediate shipment. $1.75 per 100; $14 per 1,000. Percy Jones, 56 E. Randolph St., Chicago.

New red carnation, "Cornell." Very free bloomer, good red color, medium size flower, lasts well and does not split. Exhibited at the Carnation Society Convention. Cuttings ready for delivery now. $6 per 100, $50 per 1,000. Ira G. Marvin, 23 S. Franklin St., Wilkes-Barre, Pa.

Cool grown carnation rooted cuttings from plants of perfect health. Standard varieties, $15 to $20 per 1,000.
V. BEZDEK. Gross Point, Ill.

Carnations, rooted cuttings, 600,000 ready for immediate shipment. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation Superb. Fine new flesh pink. Rooted cuttings, Jan., 1917 delivery, $12 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnation Cuttings. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St. Buffalo, N. Y.

Carnations, rooted cuttings, White Enchantress and Beacon, $2.50 per 100; $20 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS

ALEX GUTTMAN.

Chrysanthemum (Dinda), the best early lavender-pink in the market. Blooms have been selling for $6.00 per dozen since middle of September. Stock plants, 75 each; $7.50 per dozen. GUTTMANN & RAYNOR, Inc., Wholesale Florists, 101 W. 28th St., New York, or Frank Dinda, Farmingdale, L. I., N. Y.

Chrysanthemum Mistletoe, the best late white. Money maker; will bloom for Christmas, 2c each; $17.50 per 1,000. Cash. Over 100 varieties later. Send for list.
THEO. D. KUEBLER,
R. R. 6 Evansville, Ind.

CHRYSANTHEMUMS. Good commercial varieties, 2¼ in. pots, $3.00 per 100; $25.00 per 1,000. Write for list of varieties. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus, in beauty, as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it, $1.50 per doz., $10.00 per 100 from 2½ in., with plenty of fine cuttings on them.
C. Winterich, Cyclamen Specialist, Defiance, O.

CYCLAMEN.

CYCLAMEN, strong seedlings, $4.00 per 100; $30.00 per 1,000. Transplanted, $5.00 per 100; $40.00 per 1,000.
Rococo Erecta, new, finest ever introduced (not to be compared with the old Rococo); to be well recommended for commercial growing. Strong seedlings, $5.00 per 100, $40.00 per 1,000. Transplanted, $6.00 per 100, $50.00 per 1,000.
ERNEST ROBER,
Wilmette. Illinois.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DAHLIAS
Standard cut flower varieties. Lyndhurst Farm, Hammonton, N. J.

DRACAENAS.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

FERNS.

BOSTON AND ROOSEVELT FERNS.
4-in., 12c; 6-in., 40c; 8-in., 80c;
9-in., $1.00.
These ferns are all pot-grown, and in A-1 condition and guaranteed to be as good as any on the market. Cash with order.
FELIX KRAMER.
Blaine Street.
NILES, OHIO.

Ferns. Boston, Whitmanii, Scotti and assorted ferns for dishes. For sizes and prices see advertisement elsewhere in this issue. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Ferns in flats, in best varieties for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

Ferns. Nephrolepis Verona. Splendid fronds, stand up well, 2-in., $8 per 100, $72 per 1,000; 3-in., $12 per 100, $90 per 1,000. P. S. Randolph & Sons, R. D., Verona, Pa.

HARDY FERNS. Illustrated descriptive catalogue and wholesale price list mailed free on application. LUDVIG MOSBAK, Ferndale, Askov, Minnesota.

Ferns. Teddy, Jr., extra quality, 5-in., 35c; 6-in., 50c. Boston, 5-in., 35c; 6-in., 50c; 8-in., $1; 10-in., $2.50. The Storrs & Harrison Co., Painesville, O.

TABLE FERNS, best varieties, fine stock, 2-in., $3 per 100, $25 per 1,000; 3-in., $5 per 100, $40 per 1,000. HENRY SMITH, Grand Rapids, Mich.

Fine Nephrolepis ferns. For varieties and prices see advertisement elsewhere in this issue. F. R. Pierson Co., Tarrytown, N. Y.

Table ferns, fine stock, 2¼-in., $3.50 per 100; $30 per 1,000. Jas. Vick's Sons, Rochester, N. Y.

GERANIUMS.

Geraniums, S. A. Nutt and Buchner, $13.50 per 1,000; Ricard and Poitevine, $16 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums. S. A. Nutt, Gen. Grant, Mad. Buchner, Mad. Recamier, Jean Oberle, Abbie Schaffer, E. H. Trego, etc., 2-in., $2 per 100; 3-in., $3 per 100. For miscellaneous plants and rooted cuttings see advertisement on front cover page of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

100,000 geraniums, ready now, 2 and 2¼-in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberly, Buchner, etc., $2.50 per 100, $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

GREENS.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

Southern Wild Smilax, $2.00 per case. WINTERGREEN GARDENS, Marion, Ala.

HYACINTHS.

Hyacinths, daffodils and tulips, 3½-in. pots, $6.50 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

HYDRANGEAS.

Hydrangeas, single stem plants, set with good plump flower buds. For varieties and prices see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

HYDRANGEA OTAKSA, 3-in., $5 per 100. Flowering sizes pot-grown, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

IRISES.

Irises. Catalogue now ready. Peterson Nursery, Stock Exchange Bldg., Chicago.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

From Storage.

Lily of the valley. Orders taken now for 1917 crop of German, Swedish and Dutch pips. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

NURSERY STOCK.

Nursery Stock. Forest tree seedlings, ornamental shrubs and lining out stock. Altheas, Berberry, Deutzias, Forsythias, Privets, Spiraeas, Weigelias, etc. Send for trade list. Forest Nursery Co., McMinnville, Tenn.

ORCHIDS.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

PALMS.

KENTIA FORSTERIANA—SINGLE PLANTS.

	Leaves		Each
6 inch pots	5-6	28 inches high...	$ 1.25
6 inch pots	6-7	32-34 inches high...	1.50
6 inch pots	6-7	34-36 inches high...	2.00
8 inch tubs	6-7	40-42 inches high...	3.50
8 inch tubs	6-7	42-46 inches high...	4.00
8 inch tubs	6-7	50 inches high...	5.00
9 inch tubs	6-7	52-56 inches high hv	7.00
10 inch tubs	6-7	60 inches high...	8.00
10 inch tubs	6-7	60-65 inches high...	12.00
15 inch tubs	6-7	8 feet high.....	40.00
15 inch tubs	6-7	9-10 feet high.....	50.00

KENTIA BELMOREANA—SINGLE PLANTS.

	Leaves		Per Doz.
2¼ inch pots	4	$1.50 per doz., $12 per 100	
4 inch pots	5-6	ins. high 16-18 45c each.....	$5.00
6 inch pots	5-6	24 each.....	1.25
6 inch pots	5-6	28 each.....	1.50
8 inch tubs	5-6	42 each.....	5.00

Specimen plants, 15-in. tubs, $75 each.

KENTIA FORSTERIANA—MADE UP PLANTS.

6 inch pots	3	26-28 inches high.....	$ 2.00
7 inch tubs	3	30-32 inches high.....	2.50
8 inch tubs	3	38 inches high.....	4.00
8 inch tubs	4	48-50 inches high.....	5.00
9 inch tubs	4	52 inches high.....	6.00
10 inch tubs	4	54 inches high.....	8.00
12 inch tubs	4	60-64 inches high.....	12.00
12 inch tubs	4	66 inches high.....	15.00
15 inch tubs	4	6-6½ ft. high, heavy..	25.00
15 inch tubs	4	75-80 inches high.....	30.00

ARECA LUTESCENS.

	Plants		Each
6 inch pots	4	bushy, 24-26 inches high.	$1.25

ASPIDISTRAS.

5 inch pots	10-12 leaves green.....	$1.00
6 inch pots	16-20 leaves green.....	1.50
5 inch pots	10-12 leaves var.....	1.50

POHELMANN BROS CO.,
Morton Grove. Illinois.

PALMS.

	Doz.	100
Areca Lutescens, 2-in.....	$1.00	$8.00

KENTIA BELMOREANA.

Size	Leaves	Height	Doz.	100
2-inch	4	8-inch	$1.50	$12.00
3-inch	4-5	8-10-inch	2.00	15.00
4-inch	4-5	12-14-inch	4.50	.....
5-inch	5-6	15-18-inch	9.00	.....

KENTIA FORSTERIANA.

Size	Leaves	Height	Doz.	100
2-inch	4	8-inch	$1.50	$12.00
3-inch	4-5	8-10-inch	2.00	15.00

THE GEO. WITTBOLD CO.,
745 Buckingham Place. Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

PALMS.

Kentias. For varieties and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Kentias. Our stock is larger than usual; all bright, clean stock. Kentia Belmoreana, Kentia Forsteriana. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

LATANIA BORBONICA PALMS. 15-in. tubs, suitable for decorative work, $5 each. Pandanus Veitchii, 15-in. tubs, $5 each. HENRY SMITH, Grand Rapids, Mich.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

PANDANUS VEITCHII, 6-in., 75c; 7-in. and 8-in., $1.50 to $2.00; 10-in. and 12-in., from $3 to $5 each. Fine specimens. HENRY SMITH, Grand Rapids, Mich.

PANDANUS.

Pandanus Veitchii, 4-in., 35c each; 6-in., 75c to $1 each; 7-in., $1.25 each; 9-in, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PEONIES.

Peonies. Write for list. Peterson Nursery, Stock Exchange Bldg., Chicago.

PEPPERS.

Peppers. Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.
Peppers, Celestial, 4-in., $12.00 per 100; $100 per 1,000.
Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.
PYFER & OLSEM, Wilmette, Ill.

PRIMULAS.

OBCONICA PRIMULAS, 4-in., well grown stock just coming into bud and bloom, excellent pot plants for Easter and Mothers' day sale; fine assortment of color and shading, per 100, $10.00. Packed secure from frost, no charge for packing.
Also fine 2½-in. S. A. Nutt geraniums, now ready to shift. Per 100, $2.50.
Cash, Please.
JOSEPH H. CUNNINGHAM
Delaware, Ohio

PRIMULA MALACOIDES.

Extra fine stock.	100	1,000
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM, Wilmette, Ill.

PRIMULAS. Obconica, Chinensis and Malacoides, 2-in. pots at $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

California Privet. Finest quality in all sizes, from one to four feet. Polish or Iron Clad Privet in sizes from six inches to three feet. Write for spring trade list. J. T. Lovett, Inc., Little Silver, N. J.

ROSES.

ROOTED ROSE CUTTINGS.

	100	1,000
Sunburst	$3.50	$30.00
Richmond	2.50	20.00
Killarney	2.50	20.00
White Killarney	2.50	20.00
Ophelia	4.00	35.00

GEORGE REINBERG,
162 North Wabash Avenue, Chicago.

New Red Rose—Donald MacDonald. A new Hawlmark red rose sent out this year by Alex Dickson & Sons. It is a money-maker for the rose grower, as no pinching is necessary. Strong, grafted plants, $35 per 100; $300 per 1,000. Own root plants, $30 per 100; $250 per 1,000. Robert Scott & Son, Sharon Hill, Delaware Co., Pa.

Roses. Rose-Pink Ophelia, a sport of Ophelia, color a beautiful rose-pink. Prices: own root, per 100, $30; per 250, $70; per 500, $125; per 1,000, $250. Grafted, per 100, $35; per 250, $82.50; per 500, $150; per 1,000, $300. Breitmeyer Floral Co., Mt. Clemens, Mich.

Roses. Extra strong, field-grown climbing roses to bloom for Easter; also hybrid perpetual roses. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

ROSES.

Selected Forcing Grade Roses, Climbers, extra strong, $15 per 100; baby roses, $15 per 100. For varieties see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

Roses, on Canina stocks. Write for prices and ask for the new Polyantha Mary Bruni. Royal Nurseries, Gratama Bros. & Co., Hoogeveen, Holland.

Roses, American Beauty Bench Plants, $8 per 100; $75 per 1,000. Ready now. Wm. Dittman, New Castle, Ind.

Roses: Pot-grown, 2¼ and 4-in. Field-grown, to pot 4 to 5-in. The Leedle Floral Co., Springfield, O.

SALVIAS.

SALVIAS.
Large well-rooted cuttings of Salvia Fire Ball, free of white fly and other pests, $1.00 per 100; $9.00 per 1,000. See our ads for carnations and verbenas elsewhere in these columns.
STUPPY FLORAL CO., ST. JOSEPH, MO.

SEEDS.

SURPRISE SEED OFFERS.
2,000 seeds, trees, shrubs, vines, ferns, 20 varieties, 100 each for $1.25; 200 seeds, Acacia Podalyriaefolia, 35c; 1,000 seeds smilax, 35c; 1,000 seeds Ampelopsis Veitchii, 50c; 700 palm seeds, 5 varieties, 50c.
GEO. LEAVER
P. O. Box 1049 Los Angeles, Calif.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Ia.

Seeds. Beebe's Early Prolific Tomato. It is the earliest and most prolific of all tomatoes. Continues bearing from early in June until cut by frost. Pkt., 20c; oz., 75c; ¼ lb., $2. Write for catalogue, German or English. German Nurseries and Seed House, Beatrice, Neb.

Seeds. Asparagus Plumosus Nanus, greenhouse grown, 1,000, $3.50; 10,000, $32.50. California grown, 1,000, $2.50; 10,000, $22.50. Arthur T. Boddington Co., Inc., 128 Chambers St., New York.

Beans. For immediate delivery while they last. For varieties and prices see advertisement elsewhere in this issue. Harris Bros. Seed Co., 724 South Main St., Mt. Pleasant, Mich.

Seeds. Dreer's reliable flower. For varieties and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, sweet peas, Spencers, grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

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Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

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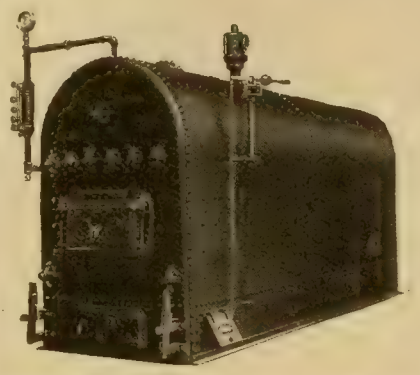

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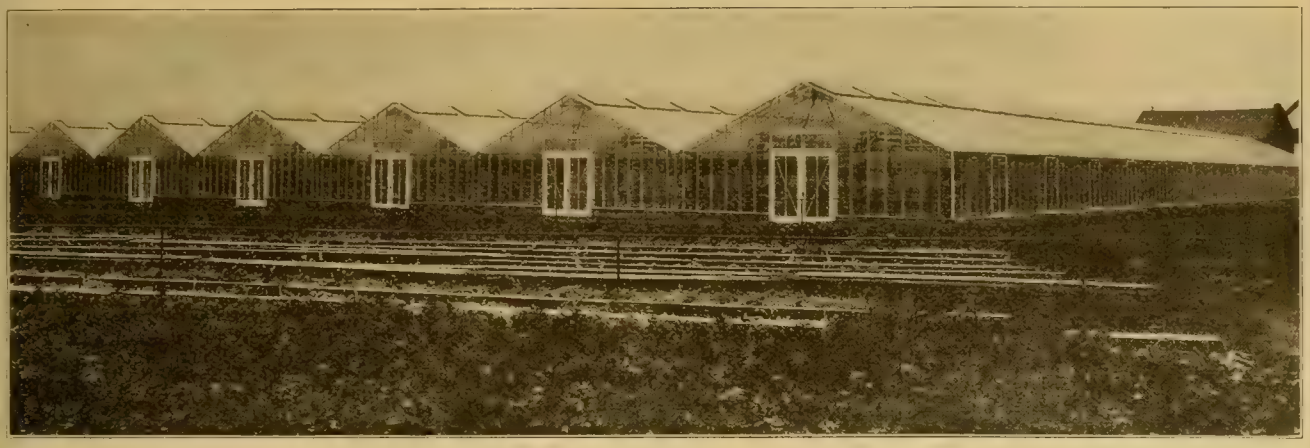

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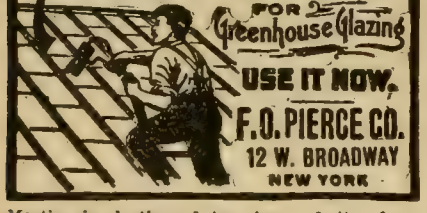

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Vol. XLVIII. CHICAGO AND NEW YORK, FEBRUARY 10, 1917. No. 1497

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR. Houston, Texas. President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., 1918. J. F. AMMANN, Edwardsville, Ill., President; W. J. VESEY, JR., Ft. Wayne, Ind., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition Philadelphia, March 20-23, 1917. S. S. PENNOCK, Philadelphia, Pa., President; LOUIS REUTER, Westerly, R. I., Vice-President; BENJAMIN HAMMOND, Beacon, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y. Secretary.

AMERICAN CARNATION SOCIETY.

Annual Meeting and Exhibition, Indianapolis, Ind., January 31-February 1.
Next Meeting Place, Boston, Mass., 1918.

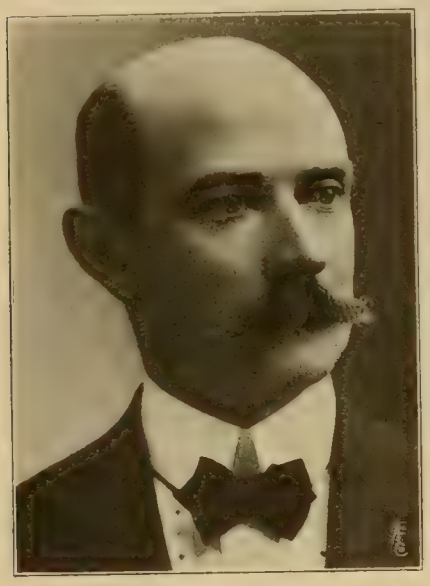
Novelties Exhibited.

Comparing the quality of the carnation blooms shown at the Indianapolis meeting of the American Carnation Society with those staged at its exhibitions of other years, it is safe to claim that never before have so many fine flowers of such average high quality been brought together at any one time. Previous exhibitions of the society have been principally noted for bringing to the front one or two varieties which have stood out far beyond any others shown; at one of the former Indianapolis meetings the variety Adonis was head and shoulders above all other entries as the big attraction. At another time, it was the variety, Mrs. T. W. Lawson, and a year or two later, Enchantress and Fiancee were the big show. But this year there were a dozen or more almost equal in the qualities that make up the very highest standard of carnations. Color, form and size of flower, with fine stems, were the prominent features of the many new varieties exhibited, which goes to prove that the carnation hybridists are working along the right lines.

Fred Dorner & Sons Co., Lafayette, Ind., has raised and disseminated many of the best of the standard varieties of carnations, but it was the opinion of a majority of the experts present, that never before has this firm staged a more beautiful vase of blooms than that of the variety, Laddie, which won the Fred Dorner memorial medal. It is a clear, flesh pink, a full four-inch flower, fine in form, with the center well built up, and carried on strong, stiff stems. The keeping qualities appear to be of the best, the blooms being in fine condition at the close of the exhibition. Rosalia is another beauty from the same firm. The color is a great improvement over that of the variety Rosette—a clear, deep cerise and one of the best shown as regards form and stem. It appears to be a most promising commercial variety. Old Gold, dark yellow with pink stripes, is a fine variety of this fancy color. Where there is a demand for flowers of this color, this sort should be given consideration. No. 148-09, the winner in the class of 100 blooms, flesh pink, is another Dorner production that will command attention when better known. That it was staged in good enough form to win in this class is a strong endorsement of the variety.

Baur & Steinkamp, Indianapolis, Ind., staged three of their productions which attracted close attention. The variety, Merry Christmas, first in the class for 100 blooms, red or scarlet, and winner of the American Carnation Society's silver medal, is one of the best flowers of this color that has been produced in years—fine in color and form, of large size with fine stem. It is well liked by critical carnation growers and will be given a thorough try out. Should it prove to be a Merry Christmas for those who plant it in 1917, the second year's demand for stock will be enormous. This firm also has a fine crimson in their new variety, Rufus. It looks to be a fine commercial sort of this color. Seedling No. 4-14, a light pink with lavender shadings, is another promising Baur & Steinkamp novelty. Limited stock prevented this variety being shown in quantity, but it will be heard from more another year.

The Cottage Gardens Co., Inc., Queens, N. Y., staged their two novelties, Cottage Maid and Crystal White. The former is a flesh pink sport of the variety Mrs. C. W. Ward. It was one of the prominent varieties at this exhibition, winning the American Carnation Society's bronze medal and the table decoration arranged with Cottage Maid was one of the big attractions of the show. It is a splendid keeper and shipper, strong points to make it worth while for commercial growing. Crystal White, a large, fine white, on the order of Matchless, but without the tinge of pink so common in the latter variety, looks to be superb.



John H. Dunlop, Toronto, Ont.
Judge-Elect American Carnation Society.

Nic Zweifel, Milwaukee, Wis., exhibited a red seedling named Edna, a fine flower on long, stiff stem, of good color and form, which appears to be a very promising commercial red.

J. D. Thompson Carnation Co., Joliet, Ill., staged their well known novelty, Superb, salmon pink, a fine color for commercial purposes. The blooms shown, in the opinion of the writer, were not developed enough for the first day of the show—the second day they made a much better appearance.

Doris, a promising looking crimson, staged by S. J. Goddard, Framingham, Mass., is a fine formed flower on stiff stems and was picked by many as one of the best of this color. W. D. Howard, Milford, Mass., exhibited Bernice, another very promising looking crimson, which stood well up to the front among the others of this color.

A. N. Pierson, Inc., Cromwell, Conn., exhibited Arawana, a crimson of fine form. Crimson varieties appear to be developing fast, and the variety Arawana looks to be one of the most promising.

Radium, a fine red of good form, color and stem, a pleasing variety of this color, was shown by P. J. Olinger, New Castle, Ind. Anthon Then, Chicago, exhibited a vase of Thenanthos, which is being disseminated by A. L. Randall Co., Chicago. This variety has been exhibited so many times, and is now so favorably known, that it is not necessary to further comment about it.

Seedling No. 1-12, exhibited by the department of floriculture of the University of Illinois, Urbana, has been shown at many of the western shows, but never in better form than at Indianapolis. It is a fine, large, light pink. E. A. Richards, Greenfield, Mass., has a very promising variety in his rose pink seedling, No. 110. It has fine color, form, size, good substance and fine stem. Portland Pride, a fine red, was shown by W. Frank & Son, Portland, Ind. This is a fine flower of good color. A. Anderson, Overbrook, Moline, Ill., staged his large white seedling, No. 100, but the blooms suffered considerably in travel. Olive Whitman, a large red of good form with stiff stem, was exhibited by M. Matheron, Baldwin, N. Y.

Cornell, a red of medium size, which is claimed to be a good commercial variety, was shown by Ira G. Marvin, Wilkes-Barre, Pa. Mount Greenwood Cemetery Association, Morgan Park, Chicago, exhibited several vases of fine seedlings, among the best being No. 140-09, white, a fine flower of purest color; also, No. 1-12 B, a fine rose pink. The Roper estate, Tewksbury, Mass., have a fine variety in Albert Roper, a bright cerise, fine in color, form and size of flower—a most beautiful variety.

Belle Washburn and Nebraska, 1916 introductions, in reds, were shown in fine shape. Nancy, light pink, and Miss Theo, cerise, also 1916 introductions, were both good. Matchless, Mrs. C. W. Ward, Beacon, Washington, Pink Delight, White Enchantress, White Wonder and Pink Sensation, made a fine showing among the standard varieties.

C. W. JOHNSON.

W. A. Clarke, Pittsburgh, Pa.
Treasurer Pittsburgh Cut Flower Co.

Notes.

St. Louis sent a lively delegation, who talked spring flower show all the time. On each plate at the banquet was a card printed in two colors illustrated with a cut of two keys with the inscription, "Here are the keys to St. Louis and the St. Louis Spring Flower Show, March 15-18, 1917." Great fellows, these St. Louis boys, getting in training for the national show next year.

Fifteen new varieties of carnations which have been registered with the secretary of the American Carnation Society are still undisseminated. Several are to go out this year. Let us hope a goodly proportion will keep company with Enchantress and Mrs. Ward.

Later arrivals included H. G. Berning and wife, St. Louis, Mo.; John Michaelson, Chicago, and W. J. Keimel, Elmhurst, Ill.

Zech & Mann, Chicago, staged several vases of Purity freesias, grown by W. H. Amling, Maywood.

Marketing Carnations.

Address by W. A. Clarke, of the Pittsburgh Cut Flower Co., Pittsburgh, Pa., at the Annual Convention of the American Carnation Society, Indianapolis, Ind., February 1, 1917.

Mr. President and Members of the American Carnation Society:

I would have you forget that I am connected with a concern which grows several hundred thousand carnations. Rather, allow me to talk from the commission man's point of view, and then I might take a preacher's liberty and scold the members present for the sins of those who are absent. I must then say to you growers that it looks very much as if you are satisfied to grow carnations for their looks—size and color being your object—and you seem to forget that they are making artificial flowers, some of which look as good as yours. It is a well known fact that many of the stores are not handling carnations because they cannot depend upon their keeping qualities, and to avoid having their customers call them up and complain of their flowers going to sleep they do not offer them for sale.

There was a time when people bought carnations for the delightful, spicy fragrance and their keeping qualities, but you can come into this exhibition room filled with the finest blooms that can be grown and you will not detect the fragrance which once recommended these flowers. In fact, you do not value fragrance, as it only counts five points in scoring. After you have grown the flowers you cut them and bring them into the packing room and have the cheapest boy on the place do the grading and bunching. He, as a rule, does not know quality, and has no special interest other than putting in his time and getting the flowers tied up.

I have been told that in one of the large orange packing houses they have a sign—"Every Orange That Is Not Perfect Is a Cull." If this were applied to carnations the better class of stores might be interested and the poor stock go where it belongs.

Then, when it comes to packing, you are so economical (falsely) that the flowers are jammed into any kind of a box, usually ruining enough flowers to pay for two boxes, and

Wm. R. Nicholson, Framingham, Mass.
Judge-Elect American Carnation Society.

CARNATION SOCIETY BANQUET, CLAYPOOL HOTEL, INDIANAPOLIS, IND.

what are left are bruised more or less.

In conclusion, I would say give us carnations with keeping quality and the old spicy fragrance. Use the same common sense in grading and packing as you do in growing the flowers, and I think the carnation will come into its own again.

The Banquet.

The annual banquet of the American Carnation Society in the Riley room of the Claypool hotel, Indianapolis, Ind., February 1, was a fitting close to one of the most successful exhibitions given since the society's organization. The large banquet hall was elaborately decorated with choice palms, southern smilax and lattice work screens all artistically arranged. All the vases of carnations, still in splendid condition, were also utilized. Under the direction of Fred Lemon artistic baskets filled with selected flowers were placed on each table, and together with the masses of color among the palms along the sides and ends of the room produced a most charming and beautiful effect which, when the party was seated, was also heightened by the handsome toilets of the many ladies present.

During the serving of the courses the committee furnished a surprize in the entertainment by introducing graceful and classic Greek dancing by beautiful young girls; there were several numbers, which, with graceful movements and artistic posing, made very beautiful pictures. An exhibition of athletic ability in tumbling and posing by the Y. M. C. A. physical director and his son was another enjoyable feature.

Irwin Bertermann introduced E. G. Hill, stating that he was the silver-tongued orator of the west, which position in the east was held by Robert Craig. Mr. Hill was in his best vein. In speaking seriously of the apparent falling off in the appreciation of the carnation by the public, he stated this to be more fancied than real, and thought that growers would make a mistake to drop carnations and go into roses as many were apparently doing. His firm, in common with many other rose growers, had felt this season a greater demand for young rose stock than ever before experienced. He said he felt very optimistic as to the future of the carnation, particularly after seeing such grand flowers as shown at this exhibition. He was followed by Irwin Bertermann, who declared the carnation was far from reaching its zenith—wonderful improvement was shown in each succeeding exhibition. He said, judging from the great attendance of the members from all parts of the country, that interest was not waning, but increasing. A fickle public might seem to tire of the carnation for a while, but would come back as there was nothing better or could take its place. The society, he thought, was doing noble work.

President Ammann, in addressing the ladies separately from the gentlemen, said it would not be long in the present strength of the suffrage movement, before all speakers would be able to address a mixed assemblage as fellow citizens. He felt that this was the most successful meeting and exhibition ever held by the society; so many members had come bringing flowers such long distances which showed that the carnation was not by any means on the wane. The flower has a great future, he added, but along with its improvement, should also come better methods in handling and marketing, as it was after the flowers had left the grower, and before reaching the public, there accrued needless exposure and other careless methods that were so fatal to its keeping qualities. Hon. Chas. Bookwalter declared there was something about the business of growing flowers that seemed to develop the highest type of men. Just spending a few moments in a flower shop, as he often does, gave him inspiration—the fragrance of the flowers was refreshing. He praised the introducers of new carnations, saying they contributed to the total of human happiness. The flower was beautiful in every way and that a pink in a man's buttonhole half shined his shoes. In great earnestness, referring to the position of this country in the present critical state, he felt that the citizens would meet a man's task with a man's courage and stand a united body in support of the flag and peace for all the world.

Fred Lemon praised the work of the men of the society and predicted a great future for the divine flower. A telegram of greeting and success was read from Wm. F. Gude, who could not be present.

David S. Ward stated he had found great inspiration in the meeting and exhibition. He felt sure there was much to be learned by attending such gatherings, particularly for young men who were just breaking into the business. Friendships made were invaluable. He predicted a great meeting in Boston next year. John Dunlop spoke of the great excellence of the exhibition, and then made reference to the present strain under which Canada was laboring. A call had been made last week on the citizens of Toronto for contributions to support sufferers

of the war; two million five hundred thousand dollars was desired. A three-day campaign resulted in raising an amount greatly in excess of that called for, the total reaching $3,259,000.

At each plate was an attractive card in two colors bearing the design of two crossed keys and the following inscription: "Here are the keys to St. Louis, and the St. Louis Spring Flower Show, March 15-18, 1917." Davis Geddis extended a cordial invitation to all to attend this exhibition which is to be an unusual display.

Wm. Nicholson, who had missed but one of the twenty-six meetings of the society, said he had always found great pleasure in these visits. The love of flowers, and later, golf, the playing of which was, he felt sure, adding years to his life, were now his great pleasures. He predicted a great meeting at Boston next year.

President-elect Vesey thanked the various committees who had done so much to make the banquet a success and predicted a great future for the society. Secretary Baur predicted a great future for the carnation, which was progressing, not retrograding, for the present exhibition had been the greatest ever held by the society. Albert Pochelon and August Poehlmann also made short addresses.

E. G. HILL CO.'S TABLE DECORATION AT THE INDIANAPOLIS CARNATION SHOW.

Carnations Diseased.

ED. AMERICAN FLORIST:

Enclosed please find a carnation plant which I hope you will receive in a satisfactory condition. It is one of the bed of the Beacon variety which we imported last season. We would be very pleased if you could inform us if the plant is diseased, as the whole bed is affected the same way. We have not been troubled with anything like it before and none of our own stock has it, with the exception of a few Heralds, which are planted in the same bed as specimen enclosed. We would be greatly indebted to you if you would inform us of the cause and the remedy if any, also if it is likely to spread to any other variety.

Canada. S. N.

The plant received was a miserable looking specimen for this time of the year and beyond doing anything with for this season. After examining the plant closely, I found the roots in good condition, but they appear to have not made any growth at all since being planted. It is my opinion that it is some local condition of the bed where the plants are growing that is causing the trouble. I cannot understand why the top of the plant should be affected that way and the roots still be alive. Are you sure that this bed has received the same attention as to treatment, soil, etc., as the rest of your plants? If so, then maybe some escaping gas or fumes is causing the trouble. These plants are beyond being of any use this season, so I would advise throwing them out and using the bench for something else. C. W. JOHNSON.

Quarantine on Plants.

Prior to the passage of the Plant Quarantine Law of 1912, agitation was worked up by lectures, magazine articles, pamphlets, etc., with the evident object of creating an atmosphere favorable to its passage. The impression was given that about all of the insect pests and plant diseases that affect our forests and farm crops were imported into the United States by selfish nurserymen and florists, along with the plants and nursery stock which they imported from Europe. This propaganda resulted in the passage of the plant quarantine act in 1912, though the agitation still continues.

To operate the plant quarantine act the federal horticultural board was created with headquarters in Washington, D. C.; it consists of five bureau chiefs of the department of agriculture, with Dr. C. L. Marlatt as chairman. All of these men are well qualified for their duties, and though the law gives them almost autocratic powers, power to quarantine any foreign country or locality, they have used this power with commendable discretion and moderation. But this does not satisfy a group of state entomologists, who demand nothing less than an absolute quarantine against the importation of plant life from all foreign sources.

At a meeting of entomologists about a year ago, resolutions were passed which in effect requested the federal horticultural board to put this absolute quarantine into effect, but as no action was taken, the entomologists interested the American Forestry Association in its plans (this association consists largely of foresters, entomologists, lumber men and others interested in our forests). Naturally such men know little about the commercial side of the nursery or florist business, but when they were informed (by men who should know better) that an absolute quarantine of all imported plant life was necessary for the protection of our forests and farm crops, they took up the subject with enthusiasm and called a spe-

BERTERMANN'S DISPLAY AT THE INDIANAPOLIS CARNATION SHOW.

CARNATION SOCIETY EXHIBITION, INDIANAPOLIS, IND., GENERAL VIEW.

cial conference in Washington, D. C., to adopt measures to stop importation —even of the raw materials.

The conference was held on January 19, myself as chairman of the legislative committee of the S. A. F. and J. McHutchison of New York, a member of my committee, being present on behalf of the S. A. F. The legislative committee of the American Association of Nurserymen was also there, besides several individual members of the nurserymen's and florists' organizations. Many speeches and papers were delivered advocating an absolute quarantine, but no opportunity was given for discussion after each paper, so the horticultural side of the question was not voiced. Resoltions were unanimously adopted favoring an absolute quarantine, and to show what it means to the florists and nurserymen, I quote from the proposed bill the first two sections as follows:

Section 1. That it shall be unlawful for any person to import or offer for entry into the United States any nursery stock. Provided, that the secretary of agriculture may import, grow and propagate nursery stock in small quantities for experimental and scientific purposes, upon such conditions and under such regulations as he may advise.

Sec. 2. That for the purpose of this act the term "nursery stock" shall include all field-grown florists' stock, trees, shrubs, vines, cuttings, grafts, scions, buds, bedding plants, all herbaceous plants, bulbs, roots, and other plants and plant products for propagation, except field, vegetable, flower, and tree seeds.

This bill, if passed, will shut out practically everything the florists now import, Azalea indica, bay trees and araucarias, lily of the valley pips for forcing or any other purpose, Jap lily bulbs, French bulbs, Dutch bulbs, Manetti stocks used for greenhouse grafting of roses, orchids and nursery stock of every kind. It would not only shut out, dracæna plants, but the canes which are necessary to produce them. It would shut out kentia plants —also the seeds necessary to grow our own plants. "What for?" you ask; the answer is "To save our forests." If any member of the S. A. F. thinks it necessary to stop the importation of lily of the valley pips, Manetti stocks, or Jap lily bulbs to protect our forests, I would like to hear from him.

New York Flower Show Catalogue Cover.

The Same Design as Used in Poster for This Exhibition. Colors: Yellow, Purple, Orange and Green.

Arrangements were made in the conference committee so that the measure would not be introduced in Congress until committees from the national associations of florists and nurserymen had an opportunity of confering with a special committee of the American Forestry Association appointed for that purpose. This arrangement shows the right spirit, and while the special committee consists mostly of state inspectors we hope to be able to show them that while their plan, if put into operation, would put back the florist business many years, it would not go far in protecting our forests or farm crops or reduce the diseases which afflict them to any appreciable degree.

The measures that have threatened our interests for several years have now reached a crisis. We will need on our committee men of ability who are willing to subordinate their personal interests to the welfare of the trade—men who understand why stock is imported, why at least the raw materials are necessary to our welfare—men who know something about insect pests and plant diseases and who can adequately express their views.

Since our policy will likely have to be defined before our annual convention in August (the nurserymen's convention being held in June), I will seek the advice of the executive committee of the S. A. F. on the subject, but as the matter is such a vital one to many of our members, I deem it wise to inform the general trade through these columns and trust you will give this report the publicity you consider it deserves.

WM. F. GUDE, Chairman.
S. A. F. Legislative Committee.

Cleveland.

SHORTAGE IN ROSES CONTINUES.

A shortage of roses in all grades and varieties is still the main feature of the cut flower market. Long-stemmed American Beauties are almost impossible to get just now. A few short-stemmed stock, suitable for funeral work, are beginning to arrive. In the Killarneys, it is mostly the longer stock which arrives, shorter stock being scarce. A few Ward, Rhea Reids and Mme. Pirrie roses arrive daily. The carnation crop is a little better, enough stock now arriving to fill orders in full. Sweet peas are now quite plentiful, mostly pink; lavender and white are scarce. Callas and Easter lilies are in good demand. Freesias are selling well; also Paper Whites and daffodils. Violets are moving slowly on account of the extremely cold weather. Snapdragons are sold in advance, mostly white and Ward shades. Orchids are moving. Greens are plentiful.

NOTES.

The January meeting of the florists' club was attended by about 80 members, and it is hoped the February meeting will be attended as well, as Elmer D. Smith, of Adrian, Mich., will speak on a subject that will be interesting to all, "Growing Exhibition Varieties of Chrysanthemums." The dues for 1917 are also payable now, and members can help by paying same promptly. Now is also a good time for those florists who are not yet members to join the florists' club.

The following from Cleveland visited the annual meeting and exhibition of the American Carnation Society at Indianapolis, Ind.: H. P. Knoble and wife, Geo. and Guy Bate, Frank Friedley and wife, Harry P. Jones and wife, Walter Cook, Ed. George of Painesville; George W. Smith and wife, Carl Hagenburger and wife.

Monday, January 29, was McKinley day, (Carnation day). This day as a flower day has waned, no extra demand for carnations, outside of regular orders, being noticed.

Walter Priest, of the Cleveland Plant & Flower Co., has been home with the grippe for several days.

C. F. B.

Boston.

SUPPLY INCREASES AND PRICES FALL.

Business has taken a tumble from its high standard of last week, prices on nearly every line of flowers having weakened. Roses are more plentiful and are about 25 per cent lower in price. Carnations have dropped to $3 and $4 per 100. Bulbous stock is more plentiful, there being a good supply of jonquils, which sell at $2.50 to $3 per 100. Paper White narcissi also are plentiful and move rather slowly at $2 per 100. The receipts of orchids, which consists mostly of cattleyas, seems to be equal to the demand. Lily of the valley is in medium supply and brings four to six cents. Yellow primroses and polyanthus are selling well, $5 per dozen bunches being the best price. Sweet peas are coming in of very fine quality and the price has dropped to $1.50 per 100 for the best blooms down to 75 cents for ordinary flowers. A few very fine mignonette are seen and sell readily at from 50 cents to $1 per dozen.

NOTES.

George Hannon is still on the dangerous list at the city hospital, although he is slightly better than he was. His many friends are looking forward to having him home again within a short time.

Chester Goldberg, who for some time has been operating a store at Coolidge Corner, has sold out his business to M. Greenburg, a former employe of Frank Howard of Cambridge.

Hyman Caplin, who has been with his brother at 144 Massachusetts avenue, has gone to Tampa, Fla., for the remainder of the winter to take charge of their sight-seeing cars.

Ben Green, who conducts the florist stand at Bacon's store, is seriously ill with rheumatic fever and other complications.

A storeroom for the display of garden accessories has been leased on Hamilton place by Penn, The Florist.

F. L. W.

North Shore Horticultural Society.

"Insects and Bugs Injurious to Plant Life and the Best Methods of Control" was the subject of an interesting lecture by Professor D. K. McMillan, Urbana, Ill., assistant to the state entomologist, at a meeting of the North Shore Horticultural Society at Lake Forest, Ill., January 25, the occasion being the formal opening of the new reading and recreation room built by J. O. Armour for the employes on his estate, the members of the society being guests through invitation of Superintendent Thomas W. Head of Melody Farm, as the estate is known.

The lecture was a complete review of the speaker's personal experiences, and as such will prove of great help to horticulturists present, and especially to vegetable gardeners. He called attention to the thousands of dollars in damage resulting every year from injurious insects to various crops which by proper effort could be reduced at least 50 per cent, the scourge of the corn belt, for example, which could easily be controlled by throwing up a barrier by means of furrowing around any of the corn areas, smoothing off the furrows and placing a line of tar or creosote on the smoothed surface, thus preventing the inroads of this pest, the cinch bug. This method of control has proved very effective in the corn areas in southern Illinois.

Professor McMillan discussed the life history of a number of pests, telling how to recognize them, and better still, giving methods for prevention and obliteration. Among the subjects were the following: Corn root aphis, worms, the cut worm, melon and cucumber beetles, cabbage maggot, which is very prevalent among truck gardens in Cook county, Ill.; spring laid insects, onion maggot, sucking insects, such as thrip and its relations; San Jose and oyster scale; squash maggot, corn ear worm, plum beetle, coddling moth, fern cut worm and rose midge, which had been so destructive in the West Chicago parks.

Professor McMillan emphasized the inability of some horticulturists to see the necessity of expending a little labor and expense to keep insect pests under control, thereby losing greatly when time came for marketing their crops. An interesting discussion followed the lecture in which the speaker ably answered a number of questions, thus closing an hour of very closely listened to advice.

MARK M. TWINNEY.

Massachusetts Agricultural College.

The annual Boston trip of the classes in floriculture will take place February 15-17.

Professor A. H. Nehrling made a flying trip to Indianapolis, Ind., last week.

Professor F. A. Waugh is to lecture on "Gardens" at Ames, Iowa, January 31.

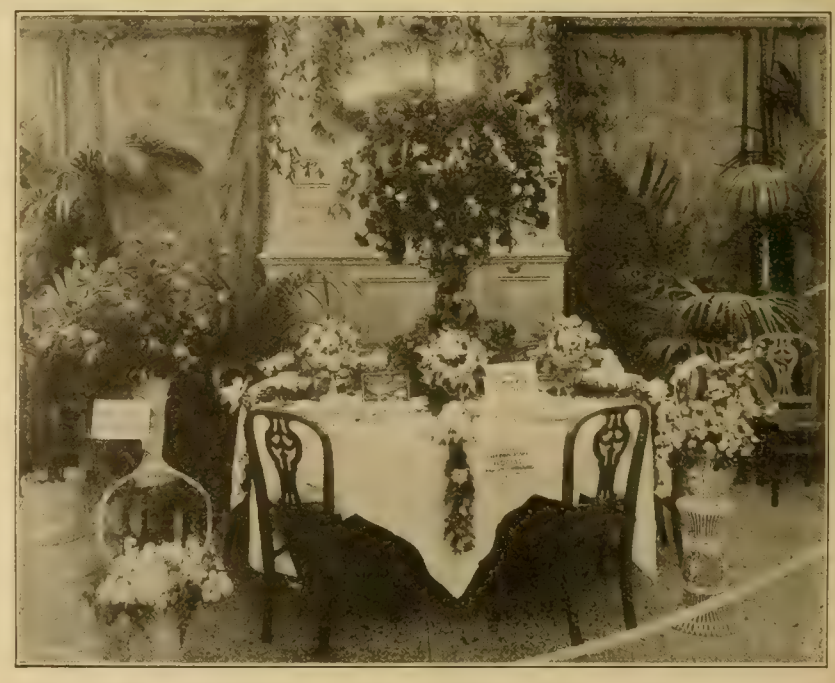
E. J. Canning spoke on "The Nursery Business and Its Relation to Floriculture" at the last meeting of the M. A. C. Florists' and Gardeners' Club. Aubrey Butler will address the club on "Retail Store Management" in the near future.

New York Bowling.

The bowling team of the New York Florists' Club rolled the following scores at Thum's alleys, February 1:

Fenrich	199	168	163
Miesem	181	171	173
Siebrecht	162	142	143
S. Suzuki	137	123	106
W. P. Ford	175	169	156
Scott	168	157	158
Kakuda	191	160	134
Jacobson	197	168	183

A. F. F.



CLAYPOOL HOTEL FLORIST'S TABLE DECORATION, INDIANAPOLIS CARNATION SHOW

Buffalo, N. Y.

BAD WEATHER AND DELAYED SHIPMENTS.

Weather conditions in this city have been all that the oldest prophet can remember in former years—and then some—from sublime winter temperature in the morning to the severest cyclone ever known in this vicinity. Still we survive. The supply of stock has been varied for two reasons—bad weather and late trains. Were it not for the bulbous stock on hand the local trade would often be minus a good order. Killarney, Shawyer, Scott Key and Ophelia roses are being supplied but the railway service hinders the delivery, and in consequence they are scarce. Carnations are chased by the heat like a fox by a hound and are as bent over and weak as the professional mourner at a funeral. American Beauty is scarce but the blooms that are received are of fine quality. Good tulips, hyacinths and cyclamens are on sale in the plant section and are much in demand. Social events have been very much in evidence during the past month and the local trade have every reason to be satisfied with business since Christmas, as almost all have been busy, notwithstanding the scarcity of flowers. All are making an effort to increase the St. Valentine's day trade over that of last year by judicious advertising—and if publicity will do it, they will get their share. The local florists are "heavy" on advertising for this occasion.

BISON.

Albany, N. Y.

CLUB MEETING.

Some creditable exhibits of roses and carnations were a feature of the February meeting of the florists' club. The show for the benefit of the members was arranged by a special committee of which William Newport was chairman, through the co-operation of both the growers and retailers. Special mention was made by the judges named at the meeting of vases of roses and carnations exhibited by F. A. Danker; vase of Matchless carnations by Fred Henkes; a cattleya plant in bloom by Howard Menand; display of four cyclamen plants by George E. Nagengast, Jr.; display of pink carnations by William Hannell; and a design suitable for St. Valentine's day by Edward P. Tracey of The Rosery. The display was indeed attractive and did much to add to the value of the meeting. Chairman Newport announced that a chrysanthemum show would be held at the November meeting, and perhaps one other before that month.

President Charles Sanders announced his resignation from office on account of removal from the city to live in Syracuse. Vice-President J. J. Haggerty, in behalf of the club, presented him with a black leather traveling bag. Edward P. Tracey reported on plans for a full page advertisement of the retailers in four of the local papers for trade on St. Valentine's day. Eleven of those present volunteered to contribute to the expense of the venture, and Mr. Tracey was instructed to interest all of the retailers in the plan. The publishers offered a considerable reduction in the regular rates for the large advertisement.

The special committees named to place in nomination a successor to President Sanders reported unanimously in favor of the vice-president, John J. Haggerty, and he was elected by the members without a dissenting vote. One ballot was cast also for Earl Shaw as vice-president.

Stephen Green, with M. Rice Company, Philadelphia, spoke on conditions in the trade as he had observed them in his travels through the country. He said that markets are not normal; prices are high, but the outlook for business is good. He spoke also of the scarcity of flowers, a condition noticeable in many of the large cities in the United States, but mentioned conditions in Canada as different. He found in some of the Canadian cities stock, such as orchids and daffodils, very plentiful indeed and selling at prices away below figures quoted on this side of the line.

Thomas F. Tracey, manager of the Albany Cut Flower Exchange, wholesale, reports stock scarce since Christmas. In other years prices ease up at the end of January and in February, but this year such is not the case. Manager Tracey quoted roses, wholesale, at $10, $12 and $15 a hundred for the lowest grades; tulips and daffodils, $4 a hundred, and the lowest price on carnations, $6 a hundred. The market condition is quite exceptional.

R. D.

Rochester, N. Y.

COLD WEATHER HURTS DEMAND.

Trade that had been brisk during the previous week was curtailed somewhat by a cold wave which arrived here February 2. Funeral work forms the bulk of the business at present, although there are a few weddings and social functions as a help. Stock is becoming more plentiful with the return of sunshine and longer days. Carnations are much improved in quality and the supply has increased. Roses are very good, especially Shawyer, Ophelia, Maryland and Ward. Daffodils, narcissi, tulips and Romans are arriving in goodly numbers and there is a good demand for yellow marguerites, sweet peas, freesias and cornflowers. Violets, lily of the valley and orchids sell well. Among the late arrivals are azaleas and rhododendrons for the spring trade.

NOTES.

Miss Dorothy Caroline Perkins, only daughter of G. C. Perkins of the well-known nursery firm of Jackson & Perkins, Newark, N. Y., and Edwin Burk Estabrook, were married January 27. The bride, for whom the rose, Dorothy Perkins, was named by her father, is receiving the best wishes of a host of friends. The wedding was the most brilliant event of the season in Newark.

H. E. Wilson is cutting his crop of Von Sion double daffodils. His white hyacinths in 12 and 14 inch pans are very fine and he has a plentiful supply.

David Scott, of Corfu, is growing new varieties of tulips which find favor in this city as cut flowers, being good in color, size and length of stem.

Joseph Cannon, of Buffalo, attended the funeral of William Mahoney, brother of Stephen J. Mahoney of S. A. Anderson's staff, Buffalo, Feb. 1.

Hugo Teute is cutting excellent carnations. He also finds ready sale for his primroses, cyclamens, begonias, also cut tulips and daffodils.

Geo. Kramer is working hard on a St. Valentine's window at Salter Bros.' East Main street store.

Colin T. Ogston is cutting great quantities of orchids at the range of Mrs. Kimball.

E. C. Kaelber is showing dainty baskets of spring flowers and pussy willows.

Harding Bros., of Barnard, are sending fine carnations to this market.

CHESTER.

TUXEDO, N. Y.—The Tuxedo Horticultural Society has elected officers for 1917 as follows: Patrick Cassidy, president; D. McGregor, vice-president; Thomas Wilson, secretary; A. Townsend, treasurer.

Providence, R. I.

GOOD SUPPLY AND SATISFACTORY SALES.

The demand for both cut flowers and plants continues lively and the January business has been reported a hummer in all quarters. Carnations are plentiful and of good quality and sweet peas are also very good. Decorations for dinners and other social functions are also in brisk demand and quantities of stock are used for them. Spring flowers are plentiful, including Murillo and Lorraine tulips, daffodils, single and double, Dutch and Roman hyacinths, jonquils, narcissi, freesias, callas and Easter lilies, all of which move well. The pot plants that are meeting with the best call are azaleas, cyclamens, tulips and narcissi.

NOTES.

The custom of wearing carnations in honor of the anniversary of President McKinley's death was not observed locally as much as in former years. The day seems to be passing in this respect, due to lack of proper publicity. At MacNair's store, however, there was an excellent window arrangement, with a large steel engraving of the martyred president surrounded with carnations.

Florists here have been busy looking over the lines of the traveling salesmen who are coming in twos and threes. Most of these visitors leave town with good-sized orders and in a happy frame of mind.

The outlook is good for St. Valentine's day. Stock will be plentiful and a good demand is anticipated. The heart box of former years will be much in evidence again this year.

H. A. T.

Swansea, Ont.

The cultivation of vegetables and flowers in all school gardens here is being urged by the Ontario educational department, which has issued a circular to all the provincial schools, advising that in order to meet the shortage in food, more plants with a food value should be produced. If the suburban municipalities of Toronto, of which this is an important one, would utilize the unoccupied acres, it would result in an increased food production in Ontario of nearly $8,000,000, conservatively estimated. Seeds are sold to the children at reduced rates and home gardening is encouraged.

J. E. K.

Omaha.

Forester Meyer, of the Minneapolis, Minn., park system, was the guest of J. J. Hess for one day while returning home from Ames, Ia., where he delivered two lectures at the Iowa Agricultural College, February 2.

January 31 and February 1-2 were the stormiest days in many years in this section of the country. No damage to greenhouses has been reported in this vicinity so far, however.

GRIPPE.

NEW BEDFORD, MASS.—The New Bedford Horticultural Society has elected the following officers for 1917: J. L. Hathaway, Jr., president; Dr. Garry de N. Hough, vice-president; Walter K. Smith, financial secretary; J. M. Taber, secretary; Walter A. Luce, treasurer.

MIDDLE VILLAGE, N. Y.—The Middle Village Gardeners and Florists' Protective Association, at its meeting January 15, elected the following officers for 1917: Henry Arzberger, president; George Wackenhut, vice-president; John Fieber, financial secretary; F. W. Hopfe, corresponding secretary; J. T. Linnemann, treasurer.

THE AMERICAN FLORIST

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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BAMBOOS of certain types have been found very useful as decorative pot plants. Their growth is rapid and they recover quickly from neglect and give much needed variety to this class of stock.

THE national carnation meeting at this time annually has come to be regarded as a sort of mecca for the wandering Dutch bulb grower and some seasons enterprising members of this class have shown well grown flowers at the meeting. The convention just past was no exception and almost every member could have in attendance one or more bulb salesmen whenever required. In fact, it is reported that a division of the sum total of attendance would indicate as many growers as buyers on the job.

Society of American Florists.

DEPARTMENT OF PLANT REGISTRATION.

The Conrad & Jones Company, West Grove, Pa., submits for registration the following cannas, described below. Any person objecting to the registration or to the use of the proposed names is requested to communicate with the secretary at once. Failing to receive objections to the registration, the same will be made three weeks from this date.

Aurora (Wintzer's). Green foliage; plants five feet high; good habit; large clusters of flowers of a brilliant scarlet; petals broadly edged with pure yellow.

Snow Queen. Flowers six inches across, of crystal whiteness revealing faint opalescent flashes of fairy pink spots. The general effect is distinctly white. Petals are 2½ inches broad and of firm texture. Foliage is green and plant about four feet in height.

Druid Hill. Dark stems and deep red flowers; foliage nearly like Black Beauty; of unusual grace and effectiveness; high; well-poised heads of average sized flowers; color combination unmatched.

Morning Glow. A most picturesque color contrast; foliage olive-green striped and veined with bronze; flowers an exquisite soft shell-pink with orange-red center.

JOHN YOUNG, Sec'y.

February 3, 1917.

The Flying Dutchman.

The return to port last week, after proceeding two days towards America, of the big Holland-America steamship New Amsterdam, and taking back to Holland her cargo, raises the question whether those straggling importations of nursery and useful Belgian stocks of ornamental and decorative plants that came through last year, will reach America at all this year, and whether with the new German proposals of sinking all neutral ships at sea, the quantity items of Dutch bulbs will come through next autumn. Growers who have depended on this class of stock for certain cut flower products in the winter and spring will watch with interest the developments and no doubt place all foreign business of this kind without responsibility to the buyer unless ocean freight service resumes delivery. Florists familiar with the handling of cold storage lilies, colored as well as white, will probably make no mistake in having reasonable supply of these on hand for next autumn trade to take the place of any possible shortage in imported forcing bulbs.

Dreer's National Flower Show Prizes.

The following prizes have been offered by Henry A. Dreer, Inc., Philadelphia, Pa., to be competed for by private growers only at the National Flower Show, to be held at St. Louis, Mo., April 6-15, 1918:

Hardy perennial plants—Best collection in flowers, covering not less than 100 square feet. First prize, gold medal, value $50, or purse of $50 in gold; second prize, silver medal, value $25, or purse of $25 in gold.

Hybrid tea roses—Best collection of varieties, covering not less than 100 square feet. First prize, gold medal, value $50, or purse of $50 in gold; second prize, silver medal, value $25, or purse of $25 in gold.

Hybrid tea rose, Los Angeles—Best six plants in bloom. First prize $10; second, $5.

Fancy caladiums—12 best plants, not less than 6-inch pots. First prize, $10; second, $5.

Cyrtomium Rochfordianum compactum—Best plant. First prize, $5; second, $3.

Astilbe Arendsi hybrida—Best six plants in bloom. First prize, $8; second, $4.

Bletia hyacinthina—Best plant in bloom. First prize, $5; second, $3.

Iris germanica—Best plants, six varieties, 8-inch pans, in bloom. First prize, $5; second, $3.

Plant Gas Death Theory Untrue.

Under the sensational caption, "Gas Thrown Off by Flowers Kills Two," the following recently appeared in the daily press:

Joplin, Mo.—The Rev. Ray Cornell, an itinerant minister, and John Russell were found dead in a greenhouse here recently. Carbondioxide thrown off by plants is believed to have caused their deaths.

As our readers will doubtless be interested in the true status of the case, we publish the following, for which we are indebted to H. A. Hall, well known florist, of Joplin: "An aged man, suffering with pneumonia, had been moved to a room adjoining a lettuce house, no flowers being grown in the building whatever, the other man attending him during the night. The patient succumbed to the disease, and Russell upon awakening and finding him dead, was stricken with heart failure." These are the facts in the case determined at the coroner's inquest.

American Rose Society.

PHILADELPHIA FESTIVAL, MARCH 20-24.

The floor plan of the coming "Rose Festival" of the American Rose Society to be held March 20-24 in Philadelphia, has been completed. The society's garden, for which $1,000 has been appropriated to cover 1,200 square feet, will occupy the center, while at the east end Henry A. Dreer, Inc., will occupy a similar space and duplicate on a smaller scale their great success of the national show of last spring. The H. F. Michell Co., Inc., will also have a large exhibit. All the retailers' spaces have been taken. A large number of trade tickets have already been sold and everything points to a very successful exhibition.

K.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list, and to correct any dates that may have been altered since the last advices.]

March 15-17, 1917, St. Louis, Mo.—Spring Flower Show. W. W. Ohlweiler, executive secretary, Missouri Botanical Garden, St. Louis.

March 15-22, New York.—Spring show under the auspices of the Horticultural Society of New York and the New York Florists' Club, at Grand Central Palace. John Young, secretary, 53 West 28th street, New York.

March 20-23, Philadelphia, Pa.—Exhibition of the American Rose Society, Horticultural Hall, Benjamin Hammond, secretary, Beacon, N. Y.

August 21-24, New York.—Annual exhibition of the American Gladiolus Society, Museum building, New York Botanical Garden, Bronx park. Henry Youell, secretary, 538 Cedar street, Syracuse, N. Y.

Important to Subscribers.

The date on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscriptions promptly on expiration to make certain of receiving your copy of each issue.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—A 1 salesman, designer and all around storeman. Chicago prefered. Address Key 740, care American Florist.

Situation Wanted—By A1 saleslady, designer and bookkeeper: Chicago only considered; can furnish best of references; able to take charge. Address Key 737, care American Florist.

Situation Wanted—By mushroom grower gardener and general mechanic. Married no children, good references. Address H. G. WILLIS, P. O. Delawanna, N. J.

Situation Wanted—German, 35, single. First-class grower of cyclamen, poinsettias, ferns and general stock, wants position immediately. Middle west preferred. Key 746, care American Florist.

Situation Wanted—By first-class gardener private estate, age 33 years, married, understands fancy and landscape gardening, greenhouses, hot frames, flowers and vegetables, trees and shrubs. Steady job only; best references. JOHN BERECZKY, 102 Lake Ave., Rochester, N. Y.

Situation Wanted—Head gardener with thorough practical life experience in growing all choice fruits, flowers, vegetables, etc., under glass or outside, and the general management of private estate, is open for engagement. Personal and written references. American and English; married, age 34. H. F BULPITT, 139 Smith St., Port Chester, New York.

Help Wanted—Good opening for a bright young man as assistant in a first-class Kansas City store. Must be a good salesman. Answer with reference and wages to commence with. Key 750, care American Florist.

Help Wanted—Girl for retail florist. Must have at least one year's experience. Call at once. UNIVERSITY FLORAL CO., 6302 University Ave., Chicago, Ill.

Help Wanted—Good all around greenhouse man to invest not less than $1,500 and take full charge of greenhouse business; is paying better than 40% on investment and growing very fast. Salary to start $75 per month and house rent free. For further particulars address LAMAR GREENHOUSE CO., Lamar, Colo.

For Sale—The Ferry Flower Shop, 175 East Jefferson avenue, Detroit, Mich. A good business location. Price $600. Address J. A. BLEECKER, 175 E. Jefferson av., Detroit.

For Sale—Old established flower store doing an excellent business. Centrally located in Brooklyn, N. Y. To close an estate, executors will sell to responsible party at reasonble terms. Address A. F. F., care American Florist. 42 West 28th St., New York.

For Sale—First class floral establishment in a Missouri town of 12,000. 25,000 feet modern glass; six acres land; good buildings and improvements. Retail and wholesale. Business is growing; owner going to retire. This place is a bargain. For particulars address Key 741, care American Florist.

For Sale—Two greenhouses, 21x90 and 14½x90 feet, Lord & Burnham hot water boiler. Five room dwelling, modern improvements, bath, fine water supply; two acres of good land; in Washington, D. C., on suburban car line. Inquire C. LUCKEY, 2041 5th Ave., New York City, or J. M. GANLEY, Riverdale, Maryland.

For Sale—Greenhouse property or part interest in same. Two greenhouses, each 22 x 200 feet in good condition; planted mostly to carnations, sweet peas and geraniums. 4 to 5 acres of land, good location. Address ALLEN & BLANCHARD, 185 Exchange St., Tel., 107 W. Leominster, Mass.

For Sale Cheap—Second hand cypress sash bars in 11 ft. 10 in. lengths, new way, 15c each; 17 ft. 10 in., new way, 25c each; ventilators, with glass, 16 x 24 90c each. Bargain. Write or call. JOHN PROCHASKA, Niles Center, Ill.

For Sale or Rent—An old established greenhouse plant; 18,000 feet of glass; good location in thriving Western Pennsylvania town, on street car line; good seven-room house, with conveniences; barn, etc. Address M. A. HOLT, 718 W. Penn St., Butler, Pa.

For Sale—Good paying retail store on the north side in Chicago to reliable party on very reasonable terms. $500 down, balance on time. Owner has range of greenhouses and wants to devote his entire time to them. This is a splendid opportunity for some deserving young fellow to go into business for himself. Store has been long established and business is showing a fine profit. For further particulars address, Key 743, care American Florist.

For Rent—Greenhouses, about 10 000 feet of glass; two houses, 27 x 100 feet, connected with cottage; will sell stock, good condition, consisting of carnations, lilies, sweet peas, bedding plants and coal; one acre of ground; good home trade and excellent location; twelve miles from loop and good transportation; must rent on account of death. MRS. H SEGER 1517 W. 102nd Place, Washington Heights, Chicago, Ill.

Wanted to Buy—Anywhere in good town, green houses, land and dwelling. State size, cash down, terms for balance etc. Box 252, Kinston, North Carolina.

SITUATION WANTED
A1 STOREMAN

Can furnish best of references. Now employed but desirous of making a change. Would prefer position in Chicago. For further particulars, address

Key 748, care American Florist.

HELP WANTED
ROSE GROWER

Good steady and efficient man for large commercial place near Chicago. Good wages to the right party. State full particulars in first letter.

Key 745, care American Florist.

FINE PAYING

RETAIL STORE FOR SALE

In the heart of the leading Wisconsin city at a big bargain. Long established and fine paying business. Part down and reasonable terms to the right party. Further particulars if desired. Address

Key 749, care American Florist.

Partner Wanted—I want a married man, about forty years of age, to associate himself with me and take charge of a general greenhouse business in South-eastern Arizona. Must have about $2000.00 to invest in the business against my $5000.00 and with services to own a one-half interest. Large fields, high prices, no competition and an excellent climate References exchanged. J. R. HUBBARD, Dragoon, Arizona.

WANTED
Knocked-down Greenhouses

100 feet in length, even span, any width. Cheap for cash; F. O. B. shipping point; of standard make, glass, piping, ventilating machinery, etc. Must be in good shape. Give particulars in first letter. Address

Key 744, care American Florist.

For Sale

Greenhouse in a city of 5400 population. A great chance for a live florist.

Wm. Ballard,

Perry, - - Iowa

Examination No. 241.

Gardeners' Examination

GARDENER, Class G, Rank II. Original Entrance. Pay $0.30 to $0.55 per hour.

To be held February 19th, 1917, at 9:00 A. M., at the general offices in Union Park. Open to men between the ages of 21 and 50 years, regardless of residence. Applications must be filed in the office of the Board in Union Park before 12 o'clock noon of February 17th, 1917.

Subjects: Special Subject, weight of 6; Experience, weight of 3; Physical, weight of 1.

Special Subject: To include a written and oral test on the identification, general care, planting and characteristics of trees, shrubs and perennials and on making and maintaining lawns.

The duties of Gardener include the planting, pruning and general care of trees, shrubs, perennials, lawns and outside gardens and occasional supervision of laborers in related work.

FRED C. HEUCHLING,
Superintendent of Employment.

Jan. 24, 1917.

TRAVELER WANTED

By catalogue house carrying full line of seeds, plants and bulbs, a high class salesman to call on private trade. One thoroughly experienced in the business preferred. Must show successful selling record, with best of references. To such a man, east or west, good salary and commission will be paid with permanent engagement. Write or wire

SEEDSMAN, CARE AMERICAN FLORIST.

NEW EDITION—Issued August, 1916.

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price $3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

Rooted Carnation Cuttings

White and Pink Enchantress

Extra fine stock—Ready for immediate shipment—Positively best obtainable.

$1.75 Per 100; $14.00 per 1000.

PERCY JONES

56 East Randolph Street, CHICAGO, ILL.

Springfield, O.

GOOD & REESE CO.'S FIRE.

Fire which caused a loss of approximately $10,000 visited the office of the Good & Reese Co. in this city on the morning of February 3, completely ruining the office building, which will have to be rebuilt. The movable fixtures and office records were nearly all saved, and the business of the company will not be seriously interfered with. When the fire was discovered the entire attic and roof of the structure was ablaze and the flames had eaten their way down between the walls to the lower floors. The 50 girls employed in the office were promptly notified, and all left the building safely with their personal belongings. Word was immediately sent to the company's range and to the establishments of other companies in the neighborhood, and within a very short time 100 men were actively engaged in removing all the portable property in the burning building. The day forces of the Reeser Plant Co. (Inc.) and of the American Rose and Plant Co. assisted the Good & Reese Co.'s employes, and together they saved all of the unmailed catalogues, office files and smaller fixtures. Adjoining the office grove of the Good & Reese Co. is the new cold storage plant of the American Rose & Plant Co., and Manager Johnson of the latter company threw open his new building to his unfortunate neighbors, and all of the salvaged property was taken into the new plant. Before noon, Miss Florence Morgan, office manager of the Good & Reese Co., had the new quarters in such shape that pressing business could be attended to. Manager Jackson has offered such part of his new building as may be necessary to the Good & Reese Co. until their own building can be rebuilt. The most serious loss is on the building proper, which was not only badly damaged by fire but also completely flooded by water. There will be considerable property damage and great inconvenience caused by the loss of labels. The fire is supposed to have started from defective wiring in the office. John M., Frank E. and Harry F. Good of the Good & Reese Co. immediately made arrangements to rebuild the office, and active operations will commence as soon as the weather permits. The fire department was greatly handicapped in fighting the flames owing to the extremely cold weather. The firm was fortunate in that the mailing of its spring catalogue to its regular list had been completed.

NOTES.

Active building operations and improvements have marked the progress of two local companies during the past six months. The American Rose & Plant Co. added four new houses to its range and built a large three-story cold storage and office plant combined. This company will in the future handle on a larger scale shrubbery and bulbs.

The Reeser Plant Co. added three new houses to its present range and installed a new heating system to take care of the added space. These increases were necessary in order to handle this company's increasing business in ferns and bedding plants for the wholesale trade.

All of the local florists are complaining bitterly of the coal situation. Very few of the coal operators are fulfilling their contracts with the greenhouses and are forcing the local florists to buy coal at the advanced prices in the open market.

A. J. T.

CHAMP WEILAND

We will have a surplus of 20,000 plants of this rose to offer for spring delivery

Subject to prior sale, we quote strong, own root stock from 2¼-in. pots, at $12.00 per 100; $100.00 per 1000.

Eyes for grafting, $65.00 per 1000.

WEILAND & RISCH

154 N. Wabash Ave., CHICAGO

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

SAN FRANCISCO, CALIF.—Secretary C. S. Quick, Berkeley, anounces that the annual exhibition of the California Dahlia Growers' Association will be held in the Palace hotel, this city, September 3-5.

MASON CITY, IA.—The Chamber of Commerce, the Civic League and the Rotary Club are planning a flower show to be held in August as a climax to the spring and summer work in the city beautiful campaign.

AMERICAN GROWN

Gladiolus Bulbs

For Bench Work

Four Gold Medals on These at San Francisco Fair.

Double your returns by planting between the carnations as a catch crop. Grown by us.

	Per 1000
Mrs. Francis King, 1st Size	$14.00
Augusta, 1st Size	13.00
America, 1st Size	15.00
Chicago White, First Early	18.00
Florist XXX Mixed, 1st Size	16.00
Panama	30.00
Niagara	40.00
Mrs. F. Pendleton Per 100,	7.50
Myrtle Per 100,	10.00

TUBEROSES—True Dwarf Pearl.

First Size, 4-6 inches Per 1000,	$9.00
Medium Size, 3-4 inches Per 1000,	5.00

Carload Lots—Frost Free—Ready.

Spiraea (Clumps)

Best kinds grown. Prices reduced.	Per 100
America, Lilac Rose	$10.00
Avalanche, White	11.00
Gladstone, White	9.00
Queen Alex., Pink	10.00

Lots of 250, 7 Per Cent off.

Lily of the Valley

	Per 1000
Pips, Hamburg, Holland Grown	$20.00
This stock proved very satisfactory.	
Fortin Valley, largest, per 100	$2.75

Lilium Giganteum

NEW CROP	Per 1000
6 to 8-inch (Case of 400, $12.50)	$30.00
7 to 9-inch (Case of 300, 15.00)	45.00
8 to 9-inch	65.00
9 to 10-inch (Case of 200, $16.00)	77.50

Hardy Lilies

Just arrived in fine order.

	Per 100	Per 1000
Lilium Auratum (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
Lilium Rubrum, 8-9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00

Lilium Formosum

	Per 1000
6 to 8-inch, (350 to case) regular strain	$35.00
6 to 8-inch (350 to case) true black stem variety	40.00

Spanish Iris

	Per 1000
Named varieties, 4 separate colors	$6.00

"JOSS" LILIES, Chinese Narcissus, per mat, (120 bulbs), **$3.00 at Chicago. In New York, $3.50.**

VAUGHAN'S SEED STORE

CHICAGO NEW YORK

Hamburg Late White Chrysanthemum

The examining committees of the Chrysanthemum Society of America scored Hamburg Late White as follows: Philadelphia, December 14, 88 points commercial; Boston, December 14, 83 points commercial; New York, December 18, 85 points commercial.

This picture was taken November 26, 1916, and will give a good idea of what HAMBURG LATE WHITE looks like when grown to single stems and planted six inches each way.

HAMBURG LATE WHITE is pure white under all weather conditions, and is a sport of White Maud Dean, but has no trace of pink as has the original. The average grower of Chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible.

Hamburg Late White has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but for late white, one of the best for commercial purposes. It can be had in bloom the latter part of November, by taking an early bud; but by selecting later buds, most of the flowers are cut during December, and we would advise a selection of late buds, as the later buds come somewhat fuller, and by selecting late buds, flowers can be had as late as the middle of January.

Keeping qualities are excellent, and where a light, graceful white flower is wanted, **Hamburg Late White** cannot be surpassed.

Hamburg Late White will be disseminated in the spring of 1917. Plants will be ready April 1, 1917, and all orders will be filled in rotation.

Rooted Cuttings, $12.00 per 100; $100.00 per 1000.
2-inch pots, - 15.00 per 100; 125.00 per 1000.

WILLIAM F. KASTING CO.

568-570 Washington St., BUFFALO, N. Y.

FOR VALENTINE'S DA

Cattleyas and Valley

LARGE QUANTITY OF EXTRA FINE FRESH STOCK.
ALSO A NICE SUPPLY OF FARLEYENSE FERNS.

FOLLOWING IS OUR CURRENT PRICE LIST:

AMERICAN BEAUTIES.	Per doz.
Specials	$8.00
36 to 40 inches	$6.00 to 7.50
30 inches	5.00
24 to 28 inches	3.00

RUSSELLS.	Per doz.
Extra Long	$5.00
Long	4.00
Medium	$2.50 to 3.00
Short	1.00 to 2.00

		Per 100
Milady, Richmonds, Brilliants, Sunbursts, Ophelia	Special	$18.00 to $20.00
	Long	12.00 to 15.00
	Medium	9.00
	Short	6.00 to 7.00
Aaron Wards, White Killarney, Killarney	Long	$12.00 to $15.00
	Medium	8.00 to 10.00
	Short	5.00 to 7.00

Extra long special roses we charge accordingly.

MINIATURE ROSES.	Per 100
George Elgar	$3.00
Cecile Brunner	3.00
Baby Doll	4.00
Firedame	$4.00 to 6.00

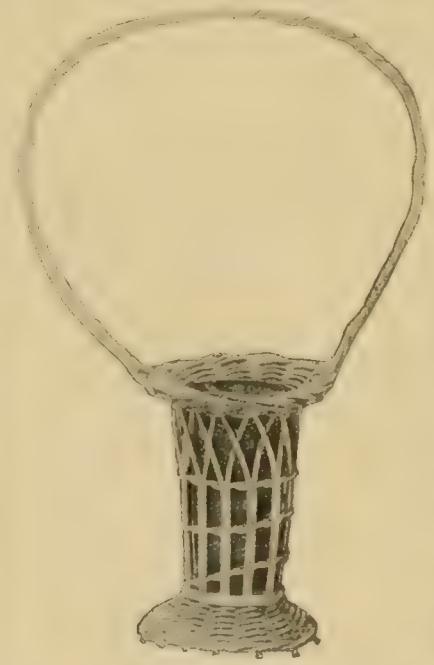
ORCHIDS.	Per doz.
Cattleyas	$4.00, $5.00, $6.00
Cypripediums	2.00 to 3.00

CARNATIONS.	Per 100
Fancy	$4.00
Our selection	3.00
Splits	2.00

VALLEY.	Per 100
Fancy	$6.00
Firsts	5.00
Seconds	4.00

MISCELLANEOUS CUT FLOWERS	
Paper Whites	$ 3.0
Jonquils	
Freesia, long strong stocks	4
Tulips	4
Romans	
Easter Lilies	12
Violets	
Sweet Peas	1.
Snapdragon per doz.	1

GREEN GOODS.	
Smilax	per doz.
Plumosus	
Sprengeri	
Adiantum	
Adiantum Hybridium	
Farleyense	$10
Galax gr. and br.	
Galax gr. and br.	per 1,000.
Leucothoe	
Mexican Ivy	
Ferns	
Ferns	per 1,000
Boxwood, per bu. 25c	case.
Woodwardia Ferns	



SUPPLY DEPARTMEN

READY FOR THE LAST CALL FOR VALENTINE'S D

Baskets, Corsage Ties, Heart Boxes and Accessories.
Valentine Heart Baskets, $6.00 per doz.
Other Tumblers, 25c each and up.

HUGHES'

Shamrock Box

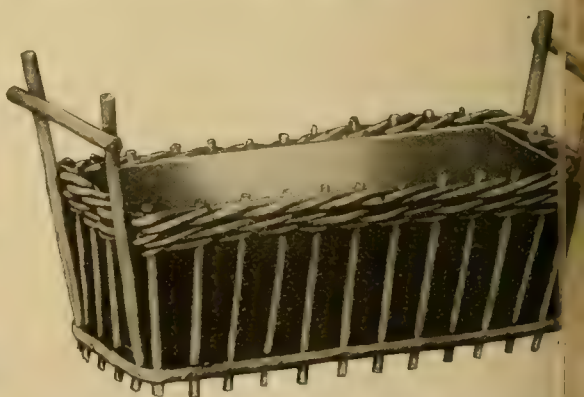
Complete, 100, **$25**

Sphagnum Moss

Can supply you with all you need at **$1.25** per bale.

Greening Pins

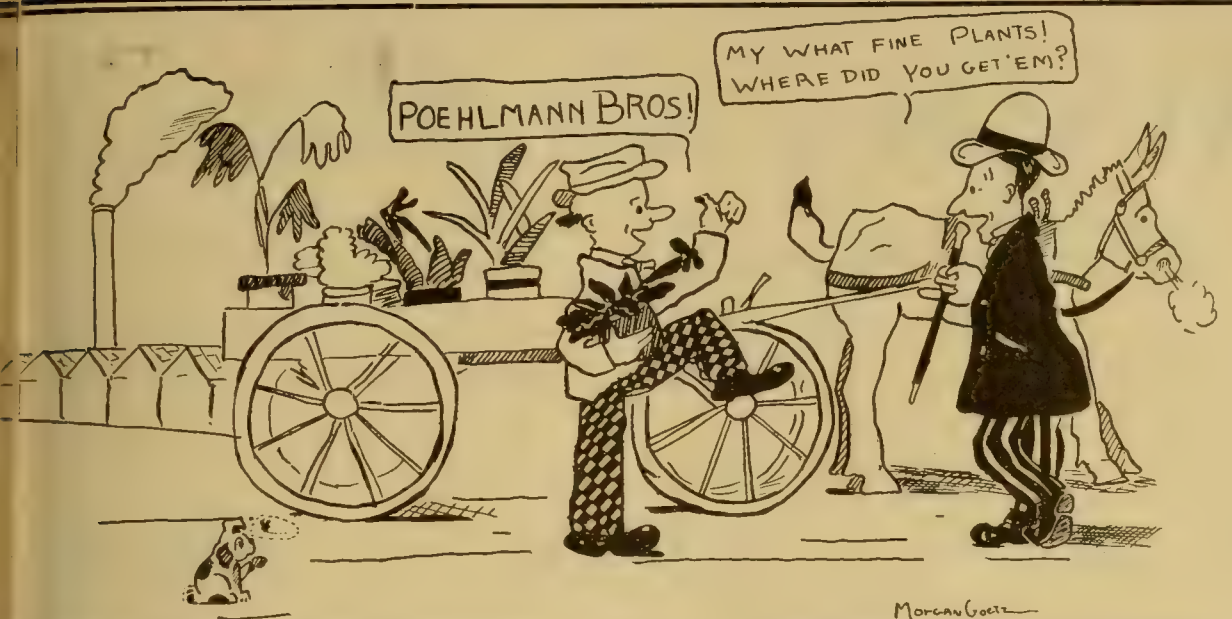
10-lb. box for **$2.00.**



Our Leader—No. 224—$6 00 per Doz. **No. 207—Two-Tone Bulb Basket, 60c**

POEHLMA

72-74 E. Randolph St.



S PLANTS—Grafted and Own Root

mann quality known favorably throughout the land
Grafted 2½-in. Russell per 1000, $150.00.
Lots of 5000 or more, $145.00 per 1000.
½-in. Ophelia, Aaron Ward, Milady, Killarney,
Killarney, Brilliant, Cecile Brunner, Richmond,
00, $120 00. Lots of 5000 or more, $110 per 1000.
es are absolutely net cash. In effect Feb. 1, 1917.
t. stock an additional $50.00 per 1000 will be charged
ot, 2½-in. Killarney, White Killarney, Brilliant,
. Aaron Ward, Milady, Richmond, Cecile Brunner.
0, $7.00; per 1000, $65.00. Lots of 5000 or more
$62.50 per 1000.
Chrysanthemum ad will appear in later issues.
will be booked in strict rotation and none but well
blished plants ready for a shift or ready to be
benched will be shipped.

MISCELLANEOUS PLANTS

	Each
Pandanus Veitchii, 4-in. pots	$0.35
" " 5-in. pots	$0.60 to .75
" " 6-in. pots	1.00
" " 7-in. pots	1.25
" " 8-in. pots	2.00
Rubber Plants, 5-in. pots	$0.50 to .75
" " 7-in. pots	1.50 to 2.00
Crotons, 5-in. pots	.60 to .75
Asparagus Plumosus, 2½-in. pots, per 100	3.50
	Per 100
Asparagus Sprengeri, 3-in. pots	$ 6.00
" " 4-in. pots	10.00
Table Ferns, 2½-in. pots	3.50
" " 3-in. pots	8.00
" " 4-in. pots	15.00
Freesias, in pans	75c per pan.
Cyclamen	4-in., 35c; 5-in., 50c each.
Azalea	$1.00, $1.25 and $1.50 each.
Boston and Roosevelt Ferns, 5-inch	35c each.
Coleus, 2½-in.	$3.00 per 100.

alms Western Headquarters Palms

s and most complete stock offered in the West in a healthy, strong and clean condition.

FORSTERIANA SINGLE PLANTS

s $1.50 per doz., $12.00 per 100, $100.00 per thousand.

Leaves				Each
5-6	26-28	inches	high	$ 1.25
6-7	30-32	inches	high	1.50
6-7	34-36	inches	high	2.00
6-7	40-42	inches	high	3.50
6-7	42-46	inches	high	4.00
6-7	50	inches	high	5.00
6-7	52-54	inches	high, heavy	7.00
6-7	54-60	inches	high, heavy	8.00
6-7	60-64	inches	high, heavy	12,00
6-7	8	feet	high, heavy	40,00
6-7	9-10	feet	high, heavy	50.00

BELMOREANA SINGLE PLANTS.

aves				doz.	100	1,000
s				$1.50	$12	$100
5	10-12	inches	high	2.50	$18	$150
						Each
5-6	16	inches	high	5.00	40.00	.45
5-6	22	inches	high			$1.25
5-6	26-28	inches	high			1.50
5-6	42	inches	high			5.00

plants, 15 inch tubs, $75.00 each.

KENTIA FORSTERIANA MADE UP PLANTS.

	Plants			Each
6 inch pots	3	26	inches high	$ 2.00
7 inch tubs	3	30-32	inches high	2.50
8 inch tubs	3	38	inches high	4.00
8 inch tubs	4	46-48	inches high	5.00
9 inch tubs	4	52	inches high	6.00
10 inch tubs	4	54	inches high	8.00
12 inch tubs	4	55-60	inches high	12.00
12 inch tubs	4	66	inches high	15.00
15 inch tubs	4	72-78	inches high, heavy	25.00
15 inch tubs	4	75-80	inches high, heavy	30.00

ARECA LUTESCENS.

	Plants			Each
6 inch pots	4 bushy	24-26	inches high	$1.25
7 inch tubs	4	30	inches high	2.50

ASPIDISTRAS.

5 inch pots, 10-12 leaves, green	$1.00
6 inch pots, 16-20 leaves, green	1.50
5 inch pots, 10-12 leaves, vari	1.50

PHOENIX ROEBELENII.

4 inch pots, 50 cents each; 5-inch pots $1.00

A Nominal Charge is Made for Packing.

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, 90c per doz $7.00 per 100

LIVISTONA ALTISSIMA.

2¼ inch pots, $1.00 per doz $8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots 50c each

STEVENSONIA GRANDIFOLIA.

4 inch pots 50c each

DRACAENAS.

	Each	Doz.	100
5 inch Amabilis	$0.90	$10.00	$80.00
5 inch Imperialis	1.00	12.00	
6 inch Fragrans	1.00	10.00	
5 inch Baptistii	1.00	10.00	
5 inch Terminalis	.60	7.00	
4 inch "	.40	4.20	
3 inch "	.25		22.00
5 inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

BROS. CO.

g Distance Phone, Randolph 35.

CHICAGO, ILL.

ROSES-- A BIG CROP NOW COMING ON

AMERICAN BEAUTIES

Our cut consists mostly of medium and shorter length stems, but very fine flowers.	Per doz.
Extra specials, extra long stems	$6.00 to $8.00
Stems 30 inches	4.00 to 5.00
Stems 18 to 24 inches	2.00 to 3.00
Stems 12 to 18 inches	1.00 to 1.50
Shorter lengths	75 to 1 00

RUSSELLS—The best in this market.	Per doz.
Specials, extra long	$3.00
Long	2.50
Good medium	$1.50 to 2.00
Good short	1 00 to 1.25

RED ROSES Rhea Reid and Richmond	Per 100
Long	$12.00
Good medium	$8.00 to 10.00
Good short	5.00 to 6.00

Ophelia, Shawyer and Sunburst	Per 100
Long	12.00
Good medium stems	8.00 to 10.00
Good short stems	5.00 to 6.00

Pink and White Killarney, Brilliant	Per 100
Long	$10.00 to $12.00
Good medium	8.00
Good short	4.00 to 5.00

OUR SELECTION. Assorted Roses one-half white, in lots of 200 or more, at the rate of ..... $4.00 per 100

Cecile Brunner, bunch of 25 buds $0.75

Baby Doll, bunch of 25 buds $0.50

CARNATIONS

All colors, per 100 ..... $3.00 to 4.00

BULB STOCK

TULIPS	Per 100,	$2.00 to $4.00
PAPER WHITES	Per 100,	3.00
JONQUILS	Per 100,	3.00 to 4.00
VALLEY	Per 100,	6.00

GREENS

ASPARAGUS and SPRENGERI	Per 100,	2.00 to 3.00
GALAX, Green or Bronze	Per 1000,	1.25
CHOICE COMMON FERNS	Per 1000,	3.00

All other seasonable stock at market prices.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

TRADE HAS BEEN QUIET THE PAST WEEK.

Trade has been quiet the past week and outside of the shipping demand there has been very little doing. The weather has been extremely cold since Friday, February 2, when the thermometer registered between zero and 15 degrees below the greater part of the time, breaking the previous low record for the winter, which was 4 degrees below. Considerable stock was frozen between the greenhouses and the wholesale stores and it is reported that many outgoing express shipments met the same fate. Trade the opening of the present week was the quietest it has been for some time, but business is much better at this writing and everything points to better sales from now on. Stock of all kinds was plentiful enough all last week so that all the orders could be filled in full with the exception of American Beauty roses, which was the only item that was scarce and held up so high in price. Roses in general are more plentiful than they have been, which is not due so much to the fact that they are in better crop as it is because the demand fell off to such an extent that they had a chance to accumulate and give the buyer an idea that there are more obtainable than are really to be had. Carnations in particular are in heavy supply and are selling in large lots at bargain prices, with very little demand for them at that. Orchids are plentiful, but are having a good call and clean up fairly well every day at prices considerably lower than they have been selling for. Lily of the valley is clearing every day as usual at the advertised quotations. Romans and Dutch hyacinths are to be had in quantity but are not meeting with very good sale. Freesias are so plentiful that practically every house in the market is handling them and the general report is that they have never brought such low prices, considering the quality of the stock offered. Tulips, jonquils, narcissi and daffodils are not moving any too freely, but lilies and callas appear to be good property and at times the past week it was impossible to fill all the orders. Sweet peas were never so plentiful this season as they are right now and probably never sold at such low prices as they are bringing this week. Gardenias are holding their own and stevia finds a ready market. Daisies, calendulas, snapdragons, violets, pansies, mignonette, stocks, bouvardia and other miscellaneous seasonable cut flowers are to be had in good supply, and while one or two items clean up completely at times there is pretty nearly always enough of everything to go around. Greens with no exceptions are in large enough supply so that everyone can secure what is needed. While stock at present is plentiful, a few brisk days would find a sudden change in the market conditions and if the St. Valentine's day demand is anything like it has been in former years a grand cleanup may be expected for February 14. The out-of-town buyers depending upon this market for their supply will find it to their advantage to place their orders as early as possible. Do it now.

NOTES.

An examination for gardeners will be held February 19, 1917, at 9 a. m., at the general offices in Union Park. Open to men between the ages of 21 and 50 years, regardless of residence. Applications must be filed in the office of the board in Union Park before 12 o'clock noon of February 17, 1917.

My Friend Bill

visited **the Wholesalers, some** *of the* **Retailers** *and* **many** *of the* **Growers** *with me last week and afterwards said they were all the finest bunch of fellows he had ever met.*

"GEE'

wouldn't that *make any man more determined than ever to continue giving everybody*

100% Service?

Van

PERCY JONES, Inc., Chicago, Ill.

Wilbur J. Gullett of Lincoln visited several of the local wholesalers between trains, February 5, on his way home from Indianapolis, Ind., where he attended the annual meeting and exhibition of the American Carnation Society, January 31-February 1.

Samuel Seligman has returned from a trip to eastern points in the interests of the American Bulb Co.

CARNATIONS

Heavy Crop of all the Best Old and Newer Varieties in Red, White and Pink.

Buy Direct From The Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

	Per doz.
AMERICAN BEAUTIES	
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

	Per 100
RICHMOND	
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

	Per 100
MILADY	
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

	Per 100
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia	
Specials	$12.00
Select	10.00
Medium	$6.00 to 8.00
Short	4.00 to 5.00

	Per 100
ROSES, OUR SELECTION	$5.00
Carnations, fancy	$3.00 to 4.00
Harrisii	$12.50 to 15.00
Valley	6.00
Violets	1.00 to 1.50
Stevia	1.50 to 2.00
Sweet Peas	1.50 to 2.00
Smilax per doz. strings	2.00 to 2.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Ferns, per 1000	$3.00
Boxwood per bunch, 25c	
Galax, bronze and green, per 1000, $1.25	
Leucothoe Sprays	75c to 1.00

2,000,000 Feet of Modern Glass

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

The Chicago Flower Growers' Association is handling a tremendous supply of fine carnations in all the leading varieties in addition to a most complete line of all other seasonable stock. Business was very good at this house since the first of the year and the sales during January were ahead of those of the same period in 1916.

Bassett & Washburn are well pleased with the showing that their new red carnation Belle Washburn made last week at the Indianapolis exhibition of the American Carnation Society, when it won first prize in the 50 class and second prize in the 100 class, in hot competition over a large number of other entries.

Zech & Mann report that their January sales this year were considerably ahead of those of the same month in 1916. Nick Wuestenberg of this firm has had his left hand bandaged up for some time as the result of blood poisoning contracted while handling roses.

Roy Wilcox of Council Bluffs, Ia., was the guest of C. L. Washburn and wife at Hinsdale February 4. He left the following day for Milwaukee, Wis., where he visited the Holton & Hunkel Co. greenhouses at Brown Deer.

Otto N. Stein, who has been in charge of the landscape department of the Geo. Wittbold Co. for many years, started in business for himself this week. His office is in room 713, First National Bank building.

H. E. Philpott, of Winnipeg, Can., was a visitor at A. T. Pyfer & Co.'s store this week. He will stop off at Minneapolis, Minn., on his way home to visit Mrs. Philpott, who is seriously ill in a hospital there.

The Deerfield Nurseries are shipping a particularly fine grade of sweet peas to Kyle & Foerster. Their new variety called Radiance is a wonderful seller and always brings top-notch market prices.

Peter Reinberg is cutting from a splendid crop of Mrs. Chas. Russell, which are in exceedingly brisk demand owing to the continued scarcity of American Beauty roses.

O. A. and L. A. Tonner are featuring a large supply of violets and calendulas for St. Valentine's day in addition to a splendid grade of white and yellow narcissi.

Miss Agnes Corrigan, who has charge of the service department at the A. L. Randall Co.'s store, visited relatives at Bloomington this week.

The Chicago Florists' Club will meet at the Hotel Morrison, Thursday evening, February 8, at eight o'clock.

Theodore Vogel is back on the job at W. J. Smyth's after being on the sick list for three weeks.

Mrs. L. Hoeckner has returned from Lincoln, where she attended the funeral of a brother.

George Kaspar of the Batavia Greenhouse Co. has joined the ranks of the benedicts.

VIOLETS

Large quantity of extra fine stock for St. Valentine's Day.

$1.00 to $1.50 per 100.

CALENDULAS

Fine stock for every day use. **$2.00 to $4.00 per 100.**

SUPPLIES

Corsage Shields, Pins, Baskets, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads, Etc.

O. A. & L. A. Tonner

30 E. Randolph Street, Phone, Central 6284. **CHICAGO, ILL.**

FOR VALENTINE'S DAY

Wonderful Crop of Beauties, Roses and Carnations.

Current Price List-- Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per Doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00

RICHMOND.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short stems	4.00

MRS. CHAS. RUSSELL.	Per 100
Fancy stock	$10.00 to $20.00

PINK KILLARNEY, WHITE KILLARNEY, KILLARNEY BRILLIANT, SUNBURST, OPHELIA.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short Stems	4.00

MINIATURE ROSES.	Per 100
Baby Doll	$2.00
Elgar	2.00
ROSES, OUR SELECTION	4.00

CARNATIONS FOR VALENTINE'S DAY.	Per 100
Red	$4.00
Fancy White and Pink	3.50
Good	2.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	2.50
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.25

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave, L. D. Phone Randolph 2081 **CHICAGO**

Peter Papes, manager of the Central Floral Co.'s store at Detroit, Mich., is visiting Peter Duris, manager of the Central Floral Co.'s store here. Everyone who is acquainted with the two gentlemen cannot help but admire the splendid record they are making for themselves, which is due principally to the fact that they are both on the job early and late every day in the week.

Eric Johnson, manager of the A. L. Randall Co.'s cut flower department, is well pleased with the sales during the month of January, which have exceeded all expectations. The Randall Co. has 800 square feet of floor space devoted to the displaying of its electrical store fountains. This is probably the best paying space devoted to any one item in the great central market.

Percy Jones is making a strong bid for his share of the St. Valentine's day business, which, from present indications, will be the best ever, for inquiries in regard to stock are numerous and many nice advance orders have already been booked. "Bill" says that their 100 per cent service is the secret of their steady growth in business.

Wietor Bros. are coming in crop with roses, particularly Ophelia and Killarney, which are seen in larger supply at their store this week. Carnations are very plentiful at their establishment but clean up nicely every day, owing to their splendid quality.

A. L. Vaughan & Co. have received word from their orchid grower to the effect that cattleyas will be in good crop for St. Valentine's day, which means that there will be plenty to go around as far as the demands of their customers are concerned.

At Erne & Klingel's store the stage is all set for St. Valentine's day and from the looks of the fine supply of stock that this firm is handling it is going to be a hummer if business is anywhere near as brisk as it was last year.

Joseph Ziska & Sons have moved into their new quarters at 169-175 North Wabash avenue, where they occupy the entire second floor of the Durand building, directly over the E. C. Amling Co.

M. C. Gunterberg is not worrying any about her supply of violets for St. Valentine's day, which evidently means that she expects to have plenty to supply all her customers with on this occasion.

O. J. Friedman had a display of the A. L. Randall Co.'s electric store fountains at his Michigan avenue store during the automobile show which attracted much favorable attention.

Philip J. Schupp reports that lily of the valley will be in good crop with J. A. Budlong for St. Valentine's day. This house is featuring a fine supply of roses and sweet peas.

E. J. Delaney has been in the employ of the Fleischman Floral Co. for several weeks.

Edward J. Weed is the latest addition to the sales force at Weiland & Risch's store.

Mammoth Supply

CARNATIONS

Extra Fancy Stock in All the Leading Varieties

$20.00; $25.00; $30.00 per 1000

Also Fancy Sweet Peas, Violets, Tulips, Jonquils, Stevia, Daffodils, Daisies, Romans, Freesias, Valley, Orchids, Mignonette and All Other Seasonable Cut Flowers

ORDER HERE—YOU CAN'T DO BETTER ELSEWHERE—OFTEN NOT NEARLY AS GOOD

The Chicago Flower Growers' Association

Wholesale Growers of Cut Flowers and Plants

182 N. Wabash Ave., **CHICAGO**

L. D. Phone, Randolph 631

Mention the American Florist when writing

FANCY DOUBLE

VIOLETS

50c, 75c, $1.00 per 100

SWEET PEAS

$1.50 to $2.00 per 100

FOR

VALENTINE DAY.

M. C GUNTERBERG

158 N. Wabash Ave.,

Chicago, Ill

Central 3067

LARGE QUANTITY OF

EXTRA FINE CATTLEYAS

At $5.00 to $6.00 per Dozen.

Our supply of Orchids is the largest and most complete in the Great Central Market.

CURRENT PRICE LIST

Subject to Change without notice.

AMERICAN BEAUTY	Per doz.
Extra long stems	$6.00 to $8.00
Stems 48 inches	5.00
Stems 30 to 36 inches	4.00
Stems 24 inches	3.00
Stems 18 to 20 inches	2.00
Stems 12 inches	1.50
Short Stems	100, $6.00

MRS CHAS. RUSSELL	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES	
Richmond, special	$12.00
" select	10.00
" medium	8.00
" short	$4.00 to 6.00
Milady, special	$12.00
" select	10.00
" medium	8.00
" short	$4.00 to 6.00
Killarney Brilliant, special	$12.00
" " select	10.00
" " medium	8.00
" " short	$4.00 to 6.00
Ophelia, special	$12.00
" select	10.00
" medium	8.00
" short	$4.00 to 6.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	6.00
" " short	4.00
Killarney, special	10.00
" select	8.00
" medium	6.00
" short	4.00
Mrs. Ward, special	12.00
" " select	10.00
" " medium	8.00
" " short	$4.00 to 6.00
Sunburst, special	12.00
" select	10.00
" medium	8.00
" short	$5.00 to 6.00
Cecile Brunner	2.00
Elgar	2.00
Baby Doll	2.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	
Fancy	$4.00
Good	$2.00 to 3.00

ORCHIDS.	Per doz.
Cattleyas	$5.00 to $6.00

MISCELLANEOUS	Per 100
Violets	$0.75 to $ 1.50
Valley	6.00
Easter Lilies	10.00 to 12.50
Stevia	2.00
Calendulas	3.00 to 4.00
Daisies	.75 to 1.50
Paper Whites	3.00
Snapdragons per bunch	.75
Mignonette	6.00
Callas per doz.	1.50 to 2.00
Sweet Peas	1.00 to 2.00
Jonquils	3.00 to 4.00
Tulips	3.00 to 4.00
Freesias	3.00 to 4.00

GREENS.	
Asp. plumosus per string	$0.50 to $0.75
Asp. plumosus sprays...bunch	.35 to .50
Sprengeri per bunch	.35 to .50
Adiantum per 100	.75 to 1.00
Smilax, choice per doz.	1.50 to 2.00
Fancy ferns per 1,000	2.50
Galax leaves per 1,000	1.25
Wild Smilax per case	5.00
Boxwood ..per lb., 25c; 50-lb. case..	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave, Chicago

Poehlmann Bros. Co. is in good crop for St. Valentine's day with orchids and lily of the valley as well as all other seasonable stock. The supply department is having a big call for heart-shaped baskets and boxes for this occasion and is prepared to handle all orders up to the last minute. T. E. Waters has a large Boston harp of green frieze and chenille on exhibition as a leader for St. Patrick's day. He has already sold several of them for window display purposes.

Vaughan's Seed Store handled a carload of cannas and caladiums last week. This firm took in another carload of seed stocks and gladiolus bulbs from its Michigan farm the present week, from which point it was protected all the way by a man with stoves, and during the 48 hours it had to remain on the tracks here before it could be unloaded because of the severe weather.

E. Allan Pierce, of Waltham, Mass., was escorted through the local wholesale market by T. E. Waters this week after visiting Poehlmann Bros. Co.'s plant at Morton Grove. All the eastern florists make it a point to call on their old Boston friend while they are in the city and it is needless to add that their visit is always a most pleasant one.

Fred Lautenschlager returned from Indianapolis, Ind., February 7 and reports highly satisfactory business in Kroeschell boilers.

Visitors: W. J. Smart, with Knight & Struck, New York; Vincent Gorly, St. Louis, Mo.; E. J. Fancourt, representing Pennock-Meehan Co., Philadelphia, Pa.; A. J. Bauscher, Freeport; W. J. Pilcher, W. A. Rowe and wife and A. S. Serry, Kirkwood, Mo.; George A. Brown, Cleveland, O.; T. D. Smedley, of Smedley Floral Co., Fargo, N. D.; E. P. Blind, Pittsburgh, Pa.

Special Notice to Florists !!!

The finest Sweet Peas and Violets in the Chicago Market can be had in any quantity for **Valentine Day** at

M. C. GUNTERBERG

—WHOLESALE FLORIST—

158 N. Wabash Ave., **Telephone Central 3067** **CHICAGO.**

Mention the American Florist when writing

VALENTINE SPECIALS

SWEET PEAS

Extra Fancy Spencers, $10.00, $12.50 and $15.00 per 1000.

Extra Choice Select, $1.50 to $2.00 per 100.

ROSES

Pink and White Killarney, Killarney Brilliant, Sunburst and Ophelia.

At 6 to 8 cents and 10 to 12 cents each.

CARNATIONS

Fancy Select, $3.00 to $4.00 per 100.

Select Red or named varieties, $5.00 per 100.

TULIPS

Fancy..... .....$3.00 to $4.00 per 100

FREESIAS

Fancy.....$2.00 to $3.00 per 100

PAPER WHITES

$2.00 to $3.00.....per 100

Jonquils and Daffodils

Very choice.....$3.00 per 100

LILIES

Long Formosum, $12.50 to $15 per 100

DOUBLE VIOLETS

75 cents to $1.50 .....per 100

A. T. PYFER & CO.

—Wholesale Florists—

30 East Randolph Street, Long Distance Telephone—Central 3373. CHICAGO, ILL.

Milwaukee.

EXPRESS EMBARGO ON SHIPMENTS.

With plenty of funeral work the past week, the market was kept in a healthy condition, with good prices prevailing. Toward the end of the week we experienced the coldest weather thus far this winter, the thermometer going down to 15 below zero on the morning of February 2. Naturally the supply of cut flowers was reduced somewhat and this, in a way, was a blessing, for on that date the American and Wells Fargo Express Companies put an embargo on all perishable stock going north out of Milwaukee. They did this in order to protect themselves, consignor and consignee, for most trains cannot be run on schedule time due to snow and the extremely cold weather. It is only temporary, as they promise service directly after conditions again become normal. The scarce articles on the market at present are roses and lily of the valley. Carnations, with the exception of red, are about equal to the demand, while all kinds of bulbous stock, sweet peas and violets are becoming more plentiful. The supply of lilies is none too ample.

NOTES.

Nic Zweifel, C. C. Pollworth and Wm. R. Schroeder were the only ones from here to attend the carnation convention in Indianapolis. The first two returned February 3, W. R. Schroeder stopping off at Evansville, Ind., to visit with a brother for a few days. In speaking of the convention, C. C. Pollworth says it was a fine display all around, a noteworthy fact being the co-operation of retailers by the display of table decorations. He also spent some time at the E. G. Hill Co.'s establishment, Richmond, Ind., and comments on several new roses that took his fancy.

Harrison Mann, who conducted a retail store at 2440 Vliet street since last fall, due to the advice of physicians, will go west. He has been ailing for about two months. He has sold his whole outfit to a Mr. Heather. We sincerely hope the change will do him unlimited good.

The A. T. Kellner Co. had the decoration for the Turners' mask ball at the West Side turner hall, February 3. It was carried out in green, and made a favorable impression.

The Gust Rusch Co. greatly lament the embargo which the express companies placed on all perishable goods last Friday. Tom Plocienniczak is consigning fine carnations and all kinds of bulbous stock to this firm of late.

The press committee of the local florists' club distributed large hearts for window display among the local retailers gratis last week.

Last reports from Hot Springs state that Fred Holton, of the Holton & Hunkel Co., is now able to take a short walk every day.

While the cut of carnations at the Cudahy Floral Co. range is quite satisfactory, they are off crop on roses these days.

Visitors: Louis Turner, Kenosha, Wis.; H. Ashman, West Bend, Wis.; Clark Adams, Racine, Wis.; A. Wilcox, Council Bluffs, Ia. E. O.

Los Angeles, Calif.

EFFECT OF UNFAVORABLE WEATHER FELT.

The continued cold, cloudy weather has made bad conditions in the local flower market, but prospects are now better and all are hoping for improvement, for the business outlook was never better than at present. Everyone in the trade is unusually busy and in some places it is really a rush. All of which is interesting when we look back over the conditions that have existed at this time during the past four or five years.

NOTES.

S. Murata & Co. are fast becoming settled in their new quarters on South Los Angeles street, but are experiencing some difficulty in securing a supply of stock sufficient to fill all of their orders.

O. C. Saake's establishment was one of the busy places during the past week. Being an old established firm, there is always the regular volume of business that can be depended upon.

The force at the Redondo Floral Co. have been working overtime. In addition to heavy funeral demands they have had several morning weddings to arrange for.

Wright's Flower Shop has never done a larger business than is being handled at the present time. They are again getting a fine cut of roses.

Howard & Smith had the decorations of the Athletic club for the "native sons'" banquet, in addition to several elaborate funeral orders.

J. W. Wolters reports business improving. He has a nice supply of bulbous stock, lilies and acacia blooms.

G. H. H.

My Friend Bill

Says:

it is simply wonderful. *He is* **amazed** *and* **surprised** *to find so many live—up-to-date—progressive men engaged in The Cut Flower business in Chicago.*

Here

he has found **the Largest Grower in the world—A Commission House so live**—*so enterprising—that several times within a short period a larger store has been necessary*

Also

a **Supply House** *that is absolutely* **without a peer**—*whose growth has been phenomenal—then a* **Wholesale Grower known** *far and near* **for the quality of their stock.**

A House

supported by some of our best Growers under *the* **supervision** *of a* **man who** *in a few years* **has proven himself** *a* **genius** *in business building.*

And Many Others

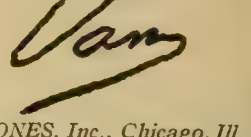
All specialists—each noted for some particular achievement.

All Leaders—Real Men

Men who make one feel happy to be engaged in this business—**Men**—*who are always too busy giving*

100% Service

to "knock" the other fellow.



PERCY JONES, Inc., Chicago, Ill.

NEWPORT, R. I.—Greenhouses, the total cost of which amounted to nearly $45,000, were erected in this city last year.

WHY

Send your orders elsewhere when there is never a shortage here? We filled all our orders during the scarcity, notwithstanding the fact that several of the buyers tried elsewhere before relying on us.

HEAVY SUPPLY For VALENTINE'S DAY

If you want good stock and good treatment

Send Your Orders for

ROSES, CARNATIONS

Valley, Sweet Peas, Lilies, Narcissi, Jonquils, Violets, Calendulas, Snapdragons, Freesia, Stevia, Tulips, Mignonette, Daisies, Pansies, Feverfew, Romans and all other seasonable stock; also Greens such as Ferns, Asparagus Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood

To Chicago's Most Up-to-date and best located Wholesale Cut Flower House

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Toledo, O.

BUSINESS OUTLOOK PROMISING.

February has opened up well, following the most successful January business ever enjoyed by the florists' trade in this city, both wholesale and retail. The market, on the whole, is in good condition to meet any demands placed upon it. Carnations and roses are in good supply and the quality of the former is improving daily. Sweet peas are more numerous and there will be plenty for St. Valentine's day. Florists are unanimous in reporting a very brisk sale of pot plants, including azaleas, cyclamens and tulips. The weather has been the most severe of the winter, with below zero temperature and much snow, which had a bad effect on some stock.

CLUB MEETING.

The florists' club is again active after the holiday rush. This was revealed by the enthusiastic meeting that was held January 31 in the rooms of the Retail Merchants' Board in the Nicholas building. It was very well attended. One of the things taken up was the boiler firing question. It seems that there is a very obnoxious state law that only a licensed engineer can fire boilers of a certain capacity. This, if enforced, works a severe hardship upon all growers and florists with small ranges. The local club is heading a movement to introduce a bill in the Ohio legislature to mitigate the effects of this law. The co-operation of the trade in this state will be asked. Another matter considered was a co-operative publicity campaign to boost the sales for St. Valentine's day. Arthur C. Kneisel, who has charge of the publicity of the club, spoke on the benefits to be derived by the trade through concerted action. He advocated this kind of publicity for such days as this and Mothers' day, Easter, etc. The plan of the Chicago Florists' Club received much commendation, and it was decided to have a similar campaign in this city.

NOTES.

John H. Getzinger, 39 years of age, died at his home, 1125 Fernwood avenue, and was buried from St. Theresa's church. He was the chief decorator for the Scottwood Greenhouse for the past 18 years and was very popular with the trade in this city. His widow, two sons and two daughters survive him. Nearly every florist firm in town was represented in the many floral offerings received.

Miss Helen Patten is a busy lady these days. Her Madison avenue shop is a scene of hustle and bustle every day, due to the fact that many society people admire her taste in arranging attractive dinner and social decorations. Then, too, funeral work has been particularly heavy for the past two weeks. Miss Patten is making great preparations for a heavy St. Valentine's day trade.

Last January, Frank Schramm took a hurried trip to Chicago and while there saw much to his surprise that florists there had pot tulips. He was astonished, because in his experience in this city they had never been grown that early. As a result, Schramm Bros. have a fine lot of tulips, many of which they are wholesaling to the local trade. They are in great demand.

Many elaborate decorations have been secured recently for Mrs. J. B. Freeman by Bob Blake, one of this city's most effective decorators. While actively engaged in one of these at the Overland's new office building, Bob slipped from a ladder and came near being permanently disabled.

Harry Heinl, grower of high-grade roses, narrowly escaped an attack of pneumonia when he contracted a severe cold. Harry is still confined to his bed but is coming along nicely.

S. N. Peck has returned from Cincinnati, where he spent several days on a business trip. A. C. K.

Tennessee Horticultural Society.

The annual meeting of the Tennessee State Horticultural Society was held at Nashville, Tenn., January 31. The papers and discussions were unusually pertinent and brought out many points of information for both fruit growers and market gardeners. V. L. Pruett of west Tennessee was elected president; A. I. Smith, east Tennessee, vice-president, and O. M. Watson, middle Tennessee, secretary-treasurer. Among those who presented papers were: Chas. H. Bennett, Signal Mountain; R. S. Walker, Chattanooga; F. F. Clawson, Ashwood; F. B. Wilkes, Culleoka; John Mir, Hendersonville; Geo. Hamlet, Crockett's Mills; G. M. Weil, Cincinnati, O.; Wm. A. Schoenfield, University of Tennessee; Ashley Boles, Springfield; Dr. C. W. Cowden, Nashville, and C. A. Keffer, University of Tennessee.

ZECH & MANN

Chicago Headquarters
RUSSELL-OPHELIA

Positively the largest and finest supply obtainable in the Chicago market. Also large quantity of fine Ward, Sunburst, Milady, Killarney and White Killarney roses.

OUR SPECIALS
For Valentine's Day

Extra Fancy Freesias, Sweet Peas, Violets, Valley, Tulips, Jonquils and all other seasonable Cut Flowers

Greens of all kinds

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

30 E. Randolph St., L. D. Phones Central 3283 3284 Automatic, 42-965 Chicago

Indianapolis, Ind.

On seeing some fine callas which were growing on the ground at the Bertermann Bros. Co.'s country place, Wm. Nicholson, the veteran grower of Framingham, Mass, said that if they could be raised on steam pipes they would bloom much more freely. He had several single rows on steam pipes between the posts, underneath the gutters in the space between the houses which were without divisions. On a board shelf, pot saucers of good size are placed; in these were stood the 8-inch pots, each containing four bulbs of Godfrey callas. A boy fills these saucers with water every morning. Bone meal is used as a stimulant, a top dressing being given as required. From these pots he has cut in the season an average of over 20 callas. When done flowering in early July the pots are laid on their side out in the field. In early August they were shaken out and potted and kept in an open frame until September, when they were brought inside. He grows the Godfrey variety exclusively on account of its purity in color and uniform and more perfectly formed flower.

Baur & Steinkamp have a very handy device which might be used to advantage by many growers. The gutters of the ridge and furrow houses are about nine feet from the ground, supported by cedar posts. To these are attached by large strong screw eyes, a bracket made of one-inch pipe, one foot of which is placed in the two screw eyes, the upper end is bent out at right angles 18 inches and a "T" with three four-inch sections is screwed to the end. this makes a four-pronged bracket of great strength, capable of supporting quite a large pot. When not in use they are easily swung around out of the way. They are about five feet above the ground, do not interfere with the cup in the ground below, and have been found a very good place to finish and flower such plants as hydrangeas, poinsettia pans, roses, etc.

Anthony Weigand & Sons Co. is kept busy with their increasing trade. A handy device in use here consists of adjustable iron rods, which, when fastened to the work bench or table, make a rounded frame on which is stretched wire gauze netting, velvet or other like material, to which flowers are pinned or otherwise fastened in making blankets. With this in place it is easy to fasten the flowers as one can easily reach any desired spot underneath. In lining graves they use wire gauze, cut one piece for each side and others for the ends; they are quickly decorated with the desired material by the use of this frame work, and when taken to the cemetery it is but the work of a very few minutes to fasten them in place.

Kansas City, Mo.

ZERO WEATHER AND ROSES TIGHTEN.

The weather during the past week has been extremely cold, the thermometer holding near the zero mark and dropping as far as 12 below on February 4, accompanied by a strong northwest wind which attained high velocity. As a result it has been very hard to maintain proper temperatures in the greenhouses. Roses are scarce and high in price but carnations are now quite plentiful and the quality is improving. The sweet pea supply is also better. Other offerings include tulips, narcissi, jonquils and freesias in the bulbous line and a fairly good number of violets.

NOTES.

Ed. Humfeld reports his range is still standing after the big wind. It is about the oldest in this city. His January business was the heaviest in 15 years, and attributes the increase largely to the heavy demand for funeral work. Business in general is very good, however.

H. Kusik & Co. report business as holding its own very well, and a big increase in sales during January over the same period in 1916 was noticeable. This firm is well supplied with good roses, sweet peas, jonquils, tulips and rubrum lilies among other items.

Jim Payne will have to remove his range the latter part of the coming summer to make way for the traffic road which will take in his place. His bedding stock is in excellent condition and his carnations have never done better.
establishment.

W. J. Barnes is having good cuts of carnations and bulbous stock. He also has a fine line of rhodendrons coming into bloom. A very good increase in January business is recorded at his

T. J. Noll & Co. have received a fine sample line of baskets for the Easter trade. They report rose receipts limited, but the quality is excellent. Carnations, tulips, narcissi and jonquils are plentiful.

John Stevens and his family, who recently were injured in an automobile accident, are recovering nicely. At present about 1,500 carnations are being cut daily at the Stevens range.

Samuel Murray's force had the heaviest run on funeral work in January in the history of the establishment.

A. Newell took advantage of the recent cold weather and redecorated his store. E. J. B.

My Friend Bill
Says:
any man can copy another's ways or his clothes — even a parrot can repeat your very words

But
even as there are no two faces exactly alike in this world—so it is impossible for two people to sincerely think exactly alike and render their Growers and Customers the same

100%
"Service"

Van

PERCY JONES, Inc., Chicago, Ill.

P.S. Bill says: To copy after the other fellow is acknowledging that he is the better man.

For St. Valentine's Day

Heavy Supply

VIOLETS AND CARNATIONS

Roses Paper Whites Orchids Violets Calendulas
Tulips Mignonette Stevia Valley Peas
Beauties Jonquils Lilies Freesia Greens

ERNE & KLINGEL

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Mention the American Florist when writing

WINDLER WHOLESALE FLOWER CO., 1312 PINE STREET, ST. LOUIS, MO.

We carry the finest line of Novelty Valentine Stock in St. Louis.

SWEET PEAS FREESIA JONQUILS VIOLETS CALENDULAS
MIGNONETTE STEVIA TULIPS LILIES SNAPDRAGON
PAPER WHITES YELLOW NARCISSUS FANCY CARNATIONS

We want a good Shipper of Roses
Get in touch with us.

Come in and see us, while you are attending the
St. Louis Spring Flower Show, March 15-16-17-18.

St. Louis.

MARKET CONDITIONS IMPROVED.

Market conditions during the last week showed considerable improvement. There was quite a change in temperature in the middle of the week, the thermometer showing 14 degrees below zero in some parts of St. Louis county where most of the local growers are located, but in two days the weather moderated, rising above the freezing point. The supply of roses is much better than a week ago, especially American Beauties, which are more plentiful in all grades with prices ranging from $8 to $35 per 100. The demand for same is light, however. Mrs. Chas. Russell roses are very scarce and the supply of Ophelia and Ward is only sufficient to care for the light demand. Killarneys and Richmonds are more plentiful and prices have dropped accordingly. They clean up fairly well at from four to eight cents. Carnations are still on the sick list. the supply being short of demand, but prices have not stiffened, the best sorts going at $4 per 100; inferior quality at $3. Tulips, jonquils and freesias are plentiful and the call for them is good. Paper Whites are none too plentiful and they clean up nicely at $2.50 per 100. Violets and sweet peas are in good supply and move at satisfactory prices. Lilies are scarce but the supply of orchids and lily of the valley is ample.

NOTES.

The contract for the decoration of the Overland building has been awarded to Mr. Kruse, a well-known south side retailer. The price is not made public but it must run into thousands of dollars. The building is an old six-story structure and admits of very artistic arrangement.

With the exception of Vincent Gorly, who went from Indianapolis to Chicago, the members of the American Carnation Society from this city who attended the convention in the Indiana capital are back home.

Frank Windler of the Windler Wholesale Floral Co. reports business very good. This firm at present is making a specialty of fine Spencer sweet peas, fancy jonquils and Purity freesias.

The final arrangements for the spring flower show to be held in the Armory hall, March 15-18, are complete. The committee looks forward to a wonderfully successful exhibition.

Alex Siegel, the well-known retailer, located at the Wolf & Wilson department store, who has been ill for six months, is about again, but his condition is still delicate.

The shipping trade in supplies at George Angermueller's establishment is very good. Fred is back on the job again, but for a few hours only each day.

W. C. Smith Wholesale Floral Co., Inc., is receiving very fine roses from the range of W. J. Pilcher, Kirkwood. Business is reported very satisfactory.

H. G. Berning is receiving fine cuts of American Beauty daily from the Morgan Greenhouses.

Visitor: A. M. Anderson, representing A. L. Randall Co., Chicago.

X. Y. Z.

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.
Evergreen, Ala.

Pittsburgh, Pa.

TRADE AFFECTED BY COLD WEATHER.

The severe cold weather has had its effect on business. The thermometer has been below zero, and from all indications it may continue to be cold. The social season is now over and most stores depend on retail trade and funeral work. Roses are still very scarce and bring good prices. Other stock sells very well on account of the scarcity of roses. Daffodils and violets are very plentiful and sell very cheap, principally to the street fakirs. Sweet peas are excellent and the best sell at good figures. Mignonette is very good but only a limited amount is used. Lilac and pussy willows move well. Lilies and American Beauties are not very plentiful. Tulips are becoming more plentiful with some very fine Cron d' Or. Lily of the valley is coming very good and cleans up well each day.

R. E. Blackshaw, of the A. L. Randall Co., Chicago, has been confined to his room at the hotel with a severe case of rheumatism.

G. M.

VALENTINE BASKETS

$4.00 per dozen; $30.00 per 100

Finished in white enamel and decorated with red heart and gold arrow. Tin liners.

Also other baskets with flowers and blue bird decorations.

$4.00 per dozen; $30.00 per 100.

Write for our new catalogue.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., Chicago

Tennessee State Florists' Society.

The largest and most successful meeting in its history, preliminary mention of which was made in our last issue, was recorded at the eighth annual convention of the Tennessee State Florists' Association, held at Nashville, January 30-February 2, in conjunction with the meetings of the state horticultural, nurserymen's and beekeepers' organizations. The addresses were able and instructive and the attendance was large, all parts of the state being represented. The loggia of the Hermitage hotel, convention headquarters, was most artistically decorated and the public took occasion to visit and admire the floral arrangements, having been invited through the daily press. The Joy Floral Co. used a large display advertisement for this purpose. The trade exhibits were also more numerous than in former years among the well-known firms represented being the following: M. Rice Co., Philadelphia, Pa., complete line of baskets for all occasions; Grasseli Chemical Co., Cleveland, O., insecticides; Schloss Bros., New York, ribbons and novelties; Cohen & Hiller, New York, ribbons; The Kentucky Tobacco Products Co., Louisville, Ky., insecticides; Nashville Pottery Co., pots. An electric doll for table or boudoir decoration was a particularly pleasing novelty. The floral display was especially fine.

The Joy Floral Co. had magnificent carnations of the varieties Sensation, Matchless, Enchantress Supreme and Belle Washburn; also some fine roses, a vase each of Pink Killarney, Ophelia and Shawyer and large specimen cyclamen plants. L. H. Haury & Son had a fine lot of cyclamens in pots and boxes with Primula obconica and good roses. Geny Bros. had an excellent showing of azalea plants, cyclamens, primulas, hyacinths and several vases of Ophelia roses. One could tell that roses were scarce from the fact that so few of them were exhibited, but the most splendid vase and something worth while was one containing two dozen or more large, fine Mrs. Charles Russell. This firm also had fine cyclamen plants. Chas. Tritchler had a very attractive exhibit of pot ferns and the double violets for which his father was famous for many years. C. W. Crouch of Knoxville had a fine display of sweet peas included in which were Orange Orchid, Mrs. Sachs, Christmas Pink, Rose Queen and Mrs. Spanolin. Karl P. Baum, also of Knoxville, made a beautiful display of orchids, fine carnations and large gladiolus bulbs. Thos. Cook, representing C. Keur & Sons of Hillegom, Holland, had pictures of tulips, hyacinths, etc.

At the business meeting held January 30 the following officers were elected for the ensuing year: W. C. Johnson, Memphis, president; Leon Geny, Nashville, vice-president; Professor G. M. Bently, Knoxville, secretary-treasurer.

M. C. D.

Cincinnati.

ZERO WEATHER CHECKS CUT.

Stock is rather scarce, the zero weather of the first part of this week having checked the cut considerably, and where before there was hardly enough to satisfy all demands, now the available daily supply is less. The demand for flowers is steady and active. The rose cut is far short of actual needs. All carnations coming into the market sell readily. Easter lilies are plentiful and of excellent quality. They have a ready sale. Calla lilies and rubrums are seen in fair numbers. The list of bulbous stock now includes daffodils, tulips, Dutch hyacinths, jonquils and freesias. Sweet peas are in a good supply and are proving good property. Violets, lily of the valley, orchids and primroses may be had.

NOTES.

W. J. Vesey, Jr., of W. J. & M. S. Vesey, Fort Wayne, Ind., stopped over in this city the first of this week while on his way to Huntington, W. Va., to arrange for increased coal supplies for his firm.

George Berner, of C. E. Critchell's, has undergone an operation at a hospital. His friends hope to see him back at the store very soon and in good health.

C. E. Critchell entertained Mr. and Mrs. Wm. Nicholson, Boston, and Mr. and Mrs. Herman Knoble, Cleveland, O., at his home over the week end.

The monthly meeting of the florists' society will be held Monday, February 12, at Hotel Gibson.

Visitors: I. Bayersdorfer, Philadelphia, Pa.; Walter Mott, Beacon, N. Y.; Mrs. M. A. Barich, Seymour, Ind.; Sam Seligman, Chicago; W. P. Ward, Dundee, Ill.; Wm. Gullett, Lincoln, Ill., and Ed Fancourt, Philadelphia, Pa.

F.

Have You Handy Your Copy of American Florist, Jan. 27?

On page 106 appears a full column advertisement for a book that should be in the hands of every "live" member of the trade, and "live" means YOU.

Whether you read the ad. then or not, refer to it now. It's a good thing!

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

Detroit Bowling.

The weekly practice games of the Detroit Florists' Club teams were played Thursday night, February 1. The results were as follows:

A. Bezner	158	158	185
N. Sullivan	154	145	131
H. Taylor	132	162	183
J. K. Stock	165	155	206
J. F. McHugh	130	131	180
M. Bloy	202	208	165
A. Ingald	188	147	130
F. Pautke	166	103	147
J. Klaug	142	152	101
J. Streit	181	158	164
R. Jean	128	164	123
F. Dolsky	125	123	176
A. Shields	93	116	148
P. Pape	111	124	120
H. Rahaley	126	119	90
J. F. Sullivan	128	164	123

J. F. S.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978.

Mention the American Florist when writing

ZECH & MANN

Wholesale Florists

30 East Randolph St., - - Chicago

Telephone Central 3284

Mention the American Florist when writing

HOERBER BROS.

Wholesale Growers of Cut Flowers

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. Store: 162 N. Wabash Ave., Chicago

Mention the American Florist when writing

Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 No. WABASH AVE., CHICAGO

Telephone Central 466

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$7 00
" " 36-in.	5 00@ 6 00
" " 30-in.	3 00@ 4 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short...per 100,	6 00@ 8 00
" Mrs. Chas. Russell	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	4 00@15 00
" Killarney	4 00@12 00
" White Killarney	4 00@12 00
" Richmond	5 00@15 00
" Prince de Bulgarie	5 00@15 00
" Rhea Reid	5 00@15 00
" My Maryland	4 00@12 00
" Mrs. Geo. Shawyer	5 00@15 00
" Milady	5 00@15 00
" Sunburst	5 00@15 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	5 00@15 00
" Ophelia	5 00@15 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	5 00@15 00
" Tipperary	4 00@12 00
" Francis Scott Key	5 00@15 00
" Bayard Thayer	5 00@20 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	2 00@ 4 00
Cattleyas...per doz.,	6 00
Freesias	2 00@ 4 00
Gardenias...$2 00@$4 00 per doz.	
Sweet Peas	1 00@ 2 00
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons...$1 00 per doz.	
Violets	75@ 1 50
Lilium Harrisii	12 50@15 00
Valley	4 00@ 6 00
Jonquils	3 00@ 4 00
Daffodils	3 00@ 4 00
Romans	3 00@ 4 00
Mignonette	6 00@ 8 00
Bouvardia	4 00@ 8 00
Pansies...per bunch, 10c@15c	
Stevia...per 100	1 50@2 00
Paper Whites..per 100	2 00@3 00
Adiantum Croweanum	1 00
Ferns...per 1000,	2 50@ 3 00
Galax "	1 00@1 25
Leucothoe	75
Mexican Ivy...per 1000,	5 00@6 00
Plumosus Strings..each,	60@ 75
Smilax...per doz.,	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c lb., per case	8 00
Wild Smilax...per case,	$5 00

Joseph Ziska & Sons

151-153 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

RED CYCAS LEAVES.

Sizes.	Pkg. of 10	Per 100
8 to 12 inches	$0.45	$3.50
12 to 16 inches	.60	5.00
16 to 20 inches	.75	7.00
20 to 24 inches	.95	9.00

(50 Cycas at 100 rate—10 to pkg.)

CREPE PAPER AND POT COVERS.

	Per Doz.	Per 100
Waterproof (all colors)	$2.50	$20.00
Pebbled, pleated (all colors)	2.00	15.00

PINE CONES.

Extra choice quality, with stems and most desirable of all kinds of Xmas decorations.

Price per 100.....only $1.50

Get Our List of Other Supplies.

GEO. H. ANGERMUELLER,

Wholesale Florist

1324 Pine St., St. Louis, Mo.

Mention the American Florist when writing

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

George Reinberg

Wholesale Florists

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

For St. Valentine's Day

Single and Double Violets, Pussy Willows, Gardenias, Cattleyas. Lilac, Freesia. Daffodils, Tulips, Acacia, Pansies, Snapdragons, Cornflowers, Mignonette, Yellow and White Daisies.

PREPARE FOR A GOOD SUPPLY OF SPRING FLOWERS FOR THIS DAY, AS YOU WILL FIND GOOD SALE FOR THEM.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia,

ACTIVE DEMAND AND AMPLE SUPPLY.

Although the market is active and the receipts of cut flowers have been none too plentiful, indications at present point to an increasing supply. Carnations especially are meeting with a good call, the fancy grades going well. Roses, of which there is no great supply, are improving, however, and there is an active movement in the No. 1 and No. 2 grades. Freesias of good quality are being received and sell fairly well. Orchids are quite plentiful but the demand, however, is not brisk and the tendency is to lower prices. Lily of the valley is selling better and the stock is good. Sweet peas, which are of excellent quality, are now a strong factor. Paper Whites are not plentiful, and to quote one wholesaler: "The growers would fare better if they would arrange their deliveries so as not to all be in at about the same time." Lilies are not over-abundant and sales are satisfactory. Small shipments of Lilium speciosum and L. rubrum are also arriving. Gardenias, of which there are a considerable supply, move slowly. Violets are increasing, both in size and fragrance, but are none too popular. Snapdragons move well with receipts somewhat limited. There is a good call for calendulas, callas and daffodils, but tulips, now on hand in good numbers, are moving none too freely. Roman and Dutch hyacinths are coming in and the receipts of mignonette and lilac are ample. Good pansies, daisies, forget-me-nots, and priumulas of the baby type all meet with fair call. The stock of greens is sufficient for all requirements. St. Valentine's day is being looked forward to by the local trade and an excellent supply is expected.

CLUB MEETING.

At the monthly meeting of the florists' club, held February 6, a large attendance listened to a most interesting address by Max Schling, the well-known New York retailer, his subject being. "Advertising for the Florist." The speaker, who treated the matter from the standpoint of a florist, cited numerous ways in which those in the trade could advertise to good advantage, related a number of personal experiences with successful publicity, and advised florists who could not advertise individually to do it collectively.

NOTES.

Plans are progressing favorably and all indications point to the most successful rose festival in the history of the American Rose Society. It is believed that from an artistic standpoint it will surpass anything of its kind ever held. The posterettes are now ready for distribution and may be had by anyone upon application to the local secretary, Fred Cowperthwaite, 307 Harrison building, Philadelphia, Pa. The Bellevue-Stratford hotel has been designated as the official headquarters during the festival. The executive committee of the American Rose Society will meet in conjunction with the rose festival committee at the Bellevue-Stratford hotel, February 8, at 2 p. m.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

Mention the American Florist when writing

Wholesale Flower Markets

CINCINNATI, Feb. 7.	Per 100
American Beauty, per doz.	1 00@ 6 00
Roses, Killarney	3 00@12 00
" Mrs. Chas. Russell	8 00@10 00
" Ophelia	8 00@12 00
" Richmond	4 00@15 00
" Sunburst	4 00@12 00
Carnations	4 00@ 5 00
Lilium Giganteum	12 50
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Narcissus	2 00@ 3 00
Violets	75@ 1 00
Sweet Peas	75@ 1 50

BOSTON, Feb. 7.	Per 100
Roses, Beauty	20 00@60 00
" Killarney Queen	4 00@12 00
" White and Pink Killarney	4 00@12 00
" Double White Killarney	4 00@12 00
" Killarney Brilliant	6 00@16 00
" Hadley	6 00@16 00
" Cardinal	4 00@10 00
" Mock	8 00@16 00
" Mrs. Chas. Russell	8 00@16 00
" Sunburst	8 00@16 00
" Taft	4 00@12 00
" Milady	4 00@10 00
" Ward and Hillingdon	4 00@10 00
" My Maryland	3 00@12 00
Cattleyas	35 00@50 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 5 00
Paper White	2 50@ 3 00

BUFFALO. Feb. 7.		Per 100
Beauty Special..per doz.,	$6.00	
" Fancy.... "	4.00	
" Extra.... "	3.00	
" 1st..... "	2 00	
" 2nd..... "	50c@1.00	
Roses, Killarney		4 00@12 00
" My Maryland		4 00@12 00
" Sunburst		4 00@12 00
" Ward		4 00@ 6 00
" Ophelia		5 00@15 00
" Russell		10 00@20 00
" Stanley		6 00@12 00
" Mock		6 00@ 8 00
" Shawyer		4 00@12 00
Lily of the Valley		6 00@ 7 00
Lilies		10 00@12 00
Cattleyas		40 00@50 00
Carnations		3 00@ 5 00
Violets		40@ 75
Asparagus Sprengeri	35@ 50	
Ferns	per 1000, 2 50	
Smilax		15 00@20 00
Stevia		1 00@ 1

Wire Hanging Baskets

We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8-inch	$1.10
10 inch	1.35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

01 Bale (5 bundles) for	$ 1.25
5 Bales (25 bundles) for	6.00
10 Bales (50 bundles) for	11.00

H. G. BERNING, 1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RIGE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Cut Boxwood Sprays

Used extensively as Greens in Funeral Work, etc.

Any amount, 12c per pound.

McCALLUM CO.
Pittsburgh, Pa.

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Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

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1309-1311 N. 2nd St., Philadelphia, Pa.

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Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

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GUST. RUSCH & CO.

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Jobbers in
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Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.

Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.

FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN, Wholesale Florist. **1312 Pine St., ST. LOUIS, MO.**

Wholesale Flower Markets

PHILADELPHIA, Feb. 7.	Per 100
Roses, Beauty, special	30 00@50 00
" " fancy	20 00@30 00
" " extra	15 00@20 00
" " shorter grades	10 00@12 00
" Mrs. Chas. Russell	8 00@20 00
" Prima Donna	10 00@20 00
" Killarney	6 00@15 00
" White Killarney	6 00@15 00
" Liberty	10 00@30 00
" Hadley	10 00@25 00
" Sunburst	8 00@15 00
" Ophelia	6 00@15 00
" Hoosier Beauty	6 00@15 00
Carnations	4 00@ 6 00
Cattleyas.....each, $0 60@ 75	
Lilium Longiflorum	10 00@15 00
Valley	4 00@ 6 00
Calendulas	3 00@ 6 00
Daisies, yellow	2 00@ 4 00
Violets, single and double	50@ 1 00
Sweet Peas	1 00@ 3 00
Freesias	4 00@ 6 00

PITTSBURGH, Feb. 7.	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	4 00@12 00
" My Maryland	4 00@12 00
" Sunburst	4 00@12 00
" Mrs. Aaron Ward	4 00@12 00
Cattleyas	75 00
Lilium Giganteum	12 00
Carnations	3 00@ 4 00
Lily of the Valley	6 00
Snapdragons	5 00
Paper Whites	3 00
Violets	50
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, Feb. 7.	Per 100
Roses, Killarney and W. Killarney	5 00@12 00
" Ward	5 00@ 8 00
" Mrs. Chas. Russell	10 00@35 00
" Ophelia	6 00@12 00
" Hoosier Beauty	5 00@12 00
Lilies.....per doz., 1 50@ 2 00	
Cattleyas....per doz., 6 00	
Carnations	3 00@ 4 00
Rubrums	5 00
Valley	4 00@ 6 00
Violets	75@ 1 00
Stevia	2 00
Sweet Peas	75@ 1 50

DAVID WELCH EDWARD J. WELCH

WELCHS'

WHOLESALE AND COMMISSION FLORISTS

FLORISTS' SUPPLIES

280 and 282 Devonshire St., BOSTON, MASS.

Consignments of Beauties, Lilies of the Valley, Orchids and all other flowers received daily.

Telephone—Fort Hill 1964, 1965.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Violets, Gardenias and Orchids

and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

A good opening for a few more growers of cut flowers.

1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, Feb. 7.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	3 00@ 6 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	2 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	3 00@ 8 00
Carnations	3 00@ 4 00
Valley	4 00@ 6 00
Lillies	12 50
Orchids	50 00@ 60 00
Ferns.....per 1000, 2 50	

George Cook, of the Philadelphia Wholesale Cut Flower Exchange, reports a good demand for roses, especially in the shorter grades.

The Leo Niessen Co. is showing some of the finest snapdragons seen in this market.

Berger Bros. are featuring fine Easter lilies which are meeting with ready sale.

Edward Reid says he will be strong on violets for St. Valentine's day.

F. C.

New York.

SUPPLY AND DEMAND BALANCE.

There is but little change in the condition of the market, the supply and demand being about equal, with prices steady and firm. A real cold wave arrived on the night of February 1, and the night of the 2d and morning of the 3d were the coldest of this winter, the temperature going to within a few marks of zero. Probably the rascally ground hog did it—that is, if you believe in ground hog predictions. On the evening of February 3 some flowers arrived that had been touched with frost; also, on that morning, prices stiffened. One dollar each was asked for the best stock of special American Beauties; good carnations touched $6 per 100; fancies $8, but for a Saturday the demand seemed rather light, as it usually is in severe weather. Briefly stated, the supply is light and so is the demand.

February 5.—The cold wave which struck this city the latter part of last week developed a driving snowstorm this morning. As a consequence the day's business has been very light. American Beauties and carnations showed an upward tendency, February 3, but there does not seem to be any $1 American Beauties today, and the bulk of carnations are slow at from $3 to $5 per 100. While it has stopped snowing, the weather grows colder and the outlook is not promising.

NOTES.

For a bird that has been classified by some writers as among the deep dyed villains of the feathered families, the English sparrow seems to have many friends. In the newspapers of this city, a controversy has been going on for some time, relating to the merits and demerits of that bird. It seems that the League of American Sportsmen has declared war on the English sparrows. We have never known much about this league, but have supposed it was composed of mighty hunters like Colonel Roosevelt. From hunting lions, tigers and grizzly bears, to come down to English sparrows, seems to be a mighty fall in aim and ambition. On one side, it is the contention that the English sparrows drive the native birds out of the cities; the opposing argument is, that few native birds would stay in the large cities under any conditions; also, that the sparrows are great destroyers of noxious insects. Our observant nurserymen and private gardeners should be well informed as to which is right. One thing is certain, the proposal to turn a lot of children (boy scouts) loose to kill little birds, will not improve the characters of the children.

Albert Marck, of New Springville, Staten Island, is sending to A. Sauter, of the Cut Flower Exchange, fine stock of Buddleia Asiatica, which wholesales at from $1 to $1.50 per dozen.

The Bound Brook Nurseries (Thos. Young, Jr.) opened at 57 West 28th street, February 5, for the sale of their gardenias, orchids and roses.

In addition to a good stock of cut flowers, J. J. Coan is handling good azaleas.

Professor White of Cornell University, Ithaca, N. Y., accompanied by a number of his students, spent three days of the past week in this city and vicinity. They were on a tour of observation and investigation, and visited the ranges of Chas. H. Totty, Madison, N. J.; Dailledouze Brothers, Brooklyn, and a number of others. While in this city they called on Secretary John Young, of the S. A. F., and at THE AMERICAN FLORIST office. We believe that all were well pleased with their trip.

The Hanft brothers, of Madison avenue and 62d street, attended a beefsteak dinner January 28, given by Charles Menne, of Church lane, North Bergen, to a number of his friends. As a matter of convenience, the dinner was held at the residence of Edward Tschupp, but Charles Menne was declared the champion steak eater.

The Astoria florists are rejoicing over the opening of a new elevated railroad to their section, the formal ceremonies having taken place February 1, Mayor Mitchel and other notables attending. The Astoria florists were ably represented by Peter Jacobson, John Schneider and others.

A. M. Henshaw has returned from the carnation convention and exhibition at Indianapolis and expresses himself as well pleased, both with the attendance and the exhibition. Seizo Suzuki, of the Yokohama Nursery Co., Yokohama, Japan, is in this city visiting the local office.

James Sage, a well-known gardener, is spending the winter in this city. He was for eight years head gardener on the estate of the late Alfred Gwynne Vanderbilt, who was lost in the sinking of the Lusitania, since which the estate has been closed.

At the store of David Clarke's Sons, we have recently noticed a fine display of blooming plants, noteworthy being the chorizemas, which are becoming quite popular. They are attractive, are good keepers, and sell at reasonable prices.

Frank L. Froment, a cousin of Horace E. Froment, the wholesale florist, died at Miami, Fla., January 29, aged 64 years. He was a wealthy iron and steel merchant and was interested in many other business enterprises.

G. E. M. Stumpp, Fifth avenue and 58th street, who is a connoisseur in novelties, has recently installed an illuminated fountain, as well as other features too numerous to mention.

Henry Hart's new store, 1000 Madison avenue, is now very finely fitted up, and is constantly well stocked with the best in cut flowers and plants that the market affords.

At Hession's, Madison avenue and 76th street, we recently noticed a splendid window display of cattleyas, oncidiums, azaleas, daisies and other cut flowers and flowering plants.

P. Okkerse & Son, 65 Fifth avenue, have opened a branch store in the Breevort hotel, Fifth avenue, near Washington square.

Frank Millang and wife sailed January 30 on the steamer Apache, for Jacksonville and Palm Beach, Fla., for a month's stay.

Anton Schultheis, of College Point, is sending to various retailers fine plants of chorizema. A. F. F.

OUR MOTTO: The Best the Market Affords.

Valley

Orders taken now for 1917 Crop of German - Swedish - Dutch Pips.

CHAS. SCHWAKE & CO., Inc., 90-92 West Broadway, New York.

Mention the American Florist when writing

—We are—

Wholesale Florists

Have twenty-two years' experience behind us and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.

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WHOLESALE FLORIST

64 West 26th St., NEW YORK

(Opposite Coogan Building)

20 years experience

Consignments Solicited and Prompt RETURNS GUARANTEED.

Mention the American Florist when writing

Horticultural Society of New York

An exhibition of plants and flowers will be held February 17-18, at the American Museum of Natural History, 77th street and Central Park West. It will be held in the foyer of that building, which affords much better facilities for display than did the room formerly used for this purpose. Classes are provided for cut blooms of orchids, roses, sweet peas, mignonette, snapdragons, narcissi, freesias, early tulips, Darwin tulips, flowering shrubs and trees. Premiums are also offered for plants of schizanthus, cyclamens, amaryllis, lilies, primulas, cinerarias, and ferns. Special prizes may also be awarded for worthy exhibits not provided for in the schedule. Schedules are now ready for distribution and will be sent on application to the secretary, George V. Nash, Mansion, New York Botanical Garden, Bronx Park, New York.

There will be a meeting of the society, Saturday, February 17, in the west assembly hall, at 4 p. m., at which an illustrated lecture will be delivered by Mrs. Max Farrand, on "Roses, and the New Rose Garden at the New York Botanical Garden."

GEORGE V. NASH, Sec'y.

PAUL MECONI
WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

BADGLEY & BISHOP, Inc.
Successors to Badgley, Riedel & Meyer.
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Receivers and Distributors of
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25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
PHONES—4024 and 4025 MADISON SQUARE

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Wholesale Commission Florist
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Telephone No. 2264 Farragut.

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Telephone Call: 3532-3535 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

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All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, Feb. 7.

	Per 100
Roses, Beauty, special	50 00@75 00
" " extra and fancy	30 00@40 00
" " No 1 and No 2	6 00@15 00
" Prima Donna	5 00@25 00
" Alice Stanley	5 00@15 00
" Mrs Geo. Shawyer	4 00@15 00
" Double White Killarney	5 00@12 00
" Killarney, Special	12 00
" " No 1 and No 2	4 00@ 6 00
" " Queen	4 00@15 00
" " Brilliant	4 00@15 00
" Aaron Ward	6 00@15 00
" Richmond	4 00@12 00
" Sunburst	4 00@15 00
" J L Mock	5 00@20 00
" Ophelia	4 00@15 00
" Mrs. Chas. Russell	5 00@20 00
" Hadley	6 00@50 00
" Hoosier Beauty	4 00@15 00
Cattleya Orchids, special....each,	40
" " inferior grades	25 00@35 00
Oncidiums.....per flower, 8c to 10c	
Bouvardia	3 00@ 6 00
Rubrums	6 00@ 8 00
Lilies, Longiflorum and Harrisii	10 00@12 00
Lily of the Valley	4 00@ 6 00
Carnations	3 00@ 5 00
Mingonnette.....per doz	50@ 75
White Lilac.....per bunch	1 00
Gardenias.....per doz.	1 00@ 4 00
Sweet Peas	75@ 1 00
Sweet Peas, Spencers	2 00@ 2 50
Snapdragons	8 00@16 00
Violets	25@ 40
Yellow Narcissus	2 65@ 6 00
Paper White Narcissus	00@ 2 65
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus...doz. bchs.	2 50@ 3 00
Smilax.....doz. strings,	75@ 1 25
Freesias	1 00@ 4 00
Iris.....per doz.	4 00

United Cut Flower Co., Inc.
WHOLESALERS
111 West 28th St., New York
Telephones: Farragut { 4422 / 4423 }

HOUSE OF FERNS
Phone, Madison Square 4051.
41 West 28th St., NEW YORK
Asparagus Plumosus Nanus A Specialty.
RETTA E. RANKIN, Manager.

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK CITY
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.

WM. KESSLER,
Successor to Kessler Bros.
113 W. 28th St., NEW YORK
CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut Shipments Everywhere
Prompt and satisfactory. Consignments solicited

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 28th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising.
V. S. DORVAL, Secretary.

The Kervan Company
FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
Telephones: Farragut 2164-5893
119 West 28th St., NEW YORK

George B. Hart
Wholesale Florist
24-30 Stone St., Rochester, N.Y.

Nippon Garden, Inc.
Successors to Satow & Suzuki
259 Fifth Avenue New York
Greenhouses: Woodside, L. I.
Telephone: Madison Square 8950
We are headquarters for Japanese Miniature Gardens, Fern Dishes, Vases, Flower Pots, Jardinieres and Dwarf Plants. A great stock of Fern Monkeys and Fern Balls.

Telephone Farragut 634, 3066
HERMAN WEISS
Wholesale Florists
106 W. 28th St., NEW YORK

M. C. Ford
121 WEST 28th STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

A Big Cut in Prices But No Cut in Quality

This is your opportunity to buy the regular "Arnold Quality" boxes at a price far below present market values. As long as they last our present stock will be sold at prices listed below. We are unable to guarantee the filling of all orders as many of our sizes are exhausted. We will, however, fill all orders in rotation as they come in. Place your order now, thus making sure that you get yours.

WHITE GLAZE
For Violets and Corsages

	Per 100
7x 4x 2″ covers	$ 3.60
8x 5x5 "	4.30
10x 6x5½ "	5.00
12x 8x5½ "	6.45
14x10x8 "	10.65

For Cut Flowers

16x 4x3 2″ covers	$ 3.80
18x 5x3 "	4.30
21x 5x3 "	5.00
24x 5x3½ "	5.35
21x 8x4 "	6.60
24x 8x5 "	8.20
28x 8x5 "	9.25
36x 8x5 Telescope	12.80
36x10x5 "	15.65
42x10x5 "	21.35
48x10x5 "	25.60

VIOLET GLAZE
For Violets and Corsages

7x 4x4 2″ covers	$ 3.80
10x 6x5½ "	5.25
14x10x8 "	11.25

PLAIN VIOLET
Made of Moisture Proof Board for Violets and Corsages

7x4x4 2″ covers	$2.65
8x5x5 "	3.35
10x6x5½ "	3.80
12x8x5½ "	5.25

MIST GRAY
For Violets and Corsages

	Per 100
7x 4x4 2″ covers	$ 3.60
8x 5x5 "	3.90
10x 6x5½ "	4.30
14x10x8 "	8.50
15x 6x5 "	5.00

For Cut Flowers

16x 4x3 2″ covers	$ 2.65
18x 5x3 "	3.05
24x 6x4 "	4.95
28x 6x4 "	5.00
18x 6x4 "	4.30
21x 7x3½ "	4.60
21x 8x4 "	4.95
24 x8x4 "	5.50
36x 6x5 "	9.00
28x 8x4 "	6.20
28x 8x5 "	7.10
36x 8x5 Telescope	9.90
42x 8x5 "	15.65
48x 8x5 "	17.80
30x10x5 "	9.90
36x10x5 "	12.80
42x10x5 "	18.50
48x10x5 "	21.35

For Designs and Sprays

30x12x6 Telescope	$14.25
36x12x6 "	17.10
20x12x8 "	14.25
12x12x8 "	12.80
14x14x8 "	13.50
16x16x8 "	14.25
20x20x8 "	18.50
24x24x8 "	21.35
28x28x8 "	27.00
24x14x8 "	17.80
30x14x8 "	20.60
36x14x8 "	22.75
40x14x8 "	24.85

MIST BROWN
For Violets and Corsages

	Per 100
7x 4x4 2″ covers	$ 3.80
8x 5x5 "	4.15
10x 6x5½ "	4.50
12x 8x5½ "	5.25
14x10x8 "	9.00
15x 6x5 "	5.25

For Cut Flowers

16x 4x3 2″ covers	$ 2.80
20x 4x3 "	3.25
18x 5x3 "	3.25
21x 5x3 "	3.80
36x 5½x3½ "	6.75
21x 7x3½ "	4.85
24x 8x4 "	5.80
28x 8x4 "	6.30
36x 8x5 Telescope	10.55
40x 8x5 "	13.50
42x 8x5 "	16.45
30x10x5 "	10.55
36x10x5 "	13.50
42x10x5 "	19.55
48x10x5 "	22.50

For Designs and Sprays

30x12x6 Telescope	$15.00
36x12x6 "	18.00
20x12x8 "	15.00
16x16x8 "	14.75
24x24x8 "	22.50
28x28x8 "	28.50
24x14x8 "	18.75
30x14x8 "	21.75
36x14x8 "	24.05
40x14x8 "	26.30
42x17x8 "	29.95
32x32x8 "	37.55

MANILA
For Cut Flowers and Designs

	Per 100
16x 4x3 2″ covers	$ 2.50
20x 4x3 "	2.90
18x 5x3 "	2.90
21x 5x3 "	3.40
24x 5x3½ "	4.05
36x 5½x3½ "	6.05
18x 6x4 "	4.05
21x 7x3½ "	4.40
21x 8x4 "	4.75
24x 8x4 "	5.20
24x 8x5 "	5.65
36x 8x5 Telescope	9.45
40x 8x5 "	12.15
42x 8x5 "	14.70
30x10x5 "	9.45
36x10x5 "	12.15
42x10x5 "	17.55
48x10x5 "	20.20
40x10x6 "	20.20
28x 8x6 "	8.10
30x12x6 "	13.50
36x12x6 "	16.20
24x14x8 "	17.55
30x14x8 "	20.20
36x14x8 "	21.95
40x14x8 "	24.05

SAMPLES WILL BE SENT AND SPECIAL TRADE AND CASH DISCOUNTS QUOTED PROMPTLY ON REQUEST.

SPECIALS

We will sell these boxes at the prices listed as long as they last. We have only a few left. At the prices offered they will not last long, so place your order at once if you want your share. They are all the regular well-known "Arnold Quality" boxes. Special trade and cash discounts will be gladly quoted upon request.

PALM GREEN
For Violets and Corsages

	Per 100
7x 4x4 2″ cover	$ 3.80
15x 6x5 Telescope	5.25
15x 7x6½ "	7.45

For Cut Flowers and Designs

18x 5x3 2″ cover	$ 3.25
12x12x8 Telescope	14.85
24x24x8 "	22.50
28x22x8 "	26.00
28x28x8 "	28.50

The "Old Favorite" Palm Green. Place your order now before they are all gone. The Designs and Violet sizes are a great bargain.

PEERLESS GREEN
For Cut Flowers and Designs

	Per 100
21x 8x4 2″ covers	4.65
28x 8x4 "	5.60
24x 4x3 Telescope	3.30
18x 5x3 "	2.90
21x 5x3 "	3.35
28x 8x5 "	6.70
30x10x5 "	9.25
30x12x6 "	12.30
36x12x6 "	16.00

A very good looking shade of Light Green, slightly lighter weight quality than the Palm Green, but a very good box for local deliveries and a bargain at the prices offered.

PARCEL POST CONTAINERS

	Per 100
24x 5x4 2½″ cover	$ 4.50
30x 5x4 "	5.00
28x 6x4 "	6.00
24x 8x4 "	5.75
28x 8x5 "	6.50
30x12x6 3″ "	15.50
36x12x6 "	17.75
36x14x8 "	20.00
40x14x8 "	21.00
42x17x8 "	24.00
24x24x8 "	20.00
26x17x10 4″ "	22.00
24x20x10 "	22.00
24x24x10 "	24.00
28x28x10 "	30.00
30x30x 9 "	31.00

For Baskets and Potted Plants

12x12x15	$12.00
15x15x20	20.00
18x18x25	29.00
19x19x30	33.50

The ideal packer for shipping. You will find these a great help in having your flowers arrive in fine condition. Waterproofed inside and out.

FOR VALENTINE'S DAY

Make your selection from the following sizes:

	Per 100
10 x 6 x 5½	$7.00
12 x 8 x 5½	8.25
24 x 5 x 3½	7.35
30 x 5 x 3½	8.45
24 x 8 x 4	9.50

These prices net—no discount.

YOU will no doubt want an assortment of these for **Valentine Day.** Printed in two colors, Red and Gold, as shown in the design, with the red heart embossed, they make a very handsome package. At the prices quoted you can well afford to give these to the customer without charge, and thus obtain considerable good advertising.

A. A. ARNOLD PAPER BOX CO.

1302 W. Division St.,

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When cash is received with order we will allow a special 5 per cent discount in addition to regular trade discounts allowed.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857.

Wittbold FLORIST

745 Buckingham Place.

L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing

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Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullanphy Florists (INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

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WIRE YOUR ORDERS TO HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

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Albany, N. Y.

EYRES.

Flowers or Design Work.
Delivered in Albany and vicinity on telegraphic order.

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National Florist

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Members Florists' Telegraph Delivery Association.

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NEW YORK 561 Fifth Ave.

BOSTON 1 Park Street
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Deliveries to steamers and all Eastern Points.

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NEW YORK.
No. 22 West 59th Street
Adjoining Plaza Hotel
Member of the Florists' Telegraph Delivery.

Original Decorations a Specialty.
Branch:
THE VANDERBILT HOTEL
Main Phone, Murray Hill, 783 — Park Ave. and 34th St.
Branch " " " 1808

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Member F. T. D.
426 Madison Ave.
And 49th St., NEW YORK

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For Rhode Island and Connecticut
STORES
New London, Conn., Norwich, Conn. and Westerly, R. I.

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To out-of-town florists: We are in the Heart of
And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

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No. 32 NEWBURY STREET
We cover all points in Maine.

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Successor to Sievers & Boland
FLORIST
60 KEARNY STREET

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Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

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TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

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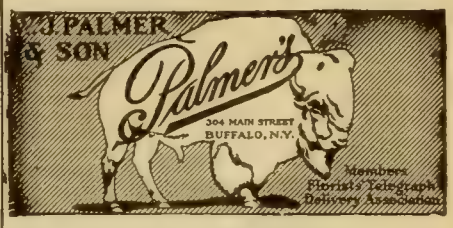

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310-312 West Chestnut Street
LARGEST FLOWER STORE IN THE CITY

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Established 1874.

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N. E. CORNER 44TH ST. AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Seattle's Leading Flower Shop

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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Largest Floral Establishment in America. Established 1874. Incorporated 1909.

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536 SOUTH SALINA STREET

General designs—All flowers in season

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Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago, Ill.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave. and L, Washington.
Dard's, 44th and Madison Ave., New York.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
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Foster, Fred, St. Louis, Mo.
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Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
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Gasser, J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
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Matthewson, J. E., Sheboygan, Wis.
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McMurray, D. M., Pueblo, Colo.
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Miami Floral Co., Miami, Fla.
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Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
Palmer, W. J., & Sons, Buffalo.
Park Floral Co., The, Denver, Colo.
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Pikes Peak Flo. Co., Colorado Springs, Colo.
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Saake, O. C., Los Angeles, Calif.
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Schling, Max, 22 W. 59th St., New York.
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Sekenger, Adam, Bangor, Me.
Seki Bros. & Co., Los Angeles, Calif.
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Stumpp, G. E. M., New York.
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Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
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Wittbold, G., 737 Buckingham Pl., Chicago.
Woodward, A. J., Vancouver, B. C.
Wolfskill Bros. & M. Goldenson, Los Angeles.
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Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

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In the Heart of the most exclusive residential section.

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IN THE CENTER OF IOWA

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We cover all points in Iowa.

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Canada's best known and most reliable florist

Only the Best **Dunlop's**

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We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

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Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford

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Both Phones, 527.

Special attention to Mail and Telegraph Orders

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Orders promptly filled.

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WE SOLICIT TELEGRAPH ORDERS.
Regular Trade Discount.
215 W. FOURTH STREET.

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JOY FLORAL COMPANY

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Artistic Floral Work and Long Stem Beauties Our Specialty.

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Flowers delivered in city and state on short notice
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Member of Florists' Telegraph Delivery.

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Orders Carefully Executed

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All Orders Promptly Executed

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735 Euclid Ave. CLEVELAND

Friedman

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Every Order sure to receive prompt and careful attention.

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BEST FLOWERS for EVERY OCCASION.

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Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

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CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.

35 Broadway, DETROIT, MICH.

Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

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"Some Florist"

The Plaza, Ft. Smith, Ark

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200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

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EXPERTS TO ARRANGE THEM.

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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and all T. J. JOHNSTON & CO.

NEW ENGLAND POINTS. 107 WASHINGTON ST., PROVIDENCE

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The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

VISITED CHICAGO: J. B. Agnew, of the Pacific Seed Growers Co., San Francisco, Calif.; Ralph M. Ward, New York.

CHICAGO.—Prices for grass seed on the Board of Trade Feb. 7 were as follows: Timothy, $4.00 to $5.50 per 100 pounds.

JEFFERSON, IA.—G. W. Mackey of Shenandoah, Ia., has been elected manager of the local branch of the Ratekin Seed Co. for 1917.

MRS. RINGIER, wife of Arnold Ringier, of the W. W. Barnard Co., Chicago, is still confined to a Los Angeles hospital and improving slowly.

PACIFIC COAST advices state that the winter there is the coldest on record, freezing every night. Frosts so far have caused the replanting of most radish and endive, and will thus make these crops light.

IT is reported that the fast Dutch steamer New Amsterdam, which left Rotterdam January 3, was recalled when two days out, fearing submarine attacks. The New Amsterdam carried considerable quantities of horticultural stocks, besides several Dutch exporters.

Onions and Onion Sets at Chicago.

Onion set growers here who still retain modest quantities of sets not definitely contracted are very shy at present in making prices or granting any options whatever. The last figures on Reds and Yellows in the southern section of the city are $2.75 or higher, northern sections a trifle lower, but practically none to be had. Jobbers are asking $3 and said to be turning down some orders for carloads at that.

No one knows to what extent the very bitter weather of the past week has affected the stocks; in fact, may not have affected them at all, as sets that have held safely this far through very cold weather, ought to be almost frost proof. It has been very cold to move sets out of this city the past 10 days, the temperature going as low as 11 degrees below zero two or three times. It is reported that some seedsmen have loaded out sets with the temperature only 6 degrees above zero, while ordinarily warehousemen do not like to load when it is under 20 degrees.

Local dealers find evidence in cut prices of onion seed to set growers that some dealers must be overstocked and seeking to dispose of a surplus.

A market gardener brought in February, 710 sacks of onions, about 70 pounds each, which he sold for $50 cash on the west side market, a record here.

THE Italian steamer Giovanni, due at New York, this week, is reported sunk. This steamer carried a considerable quantity of flower and other seeds for American houses.

St. Louis Seed Co.'s Fire.

ST. LOUIS, MO.—Fire in the downtown district Sunday afternoon, February 4, destroyed five business houses, among them that of the St. Louis Seed Co. The damage to the seed company is estimated at $100,000, covered by insurance. The fire started two buildings west of the seed house, and zero weather made it very difficult to control the flames. Mr. Hummert says he will look for another location at once.

Canners' Convention.

The annual convention of the National Canners' Association is in progress this week at the Statler hotel, Cleveland, O., February 5-12. The seed trade is well represented as follows: J. H. Allan Seed Co., Sheboygan, Wis.; The W. W. Barnard Co., Chicago; J. Bolgiano & Son, Baltimore, Md.; W. H. Barrett, Adrian, Mich.; A. J. Brown Seed Co., Grand Rapids, Mich.; Everett B. Clark Seed Co., Milford, Conn.; J. F. Garfat, Toronto, Ont.; Herald Hogg, Toronto, Ont.; N. B. Keeney & Son, LeRoy, N. Y.; David Landreth Seed Co., Bristol, Pa.; Leonard Seed Co., Chicago; Livingston Seed Co., Columbus, O.; Jerome B. Rice Seed Co., Cambridge, N. Y.; Rogers Bros., Alpena, Mich.; Sioux City Seed & Nursery Co., Sioux City, Ia.; F. H. Woodruff & Sons, Milford, Conn.; S. D. Woodruff & Sons, Orange, Conn.

Iowa's New Seed Bill.

J. S. Michael, of the Sioux City Seed & Nursery Co., Sioux City, Ia., calls attention to a new seed bill now before the Iowa legislature, Senate File No. 105, entitled "A bill for an act to prevent fraud in the sale of seeds and to punish the violation thereof." Mr. Michael says: "I do not know what prompts the introduction of this bill, for, largely, its provisions are already enumerated in the present seed law on the Iowa statute books and any feature of this bill that is not already there would only amount to an added annoyance in detail in a business way to the seed trade and would in no way be any more advantageous to the regulations of that business than the law as it stands."

Seed Contracts Awarded.

The following is the official list of the successful bidders to supply seeds for the congressional distribution of 1917-1918:

Aggeler & Musser Seed Co., Los Angeles, Calif.—Contract peas.

Barteldes Seed Co., Lawrence, Kans.—Surplus turnip.

John Bodger & Sons Co., Los Angeles, Calif.—Surplus calendula, delphinium. Contract beet, carrot, radish, candytuft, coreopsis, mignonette.

California Seed Growers Association, San Jose, Calif.—Surplus beet, lettuce. Contract onion, parsley.

C. Herbert Coy Seed Co., Valley, Neb.—Surplus cucumber. Contract squash.

C. P. Coy & Son, Waterloo, Neb.—Surplus cucumber. Contract squash.

Ebbert Seed Co., Rocky Ford, Colo.—Contract cucumber.

Hartwell-Waggoner Seed Co., Rocky Ford, Colo.—Contract cucumber.

Walter Hindes, Rocky Ford, Colo.—Surplus cucumber.

Irvin Bros., Rocky Ford, Colo.—Surplus cucumber.

Kimberlin Seed Co., Santa Clara, Calif.—Surplus onion. Contract onion.

James L. Mauldin, Cairo, Ga.—Surplus collards.

Norton H. Morrison, Fairfield, Wash.—Contract candytuft, poppy (double).

E. C. Morrison, Fairfield, Wash.—Contract parsnips, radish, turnip, poppy (single).

George R. Pedrick & Son, Pedricktown, N. J.—Contract squash, tomato.

L. C. Pharr, Catherine, Ala.—Contract okra.

King Pharr, Catherine, Ala.—Contract okra.

Pieters-Wheeler Seed Co., Gilroy, Calif.—Surplus lettuce, radish. Contract beet, carrot, parsley, parsnip.

P. J. Reifel, Rocky Ford, Colo.—Contract cucumbers.

Rogers Brothers, Alpena, Mich.—Surplus peas.

Waldo Rohnert, Gilroy, Calif.—Surplus lettuce. Contract carrot, onion, parsley, parsnip, radish.

Routzahn Seed Co., Arroy Grande, Calif.—Surplus calendula, delphinium. Contract radish, candytuft, mignonette, poppy (double), poppy (single).

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Dwarf Tuberoses

Dwarf Double Pearl Tuberoses—
Special prices on application.

Caladium Esculentum Bulbs.

LILIUM MULTIFLORUM
7 to 9, 9 to 10, and 10 to 11.
Attractive prices on application.

LILIUM FORMOSUM
7 to 9, 9 to 10—(**Black Stem.**)

Please tell us how many you can use and we shall make prices accordingly.

Selected strains of **Ageratum, Alyssum' Aster, Begonia Erfordii, Calendula Meteor, Prince of Orange, Candytuft, Celosia, Centaurea, Cobaea Scandens, Cosmos, Lobelia Gypsophila, Petunia** and **Verbena.** Specia prices on above on application.

J. M. THORBURN & CO.,
53 Barclay Street, through to 54 Park Place
NEW YORK CITY.

American Bulb Co.

A. Miller, President.
WHOLESALE DEALERS IN
Bulbs, Seeds, Supplies, Etc.
178 N. Wabash Ave., Chicago, Ill.

We carry a reserve stock of all the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply.
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Sioux City Seed & Nursery Co., Sioux City, Ia.—Surplus carrot, lettuce, tomato, turnip. Contract corn (sweet).

Standard Seed Growers Association, San Francisco, Calif.—Contract carrot, radish.

H. Van Buskirk Seed Co., Rocky Ford, Colo.—Surplus cucumber. Contract cucumber.

S. D. Woodruff & Sons, Orange, Conn.—Surplus onion, tomato. Contract onion, parsnip, radish, tomato.

Trans-Atlantic Freights.

The Holland-America line is proposing to American shippers of seeds from Holland a new increase in tariff, notwithstanding this company is reported to have paid last year dividends of nearly 100 per cent. The change in rate is as follows: The 1916 rate, garden seeds in bags, Rotterdam to New York, was 47 cents per 100 pounds. This year the proposed rate is, seed in bags, Rotterdam to New York, 55 shillings English money per 1,000 kilos. Figuring English exchange at $4.75⅝ per pound sterling and the 1,000 kilos to equal about 2.20 pounds, the new rate per 100 pounds is practically 60 cents per 100 pounds, an advance of nearly 25 per cent.

Asparagus Plumosus Nanus

Greenhouse Grown Seed
1,000 Seeds, $3.50 10,000 Seeds, $32.50

Californian Grown Seed
1,000 Seeds, $2.50 10,000 Seeds, $22.50

5 per cent discount, Cash with order.

ARTHUR T. BODDINGTON CO., Inc.
128 Chambers Street, NEW YORK.

BEANS, PEAS, RADISH
AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write or prices.
LEONARD SEED CO.
GROWERS FOR THE TRADE
226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

CEDAR ACRES
Gladioli Exclusively
Catalogue giving full cultural directions and attractive prices on all varieties. It is free.
B. HAMMOND TRACY, Box A, Wenham, Mass.

CONTRACT GROWER of
Cucumber and Muskmelon Seed
I offer Pure Stock, Personal Service Intimate Knowledge of Stocks and Local Conditions.
Good Deliveries and Moderate Prices.
R. H. JAMES, Rocky Ford, Colo.

Mention the American Florist when writing

Lilium Giganteum
7-9 in. and 9-10 in., for immediate delivery. Write for Prices.
Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

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THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA.
Rocky Ford, Colorado.
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Mention the American Florist when writing

TOMATO SEED
Grown For The Wholesale Seed Trade.
HAVEN SEED CO.
SANTA ANA, CALIFORNIA.

Mention the American Florist when writing

JAP LILY BULBS
AT IMPORT PRICES.
GIGANTEUM, 7-9, 8-10, 9-10, 10-11.
MULTIFLORUM, 7-9, -10.
AURATUM, 7-9, 9-11.
ALBUM, 9-11.
RUBRUM, 7-9, 8-10, 9-11.
MELPOMENE, 9-11.
Giganteum, 7-9, 8-10 and 9-10 also offered f. o. b. Chicago and London, Ont.
Write for prices and details, stating quantity desired.
McHUTCHISON & CO., THE IMPORT HOUSE.
95 Chambers St., NEW YORK.

Mention the American Florist when writing

S. M. Isbell & Co.
JACKSON, MICH.
Contract Seed Growers
Beans, Cucumbers, Muskmelon, Watermelon, Squash, Sweet Corn.
Michigan-grown Radish our Specialty.
Correspondence Solicited.

Mention the American Florist when writing

Western Seed & Irrigation Co.
Wholesale Seed Growers and Dealers
SPECIALTIES:
Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, - - NEBRASKA

DREER'S RELIABLE FLOWER SEEDS

We offer below a few items for early sowing. For the most complete line of Florist Flower Seeds, see our New Wholesale Price List.

	Trade pkt.	Oz.
Ageratum Blue Perfection, rich blue	$0.15	$0.60
Alyssum Little Gem or Carpet of Snow, very dwarf, select stock	.15	.50
Antirrhinum Giant, white, pink, scarlet, rose, yellow, and garnet, each	.20	.75
Antirrhinum Giant, finest mixed colors	.15	.50
" Half-dwarf, pink, white, and yellow, each	.20	.75
" Half-dwarf, finest mixed colors	.15	.50
Asters, Dreer's Famous American. See our Wholesale Catalog for list of varieties.		
Asparagus Plumosus Nanus. Greenhouse grown, $3.00 per 1,000 seeds.		
Asparagus Sprengeri, $0.75 per 1,000 seeds.		
Candytuft Empress. The finest white, select stock	.10	.20
Centaurea or Cornflower, Dreer's Double Blue	.15	.60
" Candidissima, white leaved	.40	2.00
" Gymnocarpa, white leaved	.15	.40
Cobaea Scandens, purple	.15	.40
Cosmos, Extra Early, Large-flowering, crimson	.15	.50
" " " " pink	.15	.50
" " " " white	.15	.50
Dracaena Australis	.15	.50
" Indivisa	.10	.30
" " Lineata	.15	.50
Grass, Pennisetum Rueppelianum	.10	.30
Heliotrope, Lemoine's Giant, mixed	.30	1.00
Ipomoea Grandiflora (Moon Flower)	.10	.30
Lobelia, Crystal Palace Compacta, dark blue	.25	1.25
" Speciosa, dark blue trailing	.15	.50
Maurandia Barclayana, mixed	.25	1.25
Petunia, Dreer's Superb Double Fringed, $1.50 per 1,000 seeds.		
Petunia, Dreer's Superb Single Fringed	.50	...
Petunia, Howard's Star, striped	.30	1.50
" Rosy Morn, pink and white	.50	2.50
" Snowball, dwarf white	.30	1.50
Pyrethrum Aureum (Golden Feather)	.10	.25
Salvia Splendens (Scarlet Sage)	.25	1.25
" " Bonfire	.50	2.50
" " Zurich, dwarf early flowering	.50	4.00
Smilax	.10	.35
Solanum Capsicastrum (Jerusalem Cherry)	.10	.25
" " Fra Diavolo, compact variety	.15	.50
Sweet Peas. See our Wholesale Catalogue for complete list of the very choicest Orchid-flowered and Grandiflora varieties for cutting.		
Thunbergia, mixed	.15	.50

DREER'S MAMMOTH VERBENAS.

	Trade pkt.	Oz.
Vinca, Rose, White with eye, and Pure White, each	.15	.60
" Mixed colors	.15	.50
Verbena, Dreer's Mammoth, pink, purple, white, scarlet, striped and blue, each	.30	1.50
Verbena, Dreer's Mammoth, mixed	.25	1.00

HENRY A. DREER, 714-716 CHESTNUT STREET, PHILADELPHIA, PA

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write JOHN BODGER & SONS CO.,
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WHOLESALE SEED GROWERS **SANTA CLARA, CAL.**
Growers of
ONION, LETTUCE, RADISH, ETC.
Correspondence Solicited.

Get Quotations From
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SEEDS WHICH SUCCEED
Bloomsdale Farm. **Bristol, Pa.**

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Wholesale Price List for Florists and Market Gardeners.

KELWAY'S
SEEDS--Flower, Vegetable and Farm
For present delivery or on contract. Wholesale only.
Special quotations for next season and from 1917 harvest now ready.
Langport, - England.

My New PRICE LIST of
Winter Orchid-Flowering Sweet Pea Seed
Has been mailed. If you have not received a copy, send Postal for it.
Part of new crop is ready now.
Ant. C. Zvolanek, Lompoc, Calif.
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SEED GROWERS
Angers, - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.
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GARDEN SEED
Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to
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WHOLESALE SEED GROWER.
Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.
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SEASONABLE FLOWER SEEDS For Present Sowing

10 Per Cent Special Cash Discount.—On orders over $2.00 for Flower Seeds if the cash is enclosed. This discount does not apply to Asparagus Seed. Cash discount on this is 2 per cent.

AGERATUM.

	Trade Pkt.	Oz.
Imperial Dwarf, Blue	$0.10	$0.40
Imperial Dwarf, White	.10	.40
Little Dorrit Dwarf, Blue	.10	
Little Blue Star	.25	
Princess Victoria Louise	.10	.40

ALYSSUM.

Maritimum, Sweet Alyssum	.05	.15
Vaughan's Little Gem, extra fine strain, lb., $6.00	.10	.60

ANTIRRHINUM.

Golden King, yellow	.10	.50
Queen Victoria, pure white	.10	.50
Venus, apple-blossom pink	.10	.60
Delicate Pink	.10	.60
Vaughan's Special Mixture	.10	.60

ASPARAGUS.

Plumosus Nanus. Northern Greenhouse Grown. Per 100 seeds, 50c; 250 seeds, $1.00; 1,000 seeds, $3.50; 5,000 seeds at $3.25 per thousand.

Hatcherii. 100 seeds, 60c; 1,000 seeds, $3.00.

Sprengeri. 100 seeds, 15c; 250 seeds, 25c; 1,000 seeds, 75c; 5,000 seeds, $3.50.

ASTERS.

Queen of the Market Aster. White, Pink, Light Blue, Dark Blue, Scarlet, Flesh. Each of the above, ¼ oz., 25c; trade pkt., 10c; oz., 80c.

Queen of the Market, mixed, trade pkt., 10c; oz., 60c.

CANDYTUFT.

	Trade Pkt.	Oz.
Giant Hyacinth-Flowered, Extra selected stock, lb., $5.00	.15	.50

CELOSIA.

Cristata (Coxcomb): Dwarf President Thiers	.25	2.00
Dwarf Empress, crimson	.25	2.40
Dwarf Fire King	.25	
Pride of Castle Gould	.25	
Childsii, Chinese Wool Flower	.25	
Centaurea Candidissima, 1,000 seeds	.50	2.00

LOBELIA.

Crystal Palace Compacta, true, ⅛ oz., 25c	.15	1.25
Speciosa, dark flowers and foliage	.10	.70
Emperor William, ⅛ oz., 25c	.10	
Hamburgia, ⅛ oz., 40c	.25	
Hybrida Sapphire, best for hanging basket	.25	

MIGNONETTE.

	Trade Pkt.	Oz.
True Machet, Vaughan's Selected Stock, ½ oz., 40c	$0.10	$0.75
New York Market, ⅛ oz., $1.00	.50	7.00
Myosotis, Vaughan's Early and Late Flowering	.15	.80

PETUNIAS.

Single Large Flowering Sorts.	Trade Pkt.
Large-Flowering, finest mixed, ☆ oz., $1.80	$0.25
Fringed, mixed, extra choice, ☆ oz., $1.80	.25
Giants of California, true, ☆ oz., $2.00	.25
Ruffled Giants, mixed, 1/32 oz., $2.00	.50
Triumph of the Giants	.50
Balcony Queen. Rich velvety violet with white blotches	.50
Vaughan's Best Mixture of Large-Flowering Single Petunias. Trade Pkt. (1,000 seeds), 50c; 3 pkts. for $1.35	

Large Double-Flowered Sorts.

Double Large-Flowering, extra choice mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1/64 oz., $3.25.

Double Large-Flowering Fringed, best mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1/64 oz., $3.25.

Vaughan's Special Mixture Double, extra choice, 1,000 seeds, $1.25; 500 seeds, 65c; 1/64 oz., $3.50.

Double Liliput, Rose, 1,000 seeds, 50c.

Double Liliput, blotched and striped, 1,000 seeds, 50c.

	Trade Pkt.	Oz.
Pyrethrum, Parthenifolium Aureum, Golden Feather	.10	.30

SALVIA SPLENDENS.

Clara Bedman	.25	2.00
Fireball	.25	2.50
Maroon Prince, rich plum purple	.25	

STOCKS.

Double Large-Flowering, Dwarf, German 10 weeks. Canary Yellow, Crimson, Brilliant Rose, Blood Red, White, Flesh. Each of above, ⅛ oz., 35c	.25
Extra choice mixed, ⅛ oz., 35c	.25
Giant Perfection or Cut and Come Again, Sky Blue, Light Blue, Flesh, White, Dark Blue, Canary Yellow, Pink, Scarlet. Each of the above, ⅛ oz., 40c	.25

SWEET PEAS.

See catalog.

VERBENA.

Defiance, brilliant scarlet	.10	.80
Mammoth, mixed	.10	.80
Mammoth, white, extra choice	.10	.80
Mammoth, purple shades	.10	.90
Mammoth, striped on red ground	.15	1.50
Mayflower, beautiful pink	.10	1.00

Vaughan's Best Mixture of Verbena. Trade pkt., 25c; ¼ oz., 50c; oz., $2.00; 2 oz., $3.50.

MISCELLANEOUS.

	Trade Pkt.	Oz.
Cobæa Scandens, Purple	.10	.40
Scandens Flore Alba, White	.10	.80
Coleus, Vaughan's Rainbow Mixture, 1/32 oz., 75c	.25	
Extra Choice, large leaved mixed, ☆ oz., $1.00	.25	
Large-leaved, Copper-colored	.25	
Lacinated and fringed	.25	
Cyperus Alternifolius, Umbrella plant	.15	1.00
Dracaena Indivisa, lb., $3.50	.10	.30
Indivisa Latifolia	.10	.40
Australis	.10	.50
Grevillea Robusta	.10	.50
Heliotrope, Mammoth Flowered, mixed	.25	1.50
Centifleur, Rich Purple	.25	
Lantana Hybrida, mixed	.05	.30
Bruant's New Dwarf Hybrids, mixed	.10	.40

Our "Book For Florists" is now being mailed. If you have not received a copy please write for one.

Vaughan's Seed Store, 43 Barclay Street, New York. 31-33 W. Randolph St. 803 W. Randolph St. **Chicago**

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N J.

Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
CHICAGO, ILL.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. **MILFORD, CONN.**

TO THE TRADE.

HENRY METTE, Quedlinburg, Germany.

GROWER and EXPORTER on the VERY LARGEST SCALE of all CHOICE VEGETABLE, FLOWER AND FARM SEEDS. (Established 1787.)

SPECIALTIES: Beans, Beets, Cabbages, Carrots, Kohlrabi, Leek, Lettuce, Onions, Peas, Radishes, Spinach, Turnips, Swedes, Asters, Balsams, Begonias, Carnations, Cinerarias, Gloxinias, Larkspurs, Nasturtiums, Pansies, Phloxes, Primulas, Scabiosa Stocks, Verbenas, Zinnias, etc. Catalogue free on application.

HENRY METTE'S TRIUMPH OF THE GREAT PANSIES—(mixed), the most perfect and most beautiful in the world, $6.00 per oz., or $1.75 per ¼ oz., $1.00 per ⅛ oz., postage paid. Cash with order.

All seeds offered are grown under my personal supervision on my own vast grounds, and are warranted true to name, of strongest growth, finest stocks and best quality.

ALSO GROW LARGELY ON CONTRACT.

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn, in variety, on contract.

EDGAR F. HURFF,

Correspondence Solicited. **SWEDESBORO, N. J.**

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

The L. D Waller Seed Co.

Gaudalupe, California

Wholesale Growers of

FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS

Correspondence Solicited.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

IRISH POTATOES and most other vegetables and fruits tend to make the body tissues and fluids alkaline, so correcting the tendency of meat, eggs, fish and similar foods to create acid conditions. Since the body performs its work best when it is neutral or slightly alkaline, this function of fruits and vegetables is important, especially to the hearty meat eater.

Florida Crop Damage.

St. Petersburg, Feb. 3.—A cold wave during the last 48 hours has severely injured fruit, vegetable and flower crops in this southern producing belt. The citrus fields as far as the middle fruit zone were severely injured. The year's production of Irish potatoes and tomatoes is virtually wiped out except in the extreme south. Vegetable gardeners here have suffered also. In the fruit and market garden belt planters say no such damage has been wrought during the past 15 years. All vegetables in the south have been more or less frozen. Some growers claim that much of the Florida cabbage, celery and lettuce crops may be saved.

J. E. K.

White Fly.

We notice in the trade papers more and more demands for remedies against white fly. This shows that the pest is widely distributed. No doubt the shipments of of plants have a great deal to do with this—for wherever they once get a foothold they are certainly hard to clean out. Last summer we found millions of them on weeds in corn fields, showing that they are not alone a greenhouse pest. We noticed recently a writer in a trade paper recommends soap and nicotine. We have experimented with these materials to our heart's content and failed. The work was done in a house of tomatoes on benches. Towards evening we would introduce a heavy smoke of nicotine papers, which would stun the insects and drop them to the ground. They were then in excellent position for spraying. Before they had time to recover, we would administer the spray and with the most liberal and powerful applications and various degrees of soap and extract up to 10 times the ordinary strengths. We failed. The majority of the fly finally recovered. While we always destroyed some, it was no clean up. Besides, the nymphs are not reached by any such treatment, hence there is a new crop of flies every day, which means more eggs and more nymphs and new flies indefinitely. At best this treatment is more expensive in time and material than most crops are worth.

Cyanide fumigation is no doubt the present day remedy. However, after long experimentation we must admit that in our hands it is not a safe remedy. We have had serious injuries to crops, often long delayed. Crops would often come out absolutely untouched, but after a week a severe check was noticed; one house of cucumbers, while showing no injury directly—never produced another fruit. We have reduced the original formula of 1 ounce to 1,000 feet of glass to 1-5 ounce cynanide and still killed every fly and nymph, probably owing to the tightness of our houses. If we could develop a procedure safe to our crops, we would certainly pronounce this the best remedy. Our troubles no doubt originate from an all night exposure, as our houses cannot be opened from the outside. On such crops as can be regularly syringed with force, white fly is no pest, as water pressure will soon put them out of business like red spider.

MARKETMAN.

Potato Prices at New York.

Potato prices at New York, February 3, were as follows:

Bermuda, No. 1, per bbl	$8.00@$8.25
No. 2, per bbl	6.00@ 7.00
No. 3, per bbl	4.00@ 5.00
Long Island, in bulk, 180 lbs	7.00@ 7.50
Long Island, per bag or barrel	6.50@ 7.00
Maine, in bulk, per 180 lbs	6.50@ 7.00
Maine, per 165-lb. bag	6.25@ 6.50
State, in bulk, per 180 lbs	6.00@ 7.00
State, per 165-lb. bag	6.00@ 6.50
Canadian, in bulk, per 180 lbs	..@ ..
Canadian, per 165-lb. bag	..@ ..
Southern, late crop, per barrel	5.25@ 6.25
Southern late crop, 165-lb. bag	5.25@ 5.75
Sweets, Jersey, per basket	75@ 1.90
Sweets, Southern, per basket	75@ 1.40
Yams, southern, per barrel	2.00@ 3.00

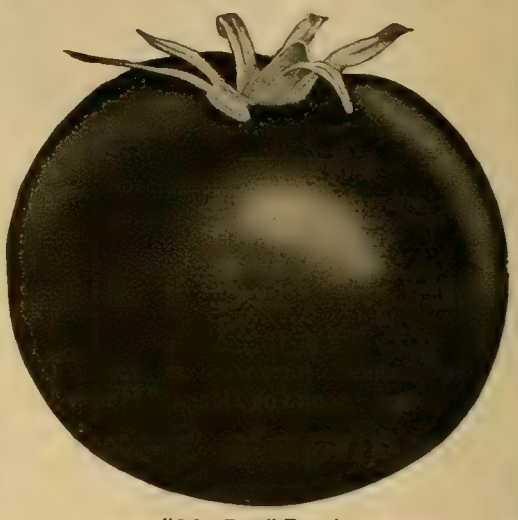
BOLGIANO'S TOMATO SEEDS

ARE GROWN BY US AS FAR NORTH AS TOMATOES WILL MATURE.
They are free from blight.
Most carefully grown—
Most carefully selected—
Most carefully saved—

JUST FOR SEED
Bolgiano's Tomato Seeds are well known for their big yields of large, firm, solid, meaty, uniform tomatoes—

We grow Tomatoes

JUST FOR SEED
Even the pulp we destroy. Not an ounce of canning-house Tomato Seed is allowed to enter our establishment.



"John Baer" Tomato.
The Earliest and Best Tomato on Earth.

WHOLESALE TOMATO SEED PRICES—TO THE TRADE ONLY

	Oz.	¼ lb.	½ lb.	Lb.
"John Baer" Tomato Seed	$0.75	$2.00	$3.75	$7.50
"Greater Baltimore" Tomato Seed	.25	.75	1.25	2.50
"Greater Baltimore" Tomato (Special Stock Seed)	.30	1.00	1.75	3.50
My Maryland Tomato Seed	.25	.75	1.25	2.50
My Maryland Tomato Seed (Special Stock Seed)	.30	1.00	1.75	3.50
The Great B. B. Bolgiano's Best	.20	.50	.90	1.75
Red Rock, Extra fine stock	.20	.50	.90	1.75
Red Rock (Special Stock Seed)	.25	.75	1.25	2.50
Burpee's Matchless Tomato	.20	.50	.90	1.75
Livingston's Perfection Tomato	.15	.40	.75	1.50
Brinton's Best Tomato Seed	.15	.40	.75	1.50
World's Fair Tomato	.15	.40	.75	1.50
Bolgiano's New Century Tomato	.15	.40	.75	1.50
Bolgiano's New Queen Tomato	.15	.40	.75	1.50
Dwarf Stone Tomato Seed	.15	.40	.75	1.50
I. X. L. Bolgiano's Extra Early	.25	.85	1.50	3.00
Bonny Best (Purest Stock)	.25	.75	1.15	2.25
Livingston's New Stone (Pure)	.20	.50	.90	1.75
Livingston's New Stone (Special Stock Seed)	.25	.75	1.25	2.50
Livingston's Paragon Tomato	.20	.50	.90	1.75
Maule's Success Tomato Seed	.20	.50	.90	1.75
Kelly Red, or Wade Tomato Seed	.25	.75	1.15	2.25
Livingston's Favorite Tomato	.20	.50	.90	1.75
King of the Earliest Tomato	.25	.60	1.00	2.00
Spark's Earliana Tomato	.20	.50	.90	1.75
Chalk's Jewel Tomato (Pure)	.25	.60	1.00	2.00
Ten-Ton Tomato	.15	.40	.75	1.50
New Jersey Red Tomato	.15	.40	.75	1.50
Trophy Tomato Seed	.15	.40	.75	1.50

TOMATO SEED FOR YOUR 1917 CROP

You will get an enormous crop of Tomatoes from Bolgiano's Tomato Seed this year. Our seed was saved from one of the largest crops we have ever had, due to being favored by weather conditions. The vines were loaded with large, solid, red fruit. We know positively by planting seed from this "Big Crop" your yield will be much larger than if you had bought seed grown where the weather conditions were not favorable.

J. Bolgiano & Son, Growers of Pedigreed Tomato Seeds, —— This Is Our 99th Year —— **Baltimore, Md.**

Send for our complete Catalog giving lowest prices to Florists and Market Gardeners.

Place your order now for young stock

Grafted ROSES Own Root

Ophelia, Hoosier Beauty, Hadley, Richmond, Pink Killarney, White Killarney, Killarney Brilliant. Grafted on best Manetti, 2¼-in , 100, $12.50; 1000, $120

Mrs. Chas. Russell, 2¼-in. grafted, 100, $16.00; 1000, $150.00.

All of the above named and many other varieties on own roots.
For full list see our Spring Book for Florists. Ask for prices.

CLIMBING ROSES-Dormant

3 YEAR OLD.

Excelsa—"Red Dorothy Perkins."
Delight—Bright carmine flowers; base of petals, white.
Dorothy Perkins—Beautiful shell-pink.
Flower of Fairfield—Everblooming Crimson Rambler.
Hiawatha—Single crimson, lighter center.
Lady Gay—Beautiful cherry pink.
Price: Doz., $3.00; 100, $22.00; 1,000, $200.00

2 YEAR OLD.

Crimson Rambler.
Dorothy Perkins.
Excelsa.
Flower of Fairfield.
White Dorothy Perkins.

Price: Doz., $2.00; 100, $15.00; 1000, $140.00

TWO-YEAR OLD ROSES--Dormant

	Doz.	100
Anna de Diesbach	$2.00	$15.00
Baroness Rothschild	2.25	16.00
Betty	2.50	18.00
Captain Christy	2.50	18.00
Caroline Testout	2.50	18.00
Conrad F. Meyer	2.25	16.00
Frau Karl Druschki	2.50	18.00
George Arends	$2.50	$18.00
General Jacqueminot	2.00	15.00
General McArthur	2.50	18.00
Gruss an Teplitz	2.25	16.00
Jonkheer J. L. Mock	2.50	18.00
J. B. Clark	2.25	16.00
Mabel Morrison	2.00	15.00
Mme. Abel Chatenay	$2.50	$18.00
Magna Charta	2.00	15.00
Mrs. John Laing	2.00	15.00
Orleans	2.50	18.00
Paul Neyron	2.00	15.00
Persian Yellow	2.25	16.00
Prince C. De Rohan	2.00	15.00

A FEW BEST ENGLISH MANETTI STOCKS, PER 1000, $20.00.

Well-Rooted-CARNATION-Cuttings

WHITE	100	1000
Matchless	$3.00	$25.00
White Enchantress	3.00	25.00
White Wonder	3.00	25.00
FLESH PINK		
Alice	3.00	25.00
Enchantress	3.00	25.00
Enchantress Supreme	3.00	25.00
Superb	12.00	100.00
MEDIUM PINK		
Akehurst	$3.00	$25.00
Pink Sensation	3.50	30.00
DARK PINK		
Good Cheer	4.00	35.00
Mrs. C. W. Ward	3.00	25.00
Peerless Pink	3.00	25.00
VARIEGATED		
Benora	3.00	25.00
RED	100	1000
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Belle Washburn	6.00	50.00
Champion	3.00	25.00
Nebraska	6.00	50.00
Thenanthos	12.00	100.00
MAROON		
Pocahontas	3.00	25.00

CHRYSANTHEMUMS—New and Standard Varieties.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Plant Beebe's Early Prolific Tomato

For the early market.

It is the earliest and most prolific of all tomatoes. Is of medium size, flesh very solid with small seed cavities. Color bright red, skin tough, making it an excellent shipper. Continues bearing from early in June until cut by frost.

Pkt., 20c; oz., 75c; ¼ lb., $2.00.

Write for Catalogue.
English or German.

German Nurseries and Seed House

12 Court Street, BEATRICE, NEB.

GERANIUMS

Immediate delivery at $13.50 per 1,000 for S. A. Nutt and Buchner and $16.00 per 1,000 for Ricard and Poitevine.

Asparagus Plumosus, fine stock at $25.00 per 1,000; same rate per 100.

ALBERT M. HERR, LANCASTER, PA.

Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000
Thenanthos - -	$12.00	
White Enchantress,	$3.00	$25.00
White Wonder, -	3.00	25.00
Matchless, - - -	3.00	25.00
Peerless Pink, - -	3.00	25.00
Aviator, Best Money Maker,	$6.00	$50.00
Ward, - - - -	$3.00	$25.00
Washington, - -	3.00	25.00
The Herald, - - -	3.00	25.00
Victory, - - - -	3.00	25.00
Champion - - -	3.00	25.00

MISCELLANEOUS PLANTS

PRIMULA MALACOIDES

2½ in.....3c each 4 in.....10c each
3 in.....5c each 5 in.....15c each

PRIMULA OBCONICA

4 in.....10c each 5 in.....15c each

CALCEOLARIA HYBRIDUM

Best strong plants, 2½ in.....7c each

CYCLAMEN

Full of bud and bloom, 5 in., 50c each; 6 in., 60c each; 7 in., 75c each.

CINERARIAS

Dwarf mixed, 3 in., 4c each; 4 in., 10c each.

BEGONIAS

Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

PYFER & OLSEM, Wilmette, Illinois.

The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

DUNDEE, ILL.—D. Hill is spending his vacation in the Mobile, Ala., district, where he has large land interests.

"THE cost of Producing Apples in the Wenatchee Valley, Washington," is the title of Bulletin No. 446, published by the United States department of agriculture.

BALTIMORE, MD.—The city park board has abolished the office of general superintendent of parks. William S. Manning has ably filled this position for a number of years.

HARTFORD, CONN.—Professor Henry A. Perkins of Trinity College, has been appointed a member of the board of park commissioners for the unexpired term of Lyman B. Brainerd, deceased.

NEW HAVEN, CONN.—With weather conditions favorable and the demand for stock beyond all expectations, the Elm City Nursery Co. reports the close of a most prosperous year. The landscape department has also been very busy.

THE work of classifying and opening to homestead entry such lands in the national forests as are chiefly valuable for agriculture is progressing rapidly. Already over 70,000,000 acres have been covered by field examinations and the final reports acted upon.

Tennessee State Nurserymen's Association

The Tennessee State Nurserymen's Association held its annual meeting at the Hermitage hotel, Nashville, February 1, the following officers being elected for the ensuing year: G. W. Pogue, Grayville, president; E. Bruce Howell, Knoxville; W. H. Davis, Smithville; W. R. Fisher, Humboldt, vice-presidents; Prof. G. M. Bently, Knoxville, secretary-treasurer. The speakers included H. K. Bryson, commissioner of agriculture; W. Y. C. Grant, of Columbia; Robt. S. Walker, Chattanooga, E. W. Chattin, Winchester, F. C. Boyd, McMinnville, J. C. Hale, Winchester, C. E. Bartholomew, University of Tenn., Knoxville; J. M. Good, Springfield, O.; A. J. Byrn, Dixon; Prof. H. A. Morgan, University of Tenn., Knoxville; Bruce Howell, Knoxville.

Damping-Off Coniferous Seedlings.

Damping-off of coniferous seedlings, in the opinion of forest pathologists of the United States department of agriculture, causes losses ordinarily considerably heavier than the nurseryman realizes. Very young seedlings decay and disappear so soon after infection that the number of dead seedlings visible at any one time is but a small part of the total loss. Furthermore, many of the seedlings are killed immediately after the seed sprouts and before the seedlings appear above the soil surface. Many failures hitherto attributed to poor germination, in the opinion of the specialists, are due in reality to the work of the damping-off parasites in the sprouting seed, underground. The high price of most evergreen seed, which ranges from a minimum of 50 cents per pound for western yellow pine to $2 to $4 per pound quoted for native spruces, and even $5 to $10 per pound for Norway pine, makes the loss of young seedlings a serious expense.

To assist nurserymen in controlling damping-off, the department conducted extensive experiments in various sections of the country. The methods employed in these experiments and the success attending their use are reported fully in Professional Paper No. 453, "The Control of Damping-Off of Coniferous Seedlings," by Carl Hartley, forest pathologist, and Roy G. Pierce, forest assistant, Bureau of Plant Industry.

Soil disinfection has so far proved the best method of combating damping-off. Of many methods tested, treatments with sulphuric acid, copper sulphate, zinc chlorid, and formaldehyde have proved the most satisfactory. The disinfectants, however, behave quite differently at different nurseries. The acid has on the whole given the best results. Heat disinfection has been only partly effective. Disinfection by acid or copper sulphate is cheaper than by the other methods commonly recommended. In addition to decreasing damping-off after the seedlings come up, the chemical disinfectants above mentioned, when properly used, cause an increase in the apparent germination and are very helpful in controlling weeds. This latter effect alone at some nurseries pays the entire expense of the treatment. Sulphuric acid has, furthermore, at some places resulted in marked increases in the late season growth of pines.

Orchids

If you want **Orchids** for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but **Orchids.** Special lists on application.

LAGER & HURRELL. Summit, N. J.

Mention the American Florist when writing

Specialists in Specimen Stock
FOR LANDSCAPE WORK.
Hardy Rhododendro s, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices.
COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

PEONIES AND GENERAL NURSERY STOCK.
Send for Catalogue
PETERSON NURSERY
30 No. LaSalle St., CHICAGO, ILL.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied. Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

Roses
On Canina Stocks
Write for Prices
Ask for the new Polyantha MARY BRUNI
Royal Nurseries
GRATAMA BROS. & CO.
HOOGEVEEN (HOLLAND).

Forest Tree Seedlings
ORNAMENTAL SHRUBS and LINING OUT STOCK
We offer for Spring 1917
Altheas in varieties. Berberry, Deutzias. Forsythias, Privets, Spiraeas, Weigelias, etc.
SEND FOR TRADE LIST.
FOREST NURSERY CO.,
McMINNVILLE, TENN.

Roses From 2½ inch Pots, Ready Now.

The assortment below consists of stock of last summer's propagation. These plants have all been rested and are practically dormant now. Our 2½ inch Rose plants are stronger and more stocky than the ordinary 2¼ inch pot roses generally offered. They are in fine condition for shifting into 3½ inch and 4 inch pots, and are splendid stock for growing on for Spring and Decoration Day sales.

DWARF POLYANTHA AND BABY RAMBLER VARIETIES

	Per 100	1000
Baby Tausendschon, pink	$4.00	$35.00
Baby Rambler, crimson	4.00	35.00
Clothilde Soupert, flesh pink	3.50	30.00
Erna Teschendorf, red	4.00	
Jessie, red	3.50	
Mrs. W. H. Cutbush, pink	$3 00	
Mme. Jules Gouchault, pink	4.00	
Ellen Poulsen, deep pink	5.00	$40.00
Yvonne Rabier, white	4 00	35.00

HYBRID TEAS AND TEA VARIETIES

	Per 100	1000
Etoile de Lyon, yellow	$3.50	
Gruss an Teplitz, red	3.50	
Meteor, crimson	3 50	
Radiance, pink	4 00	
Kaiserin Augusta Victoria, white	$3.50	
Killarney, pink	4 00	
Maman Cochet, pink	3.50	$30.00
White Cochet, blush white	3.50	30.00

JACKSON & PERKINS CO., Newark, New York

Our 2 to 3 Feet Privet.

California Privet

Over two million California Privet of finest quality; in all sizes, from one to four feet. Send for our new spring Trade List giving revised and reduced prices. Especially attractive prices in carload lots. The illustration shows the make up of our best grade of 2 to 3 feet size. We have the largest and best stock of California Privet of any nursery upon this planet.

Polish or Iron Clad Privet

We offer a nice lot of this, in sizes from 6 inches up to 3 feet.

J. T. LOVETT, Inc.
LITTLE SILVER, N. J.

For the Best New and Standard

DAHLIAS

Address

Peacock Dahlia Farms,
P. O. Berlin, N. J. Williamstown Junc., N. J.

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ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.

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OWN ROOT

ROSES

Pot grown 2¼ and 4-in.
Field grown to pot 4 to 5-in.

THE LEEDLE FLORAL COMPANY SPRINGFIELD-OHIO

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How to Grow Roses

Contains much practical information on the culture and management of garden roses.

By ROBERT PYLE.

121 pages with colored plates. Price, $1.00

American Florist Company,
440 S. Dearborn St., CHICAGO

HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.

Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.

Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.

Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.

Forcing Stock—Azaleas, Rhododendrons, Aucubas, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses, in large assortment, choicest quality, best commercial sorts.

Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest **and most extensive collection in America.**

Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.

Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.

Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

Wholesale price list will be mailed promptly on request.

Write for information and price today.

THE D. HILL NURSERY COMPANY, INC.
EVERGREEN SPECIALISTS
LARGEST GROWERS IN AMERICA
Box 404, DUNDEE, ILL.
WHOLESALE GROWERS AND IMPORTERS

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Our Wholesale Catalogue

Has just been mailed.

If you do not receive a copy by the time this issue of the AMERICAN FLORIST reaches you, advise us and we will mail you one promptly.

CHRYSANTHEMUMS
EXCLUSIVELY.

ELMER D. SMITH & CO.,
ADRIAN, MICH.

Azalea Mollis

Handsome plants, 15-18 in. tall, 35-40 buds, $5.40 per dozen; $40.00 per 100.

Try these for your Easter and Spring trade. They are very practical and profitable.

Jackson & Perkins Co.
Newark, New York

Dreer's Kentias.

Clean, Healthy Stock,
Good Color,
Good Values.

Kentia Forsteriana—Made-up Plants.

					Each
7-inch tubs,	3 plants	in a tub,	30 to 36 in. high		$ 3.00
7 "	3 "	"	38 "		4.00
8 "	3 "	"	40 to 42 "		5.00
8 "	3 "	"	42 to 45 "		6.00
9 "	3 "	"	4½ to 5 ft. high		10.00
10 "	3 "	"	5 to 5½ "		12.00
12 "	3 "	"	6 to 6½ "		20.00

Kentia Forsteriana—Single Plants.

				Doz.	100	1,000
2¼-inch pots,	4 leaves,	8 to 12 in. high		$1.50	$12.00	$100.00
3 "	4 to 5 "	12 to 15 "		2.50	18.00	150.00
4 "	5 to 6 "	15 to 18 "		5.00	40.00	
						Each
5 "	5 to 6 "	24 "				$1.00
6 "	6 "	30 to 32 "				1.50
6 "	6 "	34 to 36 "				2.00
7 "	6 to 7 "	38 to 40 "				2.50
7-inch tubs,	6 to 7 "	40 to 42 "				4.00
8 "	6 to 7 "	45 to 48 "				5.00
8 "	6 to 7 "	48 "				6.00

Kentia Belmoreana—Single Plants.

				Doz.	100	1,000
2¼-inch pots,	4 leaves,	8 to 10 in. high		$1.50	$12.00	$100.00
3 "	5 "	12 "		2.50	18.00	150.00
4 "	5 "	15 "		5.00	40.00	
						Each
5 "	6 to 7 "	18 to 20 "				$1.00
6 "	6 "	24 to 28 "				1.50
7 "	6 to 7 "	28 to 30 "				2.00

Latania Borbonica.

A splendid lot of well furnished plants in 8-inch pots, $2.00 each.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

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Ferns in Flats

In Best Varieties For Fern Dishes.
$1.50 per 100
100,000 READY NOW
Write for Wholesale Catalogue of
FERNS, KENTIAS, ETC., to

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"THE FERNERIES"
Lawrence and Winnipeg Avenues.
SAN FRANCISCO, CALIF.

Mention the American Florist when writing

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CROMWELL, - CONN.

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Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.
CYCLAMEN, our own selected strain.
APLENIUM NIDUS AVIS (Bird's Nest Fern
Price list on application.

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ROOTED
Carnation Cuttings

600,000 Ready For Immediate Shipment

Finest rooted cuttings obtainable at remarkably low prices until we are sold out. Peter Reinberg's stock is known for its supreme quality everywhere and is the best kind for you to buy. Look over our list of offerings — all money makers, and order what you need immediately. Do it right now. **HURRY.**

	Per 100	Per 1000
White Enchantress	$2.00	$16.00
White Perfection	2.00	16.00
White Wonder	2.00	18.00
Enchantress	2.00	16.00
Rose Pink Enchantress	2.00	16.00
Ward	$2.00	$18.00
Beacon	2.00	18.00
Herald	2.00	18.00
Joy	2.00	16.00
Belle Washburn	4.00	30.00

SPECIFY PLANTS WHEN ORDERING.

Peter Reinberg

30 East Randolph Street, Chicago, Ill.

Ready Now

HYACINTHS, DAFFODILS, TULIPS

3½-in. pots, $6.30 per 100, f. o. b. Chicago.

The root development is complete and shoots started—just brought in from field beds. Hyacinths run one to pot. Daffodils and Tulips will average three flowers to the pot. These are shipped in 100 lots in paper pots, and are ready for forcing in time for Easter.

JUST AS CHEAP AS THE BULBS

So order your supply immediately, for they are now being shipped in this semi-developed state, immune from frosts. Retail florists who have no greenhouse can force these Hyacinths, Daffodils and Tulips in their store windows or supply them to their customers so they can bring them into bloom in their homes. **Order Early.**

THE GEO. WITTBOLD CO., Wholesale Growers and Florists
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THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

CUTTINGS

Carnations Carnations

As Carnation lovers well know, I have always had a penchant for growing fancy Carnations, and am

AT IT AGAIN

in a small way, but the quality we are growing at Eureka, Calif., is

BETTER THAN EVER.

Only a few varieties to offer but these are all right with us.

Matchless (Ward)	$3.00 per 100	$25.00 per 1000
Mrs. C. W. Ward (Ward)	3.00 per 100	25.00 per 1000
Alice (Fisher)	3.00 per 100	25.00 per 1000
Belle Washburn (Bassett & Washburn)	6.00 per 100	50.00 per 1000

NOVELTY FOR 1917 DELIVERY

Cottage Maid (Ward) $12.00 per 100 $100.00 per 1000

Beautiful sport of Mrs. C. W. Ward; rivals Pink Sensation in size and more brilliant in color

NOVELTY FOR 1918 DELIVERY

Crystal White (Ward) $12.00 per 100 $100.00 per 1000

As it grows with us at Eureka, Crystal White is all one can desire for a Fancy White Carnation. The color is there, the stem is there, the size is there, the substance is there, the fragrance, (pure strong Clove) is there, the vigor of growth, blooming, keeping and shipping qualities are all there and it is..... **PURE WHITE.**

Advance orders will be booked for 1918 delivery. Send your orders early.
Pacific Coast Stock Is Limited.

We solicit orders from points west of Chicago only. Eastern territory can be better served from our Queens Carnation Houses.

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COTTAGE GARDENS NURSERIES, Inc.

C. W. WARD, President
EUREKA, ... CALIFORNIA.

FOR SALE

American Beauty Bench Plants, $8 per 100; $75 per 1000. Ready Now.

WM. DITTMAN,
NEW CASTLE, IND.

Robert Craig Co...

High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

F. O. FRANZEN 5319 N. Clark St. CHICAGO

NEW RED ROSE

Donald MacDonald

A new Hawlmark Red Rose sent out this year by Alex Dickson & Sons

We have tested this Rose for Winter forcing for two years, and with us it produces more red roses during the winter than any Rose we have ever grown. It is not a large Rose, but has perfectly formed medium sized flowers that sell at sight. Color bright orange carmine; will not turn blue; because the base of the petals is orange. It is not a summer rose, as it has the same substance as Killarney. We build the plants up until November, and from Thanksgiving until May it is a money maker for the Rose Grower, as no pinching is necessary.

Strong Grafted Plants
$35.00 per 100; $300 00 per 1000
Own Root Plants
$30.00 per 100; $250.00 per 1000

Robert Scott & Son, Inc.
Sharon Hill, Delaware Co., Pa.

Rooted Carnation Cuttings

Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Glorioso and Enchantress. It has the good stem of Glorioso and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches, are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it, it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. **$6.00 per 100; $50.00 per 1000.**

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
DARK PINK.		
Peerless Pink	2.50	20.00
C. W. Ward	2.50	20.00

FLESH PINK.	Per 100	Per 1000
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00

RED	Per 100	Per 1000
Aviator	$6.00	$50.00
Champion	3.00	25.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

Rooted Cuttings.

Coleus, 10 varieties, including Golden Bedder and Verschaffelti. **Heliotrope, Ageratum,** Blue and White, 75 cents per 100, postpaid, $5.00 per 1,000 by express not prepaid.

Send for Catalogue. Cash with orders.

R. Vincent Jr. & Sons Co.,
WHITE MARSH, MD.

100,000 GERANIUMS

Ready now, 2 and 2¼ in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberle, Buchner, etc., $2.50 per 100; $22.50 per 1,000.

2¼ in. Fuchsias, 15 varieties; Double Petunias, 12 varieties; Marguerites, 3 varieties; Lantanas, 8 varieties; $2.75 per 100; $25.00 per 1,000.

Alonzo J. Bryan, Wholesale Florist
Washington, New Jersey.

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

CHAS. H. TOTTY

MADISON, NEW JERSEY

Wholesale Florist

Chrysanthemum Novelties my Specialty

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1000
Vinca Variegata, 2-in., $2.00 per 100	$20.00
S. A. Nutt, 2-in.	16.00
Rex Begonias, 3-in.	per dozen 1.00

Satisfaction guaranteed.

ELMER RAWLINGS,
Wholesale Grower
ALLEGANY, NEW YORK

If You are interested in Mid-Winter

Blooming Plants

—or anything in—

Soft Wooded Plants

—Write—

Geo. A. Kuhl, Wholesale Grower, PEKIN, ILL.

VINCAS

	Per 100	Per 1000
Rooted cuttings		$10.00
Strong field rooted tips, one to three leads, 2¼ in. pots	$3.00	25.00
Carnations, rooted cuttings. White Enchantress and Beacon	2.50	20.00
Table Ferns, fine stock, 2¼ in.	3.50	30.00

JAMES VICK'S SONS, Rochester, N. Y.

Ferns, Palms, Rhododendrons, Etc.

Our Stock of Kentias is larger than usual, with bright clean stock in all sizes.

Kentia Belmoreana, 4-in. pots, 5 leaves, 15 in. high, 40c each; 5-in. pots, 5 to 6 leaves, 18 to 20 in. high, $1.00 each; 6 in. pots, 5 to 6 leaves, 20 to 24 in. high, $1.25 each; 6-in. pots, 5 to 6 leaves, 24 to 28 in. high, $1.50 each.

Kentia Forsteriana, 6-in. pots, 5 to 6 leaves, 30 in. high, $1.50 each; 6-in. pots, 6 to 7 leaves, 34 in. high, $2.00 each; 7 in. pots, 6 to 7 leaves, 36 in. high, $2.50 each.

Kentia Forsteriana, made up, 3 and 4 plants in 7-in. tub, 36 in. high, $3.50 each; 3 and 4 plants in 8-in. tub, 38 to 40 in. high, $4.50 each; 3 and 4 plants in 8 in. tub, 40 to 44 in. high, $5.00 each; 3 and 4 plants in 10-in. tub, 60 to 66 in. high, $8.50 each.

Ferns, Teddy, Jr., extra quality, 5 in. pots, 35c each; 6-in. pots, 50c each.

Boston Ferns, fine stock, 5-in. pots, 35c each; 6 in. pots, 50c each; 8-in. pots, $1.00 each; 10-in. pots, $2.50 each.

Asparagus Sprengeri, heavy field plants, now in 4 in. pots, $12.00 per 100; 5-in. pots, extra heavy, $18.00 per 100.

English Ivy, 4-in. pot plants, 2 and 3 shoots, 2 to 3 ft. tops, at $12.00 per 100.

Rhododendrons, special forcing varieties, 8 to 12 buds, 80c. each; 12 to 16 buds, $1.10 each. Pink Pearl, 6 to 8 buds, 80c each; 8 to 12 buds, $1.25 each.

Azalea Mollis, seedlings, 12 to 15-in., full of buds, $4.50 per doz.; 15 to 18-in., very bushy, $5.40 per doz.

THE STORRS & HARRISON CO.,

Painesville, Lake Co., Ohio.

Nephrolepis Verona

Best of all crested ferns, rapid grower; it's splendid fronds stand up well; each show individually; does not rot in center.

BUY FROM THE ORIGINATORS.

	Per 100	Per 1000		Per 100	Per 1000
2-inch	$8.00	$72.00	3-inch	$12.00	$90.00

BAMBOO

Best decorative plant that grows; strong bushy stock.

7-inch pots.....$1.50 each 12-inch tubs.....$6.00 each

P. S. Randolph & Sons

Wholesale Florists and Plant Specialists

R. D. VERONA, - PA.

Ready Reference Section.

10 CENTS PER LINE, NET.

AMARYLLIS.

AMARYLLIS (Hippeastrum). Imported and American seedlings, 9 to 10-in. cir., $18; 11 to 12-in. cir., $22 per 100. Tait's seedlings from very choice stock, $25 per 100; fancy stock, $1 to $5 each. C. S. Tait, Brunswick, Georgia.

ASPARAGUS.

ASPARAGUS PLUMOSUS NANUS. Extra heavy 3-in., $4.50 per 100. SPRENGERI, extra heavy, $4.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus Sprengeri Seed, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

Asparagus Sprengeri, bushy field plants, now in 4-in. pots, $12.00 per 100; 5-in. pots, extra heavy, $18 per 100. The Storrs & Harrison Co., Painesville, Ohio.

Asparagus Sprengeri, 3-in., $6 per 100; 4-in., $10 per 100. Plumosus, 2¼-in., $3.50 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.00 per 1,000. VAUGHAN'S GREENHOUSES, Western Springs, Ill.

Asparagus plumosus, fine stock, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

Azalea Mollis. Handsome plants, 15-18 in. tall, 35-40 buds, $5.40 per doz., $40 per 100. Jackson & Perkins Co., Newark, New York.

BAY TREES.

BAY TREES—Write for wholesale price list. JULIUS ROEHRS CO., Rutherford, N. J.

BEGONIAS.

Begonias, tuberous rooted, fine stock, just received. Single, separate colors, $2.75 per 100; $25 per 1,000; single mixed, $2.50 per 100, $22.50 per 1,000. Double, separate colors, $4.25 per 100, $37.50 per 1,000; double mixed, $4 per 100, $33 per 1,000; 250 at 1,000 rates. S. S. Skidelsky & Company, 1004 Lincoln Bldg., Philadelphia, Pa.

Begonias. Glory of Cincinnati, Mellor and Mrs. J. A. Peterson. Price list on application. J. A. Peterson & Sons, Westwood, Cincinnati, O.

REX BEGONIAS, mixed varieties, 3-in., $10 per 100; 4-in., 15c to 25c each; 6-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BOXWOOD.

BOXWOODS.

PYRAMIDS. Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b. Dundee, Ill. Write for prices on larger sizes.

BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.

THE D. HILL NURSERY CO., INC.
Box 404. Dundee, Ill.

Boxwood. For varieties and prices, see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BOX TREES—Standards, Pyramids and Bush. Price list on demand. JULIUS ROEHRS CO., Rutherford, N. J.

BULBS.

Bulbs. Gladiolus, all first size. Mrs. Francis King, $14 per 1,000; Augusta, $13 per 1,000; America, $15 per 1,000; Florist XXX Mixed, $16 per 1,000; Panama, $30 per 1,000; Niagara, $40 per 1,000; Mrs. F. Pendleton, $7.50 per 100; Myrtle, $10 per 100. Tuberoses, first size, 4-6 in., $9 per 1,000; medium size, 3-4 in., $5 per 1,000. Spanish Iris, 4 named varieties, $6 per 1,000. Chinese Narcissus, per mat (120 bulbs), $3. Lilium Formosum, L. Giganteum, Hardy Lilies, Spiraea and Valley. For varieties, sizes and prices, see advertisement elsewhere in this issue. Chicago White Gladiolus. Very first flowering early white variety for bench forcing. First grade, 1⅜ to 1¾-in., $18 per 1,000. Vaughan's Seed Store, Chicago and New York.

Dwarf double pearl tuberoses, Caladium, Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CANNAS.

Cannas. Yellow King Humbert, Firebird and King Humbert, 3 of each, $2; 6 of each, $3.75; 12 of each, $7. Vaughan's Seed Store, Chicago and New York.

Cannas, 2 to 3 eye roots. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

CARNATIONS.

CARNATIONS
STRONG, HEALTHY, WELL-ROOTED CUTTINGS

	Per 100	Per 1000
THENANTHOS, brilliant scarlet	$12.00	$100.00
Superb	12.00	100.00
Aviator, red	6.00	50.00
Nebraska	6.00	50.00
Belle Washburn	6.00	50.00
Beacon, red	3.00	25.00
Champion, red	2.50	20.00
Joy, red	2.50	20.00
Peerless Pink, pink	2.50	20.00
C. W. Ward, pink	2.50	20.00
Pink Sensation, pink	3.50	30.00
Mrs. Akehurst, pink	3.00	25.00
Miss Theo, pink	6.00	.....
Good Cheer, pink	4.00	35.00
Matchless, white	2.50	20.00
White Enchantress, white	2.50	20.00
White Wonder, white	3.00	25.00
Enchantress, flesh pink	2.50	20.00
Enchantress Supreme, flesh pink	3.50	30.00
Alice, flesh pink	3.50	30.00
Benora, variegated	3.00	25.00
Winsor	2.50	20.00
Victory	2.50	20.00

25 at 100 rate, 250 at 1,000 rate

A. L. RANDALL CO.,
(Plant Department)
Wabash Av., at Lake St., Chicago, Ill.

CARNATIONS—ROOTED CUTTINGS.
Enchantress, Rose Pink Enchantress, White Enchantress, May Day and Philadelphia, $2.50 per 100; $20.00 per 1,000.
Victory, $2.00 per 100; $18.00 per 1,000.
February deliveries. Cash from unknown parties

THE COLUMBUS FLORAL COMPANY,
Columbus, Ohio.

CARNATIONS.

CARNATIONS.
Standard and New Varieties.

	Per 100	Per 1000
White.		
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Enchantress Supreme	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
Peerless Pink	$2.50	$20.00
C. W. Ward	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Champion	3.00	25.00
Variegated.		
Benora	$3.00	$25.00

J. D. THOMPSON CARNATION CO.,
Joliet, Illinois

ROOTED CARNATION CUTTINGS.
Large supply of extra fine stock ready now. Our carnation cuttings are recognized everywhere as the best obtainable and are big value at the prices quoted.

	100	1,000
Champion	$2.50	$20.00
Victory	2.50	20.00
Bonfire	2.50	20.00
Carnegie	2.50	20.00
Enchantress	2.50	20.00
White Enchantress	2.50	20.00
Alice	3.00	25.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

FOR IMMEDIATE SHIPMENT.
We can save you money on strong rooted carnation cuttings.

	100	1,000
White Enchantress	$2.00	$17.50
White Perfection	2.00	15.00
Victory, red	2.00	15.00
Joy, red	2.00	15.00
Champion, red	2.00	15.00
Herald, red	2.00	15.00
C. W. Ward, dark pink	2.00	15.00
Afterglow, dark pink	2.00	15.00
Washington, rose pink	2.00	15.00
Dorothy Gordon, rose pink	2.00	15.00
Winsor, rose pink	2.00	13.00
Enchantress, light pink	2.00	14.00
Belle Washburn	5.00	45.00
Aviator, red	5.00	50.00
Nebraska, red	5.00	50.00

Look over your wants and send in your orders now while low prices are prevailing.

J. A. BUDLONG,
184 North Wabash Ave., Chicago.

Belle Washburn, the new red carnation with an unbeatable record behind it. Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country. This is purely a commercial carnation—very bright, clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress, of which it is a seedling. Prices of rooted cuttings ready for immediate delivery. 25 or less at the rate of $8.00 per 100; 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100, and orders of 250 or more at the rate of $45.00 per 1,000. All cuttings guaranteed strictly first class. Bassett & Washburn, 178 N. Wabash Ave., Chicago.

Carnations, rooted cuttings, White Enchantress and Beacon, $2.50 per 100; $20 per 1,000. James Vick's Sons, Rochester, N. Y.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CARNATIONS.

CARNATIONS.

Strong rooted cuttings from flowering wood only. Guaranteed clean and healthy.

	100	1,000
Nebraska, best of all scarlets	$5.00	$45.00
Belle Washburn	5.00	45.00
Good Cheer, fine new rose pink	6.00	50.00
Enchantress	2.00	17.50
Matchless	2.00	17.50
Mrs. Akehurst, good early rose-pink	2.00	17.50

See our ads. for Verbenas and Salvias elsewhere in these columns.

STUPPY FLORAL CO.,
St. Joseph, Mo.

ROOTED CARNATION CUTTINGS. A1 STOCK.

	100	1,000
White Enchantress	$2.00	$15.00
Pink Enchantress	2.00	15.00
Aviator (best Red)	6.00	50.00
Superb (flesh Pink)	12.00	100.00

ZECH & MANN.
30 East Randolph Street, Chicago.

Carnation cuttings. We are offering the following varieties of the best quality: Matchless, Mrs. C. W. Ward, Alice, $3 per 100, $25 per 1,000; Belle Washburn, $6 per 100, $50 per 1,000; Cottage Maid, $12 per 100, $100 per 1,000; Crystal White (1918 delivery), $12 per 100, $100 per 1,000. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Rooted carnation cuttings. A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Enchantress Supreme, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

We can handle cut carnations to good advantage on consignment and will be pleased to hear from any grower who would like to ship to us. Can also use all other seasonable stock regularly. Checks weekly.

O. A. & L. A. TONNER.
30 E. Randolph St. Chicago.

Rooted Carnation Cuttings. 100,000 Pink and White Enchantress. Extra fine stock, ready for immediate shipment, $1.75 per 100; $14 per 1,000. Percy Jones, 56 E. Randolph St., Chicago.

Cool grown carnation rooted cuttings from plants of perfect health. Standard varieties, $15 to $20 per 1,000.
V. BEZDEK, Gross Point, Ill.

Carnations, rooted cuttings, 600,000 ready for immediate shipment. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation Superb. Fine new flesh pink. Rooted cuttings, Jan., 1917 delivery, $12 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnation Cuttings. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St. Buffalo, N. Y.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS

ALEX GUTTMAN.

Chrysanthemum (Dinda), the best early lavender-pink in the market. Blooms have been selling for $6.00 per dozen since middle of September. Stock plants, 75 each; $7.50 per dozen. GUTTMANN & RAYNOR, Inc., Wholesale Florists, 101 W. 28th St., New York, or Frank Dinda, Farmingdale, L. I., N. Y.

Chrysanthemum Mistletoe, the best late white. Money maker; will bloom for Christmas, 2c each; $17.50 per 1,000. Cash. Over 100 varieties later. Send for list.

THEO. D. KUEBLER,
R. R. 6 Evansville, Ind.

CINERARIA.

CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus, in beauty, as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it, $1.50 per doz., $10.00 per 100 from 2½ in., with plenty of fine cuttings on them.
C. Winterich, Cyclamen Specialist, Defiance, O.

COLEUS, 3-in stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

CYCLAMEN, strong seedlings, $4.00 per 100; $30.00 per 1,000. Transplanted, $5.00 per 100; $40.00 per 1,000.

Rococo Erecta, new, finest ever introduced (not to be compared with the old Rococo); to be well recommended for commercial growing. Strong seedlings, $5.00 per 100, $40.00 per 1,000. Transplanted, $6.00 per 100, $50.00 per 1,000.

ERNEST ROBER,
Wilmette. Illinois.

CYCLAMEN, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c, 6-in., 50c to 75c, 7-in., $1.00 to $1.50 each; full of buds and blooms. HENRY SMITH, Grand Rapids, Mich.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DAHLIAS
Standard cut flower varieties. Lyndhurst Farm, Hammonton, N. J.

DRACAENAS.

DRACAENA INDIVISA, 6-in. pots, $25 per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

FERNS.

BOSTON AND ROOSEVELT FERNS.
4-in., 12c; 6-in., 40c; 8-in., 80c;
9-in., $1.00.
These ferns are all pot-grown, and in A-1 condition and guaranteed to be as good as any on the market. Cash with order.
FELIX KRAMER,
Blaine Street.
NILES, OHIO.

Ferns in flats, in best varieties for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

Ferns. Nephrolepis Verona. Splendid fronds, stand up well, 2-in., $8 per 100, $72 per 1,000; 3-in., $12 per 100, $90 per 1,000. P. S. Randolph & Sons, R. D., Verona, Pa.

HARDY FERNS. Illustrated descriptive catalogue and wholesale price list mailed free on application. LUDVIG MOSBAK, Ferndale, Askov, Minnesota.

Ferns. Teddy, Jr., extra quality, 5-in., 35c; 6-in., 50c. Boston, 5-in., 35c; 6-in., 50c; 8-in., $1; 10-in., $2.50. The Storrs & Harrison Co., Painesville, O.

Fine Nephrolepis ferns. For varieties and prices see advertisement elsewhere in this issue. F. R. Pierson Co., Tarrytown, N. Y.

TABLE FERNS, best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

FERNS, BOSTON. Fine heavy 4-in., $14.00 per 100; 5-in., $18.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Table ferns, fine stock, 2¼-in., $3.50 per 100; $30 per 1,000. Jas. Vick's Sons, Rochester, N. Y.

FUCHSIAS.

FUCHSIAS. Mixed varieties, 6-in. pots, 25c, 7-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

GENISTAS.

GENISTAS. 4-in., 35c, 6-in., 50c, 7-in., 75c each. Nice stocky plants, ready for bloom. HENRY SMITH, Grand Rapids, Mich.

GERANIUMS.

Geraniums. S. A. Nutt, in 3-in. pots, extra strong, fall propagated, $3 per 100; $25 per 1,000. 500 at 1,000 rate. Cash with orders. R. Vincent, Jr., & Sons Co., White Marsh, Md.

100,000 geraniums, ready now, 2 and 2¼-in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberly, Buchner, etc., $2.50 per 100, $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums, S. A. Nutt and Buchner, $13.50 per 1,000; Ricard and Poitevine, $16 per 1,000. Albert M. Herr, Lancaster, Pa.

GREENS.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

Southern Wild Smilax, $2.00 per case. WINTERGREEN GARDENS, Marion, Ala.

HYACINTHS.

Hyacinths, daffodils and tulips, 3½-in. pots, $6.50 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

HYDRANGEAS.

HYDRANGEAS OTAKSA. 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

IRISES.

Irises. Catalogue now ready. Peterson Nursery, Stock Exchange Bldg., Chicago.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

From Storage.

Lily of the valley. Orders taken now for 1917 crop of German, Swedish and Dutch pips. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

NURSERY STOCK.

Nursery Stock. Forest tree seedlings, ornamental shrubs and lining out stock. Altheas, Berberry, Deutzias, Forsythias, Privets, Spiraeas, Weigelias, etc. Send for trade list. Forest Nursery Co., McMinnville, Tenn.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

PALMS.

	Doz.	100
Areca Lutescens, 2-in.	$1.00	$8.00

KENTIA BELMOREANA.

Size	Leaves	Height	Doz.	100
2-inch	4	8-inch	$1.50	$12.00
3-inch	4-5	8-10-inch	2.00	15.00
4-inch	4-5	12-14-inch	4.50	.....
5-inch	5-6	15-18-inch	9.00	.....

KENTIA FORSTERIANA.

Size	Leaves	Height	Doz.	100
2-inch	4	8-inch	$1.50	$12.00
3-inch	4-5	8-10-inch	2.00	15.00

THE GEO. WITTBOLD CO.,
745 Buckingham Place, Chicago.

Kentias. Our stock is larger than usual; all bright, clean stock. Kentia Belmoreana, Kentia Forsteriana. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Kentias. For varieties and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

PALMS.

PALMS.

KENTIA FORSTERIANA—SINGLE PLANTS.

	Leaves		Each
6 inch pots	5-6	28 inches high...	$ 1.25
6 inch pots	6-7	32-34 inches high...	1.50
6 inch pots	6-7	34-36 inches high...	2.00
8 inch tubs	6-7	40-42 inches high...	3.50
8 inch tubs	6-7	42-46 inches high...	4.00
8 inch tubs	6-7	50 inches high...	5.00
9 inch tubs	6-7	52-56 inches high hv	7.00
10 inch tubs	6-7	60 inches high...	8.00
10 inch tubs	6-7	60-65 inches high...	12.00
15 inch tubs	6-7	8 feet high.....	40.00
15 inch tubs	6-7	9-10 feet high.....	50.00

KENTIA BELMOREANA—SINGLE PLANTS.

	Leaves		
2¼ inch pots	4	$1.50 per doz., $12 per 100 ins. high	Per Doz.
4 inch pots	5-6	16-18 45c each.....	$5.00
6 inch pots	5-6	24 each.....	1.25
6 inch pots	5-6	28 each.....	1.50
8 inch tubs	5-6	42 each.....	5.00

Specimen plants, 15-in. tubs, $75 each.

KENTIA FORSTERIANA—MADE UP PLANTS.

6 inch pots	3	26-28 inches high.....$ 2.00
7 inch tubs	3	30-32 inches high..... 2.50
8 inch tubs	3	38 inches high..... 4.00
8 inch tubs	4	48-50 inches high..... 5.00
9 inch tubs	4	52 inches high..... 6.00
10 inch tubs	4	54 inches high..... 8.00
12 inch tubs	4	60-64 inches high..... 12.00
12 inch tubs	4	66 inches high..... 15.00
15 inch tubs	4	6-6½ ft. high, heavy.. 25.00
15 inch tubs	4	7-8 inches high..... 30.00

ARECA LUTESCENS.

	Plants		Each
6 inch pots	4	bushy, 24-26 inches high.	$1.25

ASPIDISTRAS.

5 inch pots	10-12 leaves green.....$1.00
6 inch pots	16-20 leaves green..... 1.50
5 inch pots	10-12 leaves var..... 1.50

POHELMANN BROS CO.,
Morton Grove. Illinois.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 4-in., 35c each; 6-in., 75c to $1 each; 7-in., $1.25 each; 9-in. $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS. Easter Greeting, the best Easter and spring plant for bedding or pot culture. 2½-in., ready for 4-in., 9c each. Rooted cuttings, 3c. These plants are in A1 condition and guaranteed to be as good as any in the market. FELIX KRAMER, Blaine St., Niles, O.

PELAGONIUM, mixed varieties, strong, 4-in. stock, $15, 2-in., $5 per 100. Flowering plants, 6 to 8-in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PEONIES.

Peonies. Write for list. Peterson Nursery, Stock Exchange Bldg., Chicago.

PEPPERS.

Peppers. Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.
Peppers. Celestial, 4-in., $12.00 per 100; $100 per 1,000.
Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.
PYFER & OLSEM, Wilmette, Ill.

PRIMULAS.

OBCONICA PRIMULAS, 4-in., well grown stock just coming into bud and bloom, excellent pot plants for Easter and Mothers' day sale; fine assortment of color and shading, per 100, $10.00. Packed secure from frost, no charge for packing.
Also fine 2½-in. S. A. Nutt geraniums, now ready to shift. Per 100, $2.50.
Cash, Please.
JOSEPH H. CUNNINGHAM
Delaware, Ohio

PRIMULA MALACOIDES.

Extra fine stock.	100	1,000
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM, Wilmette, Ill.

PRIMULAS, Obconica and Malacoides, 2¼-in., $3. 3-in., $5, 4-in., 12.50, 6-in., $25 per 100. Chinensis, 4-in., $12.50, 6-in., $25 per 100; 4 and 6-in. in bloom. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

California Privet. Finest quality in all sizes, from one to four feet. Polish or Iron Clad Privet in sizes from six inches to three feet. Write for spring trade list. J. T. Lovett, Inc., Little Silver, N. J.

ROSES.

ROOTED ROSE CUTTINGS.

	100	1,000
Sunburst	$3.50	$30.00
Richmond	2.50	20.00
Killarney	2.50	20.00
White Killarney	2.50	20.00
Ophelia	4.00	35.00

GEORGE REINBERG,
162 North Wabash Avenue. Chicago.

New Red Rose—Donald MacDonald. A new Hawlmark red rose sent out this year by Alex Dickson & Sons. It is a money-maker for the rose grower, as no pinching is necessary. Strong, grafted plants, $35 per 100; $300 per 1,000. Own root plants, $30 per 100; $250 per 1,000. Robert Scott & Son, Sharon Hill, Delaware Co., Pa.

Roses. Rose-Pink Ophelia, a sport of Ophelia, color a beautiful rose-pink. Prices: own root, per 100, $30; per 250, $70; per 500, $125; per 1,000, $250. Grafted, per 100, $35; per 250, $82.50; per 500, $150; per 1,000, $300. Breitmeyer Floral Co., Mt. Clemens, Mich.

Roses. Extra strong, field-grown climbing roses to bloom for Easter; also hybrid perpetual roses. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Roses. From 2½-in. pots, ready for shifting into 3½-in. and 4-in. pots and are splendid stock for growing on for spring sales. For varieties and prices see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

ROSES. American Beauty and other varieties, 6-in. pots for Easter forcing, 35c to 50c each. Kaiserin and Maryland, 2-in., $4, 3-in., $8 per 100. HENRY SMITH, Grand Rapids, Mich.

Roses, on Canina stocks. Write for prices and ask for the new Polyantha Mary Bruni. Royal Nurseries, Gratama Bros. & Co., Hoogeveen, Holland.

Roses. American Beauty Bench Plants. $8 per 100; $75 per 1,000. Ready now. Wm. Dittman, New Castle, Ind.

Roses: Pot-grown, 2¼ and 4-in. Field-grown, to pot 4 to 5-in. The Leedle Floral Co., Springfield, O.

SNAPDRAGONS.

SNAPDRAGONS. White, pink and yellow, 2-in. pots, $3 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

SURPRISE SEED OFFERS.
2,000 seeds, trees, shrubs, vines, ferns, 20 varieties, 100 each for $1.25; 200 seeds, Acacia Podalyriaefolia, 35c; 1,000 seeds smilax, 35c; 1,000 seeds Ampelopsis Veitchii, 50c; 700 palm seeds, 5 varieties, 50c.
GEO. LEAVER
P. O. Box 1049 Los Angeles, Calif.

ASPARAGUS LUTZII SEEDLINGS. $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Ia.

Seeds. Beebe's Early Prolific Tomato. It is the earliest and most prolific of all tomatoes. Continues bearing from early in June until cut by frost. Pkt., 20c; oz., 75c; ¼ lb., $2. Write for catalogue, German or English. German Nurseries and Seed House, Beatrice, Neb.

Seeds. Asparagus Plumosus Nanus, greenhouse grown, 1,000, $3.50; 10,000, $32.50. California grown, 1,000, $2.50; 10,000, $22.50. Arthur T. Boddington Co., Inc., 128 Chambers St., New York.

SEEDS.

Beans. For immediate delivery while they last. For varieties and prices see advertisement elsewhere in this issue. Harris Bros. Seed Co., 724 South Main St., Mt. Pleasant, Mich.

Seeds. Dreer's reliable flower. For varieties and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, sweet peas, Spencers, grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seed. Tomato. Genuine Balch's Fillbasket, greenhouse grown from selected plants. Packet, $1; 6 packets, $5. Willey's Farm, E. Patchogue, Long Island, N. Y.

Seeds, Bean, cucumbers, muskmelon, watermelon, squash and sweet corn. Michigan-grown radish our specialty. S. M. Isbell & Co., Jackson, Mich.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Winter Orchid Flowering Sweet Pea. Price list now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Vaughan's Flower. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Peas, beans and sweet corn. Michigan and Iowa grown. Sioux City Seed & Nursery Co., Sioux City, Iowa.

Seeds, Tomato. For varieties and prices see advertisement elsewhere in this issue. J. Bolgiano & Son, Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds, Beet, sweet corn, garden bean, onion sets and seed potatoes. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed, Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

Seeds, Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Cucumber and Muskmelon. Pure stock, good deliveries and moderate prices. R. H. James, Rocky Ford, Colo.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds. flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds. Onion, lettuce, radish, etc. The Kimberlin Seed Co., Santa Clara, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Vegetable, flower and farm. Henry Mette, Quedlinburg, Germany.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

STRAWBERRY PLANTS.

Progressive and Superb, $5.00 per 1,000. Other varieties as low as $1.50 per 1,000. Catalog free. L. G. Tingle, Box 170, Pittsville, Md.

VERBENAS.

VERBENAS.

Large, well-rooted cuttings of Verbenas in eight good named varieties. Clean, healthy stock, free of mildew. Shipped under separate labels, but in collection only. $1.00 per 100, $9.00 per 1,000.

See our ad for carnations elsewhere in these columns.

STUPPY FLORAL CO.,
St. Joseph, Mo.

VINCAS.

Vincas, rooted cuttings, $10 per 100; strong field-rooted tips, one to three leads, 2¼-in., $3 per 100, $25 per 1,000. James Vick's Sons, Rochester, N. Y.

Vinca variegata, 2-in., $2 per 100; $20 per 1,000. Elmer Rawlings, Allegany, N. Y.

MISCELLANEOUS.

Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Choice landscape, decorative and forcing stock for florists' trade. For varieties see advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Munson, 1353 N. Clark St., Chicago.

Glass cloth. A transparent waterproof fabric for all forcing purposes. Sample, 3x6 feet, 50c prepaid. Turner Bros., Bladen, Nebraska.

Clay's fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Aetna Brand Tankage Fertilizer. Write for prices. Farmers' and Florists' Fertilizer Co., 809 Exchange Ave., Room 5, Chicago, Ill.

Use Evans' Challenge Vent Machine. Write for catalog. John A. Evans Co., Richmond, Ind.

Japanese miniature gardens, fern dishes, vases, flower pots, jardinieres, etc. Nippon Garden, Inc., 259 Fifth Ave., New York.

MISCELLANEOUS.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works, 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Baskets, pansy and verbena. For sizes and prices see advertisement elsewhere in this issue. G. P. Read, Inc., 199 Duane St., New York.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogues. Giblin & Co., Utica, N. Y.

Wizard brand manures. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $1.85; 50,000, $8.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Tile greenhouse benches. Write for circular. Camp Conduit Co., Cleveland, O.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

GREENHOUSE INSURANCE.

Cyclone and hail insurance; also insurance on growing crops while in the fields. The American Mutual Cyclone and Hail Insurance Co., Muncie, Ind.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. We design, manufacture and build greenhouses of every style and size. Building material of all kinds. American Greenhouse Mfg. Co., 1000 Masonic Temple, Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Greenhouse construction. Builders of greenhouses and conservatories of every description. Lord & Burnham Co., 42d Street Bldg., New York.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. Estimates on request. The Foley Greenhouse Mfg. Co., 31st and Spaulding Ave., Chicago.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

INSECTICIDES.

Nicotine. The Grasselli Chemical Co., Cleveland, Pittsburgh, St. Louis, New York, Cincinnati, St. Paul, Boston, Detroit, Birmingham, Chicago, Milwaukee, New Orleans.

Aphine, $1 per qt.; $2.50 per gal. Fungine, 75c per qt.; $2 per gal. Vermine, $1 per qt.; $3 per gal. Scaline, 75c per qt.; $1.50 per gal. Nikotiana, $1.50 per qt.; $4.50 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

POTS AND PANS.

Kramer's pot hangers, $1 per doz., by express. I. N. Kramer & Sons, Cedar Rapids, Iowa.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Pots. Hews' standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

Red pots. Geo. Keller & Sons, 2614-22 Herndon St., Chicago.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for $1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 85c; 500, $3; $5.50 per 1,000.

Pipe stems, about 6 feet, per 100, 60c; per 1,000, $5. Vaughan's Seed Store, Chicago.

WIRE WORK.

Florists' wire designs and fancy wire lamp shades. NORTHWESTERN WIRE WORKS, 228 13th Ave., N. E., Minneapolis, Minn.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

If You Want Full Value In Greenhouse Material

YOU SHOULD INVESTIGATE GARLAND QUALITY PRODUCT.

Garland gutters have proven their wonderful value in their **twenty-five years** of satisfactory service, outlasting all known records of wooden gutters. Our woodwork, and truss frame construction are such as to uphold the enviable reputation of these wonderful gutters. Our catalogue? Surely!

GARLAND MANUFACTURING COMPANY

DES PLAINES, LOUIS WITTBOLD, President. **ILLINOIS.**

A. HERRMANN

Baskets,
Florists' Supplies
404-412 East 34th St. NEW YORK

GLASS CLOTH

A transparent waterproof fabric, guaranteed to generate about the same warmth and light as glazed sash, or money back. For all forcing purposes. Sample 3x6 feet, 50c prepaid.
PLANT FORCERS.
TURNER BROS., Bladen, Nebraska

Lord & Burnham Co.

Builders of Greenhouses
NEW YORK BOSTON PHILADELPHIA
CHICAGO ROCHESTER CLEVELAND
TORONTO MONTREAL

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE, $1.50.

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. PRICE, $1.50.

American Florist Co., 440 S. Dearborn St., Chicago

Philadelphia Bowling.

Great interest is being shown in the bowling tournament which opened January 29. Some excellent scores were put up and it is predicted that a good team will be gotten together for the contest at the S. A. F. convention in New York in August. Teams No. 1 and No. 2 played on January 29 and teams No. 3 and No. 4 went into the game February 1. The scores are as follows:

Team No. 1.			
Engler, W. H.	188	225	162
Muth, W. J.	142	168	198
Colfiesh, Wm.	147	161	137
Brown, J. M.	142	116	168
Wanger, W. H.	145	156	148
Total	764	826	813
Team No. 2.			
Robertson, W.	222	165	157
Niessen, H.	86	86	125
Adelberger, F.	128	160	158
Michell, F. J.	143	144	129
Niessen, L.	104	149	104
Total	683	704	673
Team No. 3.			
Robertson, W.	218	186	148
Neidinger, J.	104	126	101
Gieger, N.	139	138	123
Gehring, W.	112	101	100
Gaul, W.	158	167	149
Total	731	718	621
Team No. 4.			
Colfiesh, D.	135	174	164
Connor, D.	137	158	184
Andre, L.	133	219	149
Burton, Geo.	142	120	118
Betz, H.	123	140	132
Total	670	811	747

F. C.

Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.

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ADVANCE MATERIALS

are unequalled.

A trial order convinces. Fair and square dealings. Get new catalog, free.

Advance Co.
Richmond, Ind.

The Regan Printing House

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CATALOGUES

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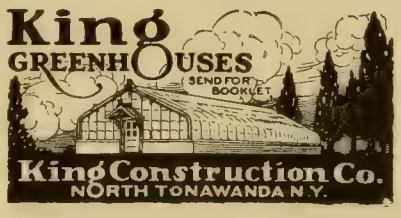
Mention the American Florist when writing

PERFECT HOUSES

Our houses are all model buildings. Up-to-date, strong, durable, perfectly made and perfectly built. Price right.

MASONIC TEMPLE BUILDING.



REFRIGERATORS

WRITE FOR CATALOG

Buchbinder Bros.
518 Milwaukee Ave., Chicago, Ill.

BOOKS FOR FLORISTS

The following books should be in every florist's and gardener's library. Send prices quoted and we send the books.

Mushroom Growing.—By B. M. Duggar. 200 pages, fully illustrated. Price, $1.50.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, $1.50.

The Goldfish.—By Hugo Mulertt. 160 pages, handsomely illustrated. Price, $2.

Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.

Landscape Gardening.—By Sam'l Maynard. 338 pages, 165 illustrations. Price, $1.50.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, $1.21.

The Rose.—By H. B. Ellwanger. Its cultivation, varieties, etc. A complete guide. Price, $1.25.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, $1.20.

The Book of Water Gardening.—By Peter Bisset. 200 pages and 139 illustrations. Price, $2.50.

Hedges, Windbreaks, Etc.—By E. P. Powell. 140 pages, with 22 illustrations. Price, 50 cents.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, $10.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, $1.50.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, $1.50.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, $1.50.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, $2.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, $6.

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Address of Mrs. Ella Grant Wilson, Cleveland, O., before the Chicago Florists' Club, February 8, 1917.

Did you ever stop to think of this—that the florist business is the only business in the world that rests wholly on sentiment? Love is the cornerstone of our work; take that out and the whole florists' business would collapse. It is the very foundation stone upon which everything rests! Take it from the birth of the new born baby to the old person going to his grave. It is the florist that strews the love tokens throughout his life—all expressed in nature's choicest gift to man—flowers. It has been said that love is the greatest force in the world. The florists have used that force as the basis of a great business enterprise. We have capitalized a sentiment.

We have made supplying love tokens, or expressions of the heart a commercial proposition. It is a fine balance that must be maintained to play up the sentiment of our work, and still adjust it to a commercial proposition. The florist who runs all to sentiment soon finds his pay roll short, and the man who run it wholly on a commercial basis (I am speaking of the retail florists now), soon loses out with the public. It's the man who adjusts the two to a fine balance who wins out. What is our great Easter trade but love and friendship tokens? What is Christmas but the same? Also Mother's day, St. Valentine's day, flowers for the sick—for the loved one who has left us? What influences the gifts to the graduate? to the debutante? to the—to the "best girl in the world"? or to the mother of the new born babe? Stop and think of it. There is not an order that goes out of the retail store that was not prompted in some way by this great moving force, love. If this is the case, and I ask you to disprove it, if you can, why do not florists make more use of this sentiment? Why do they not play it up more? Penn, of Boston, and Schling, of New York, are learning the uses of this human interest story and use it freely in their work and in their publicity campaigns. In fact, some of their advertising is wholly devoted to the sentiment of flowers, and the commercial idea does not enter into it.

The growers, the wholesalers, the supply men, have got their end of the work on a commercial basis. They do not come into direct contact with the consumer. The consumer is actuated by sentiment when he seeks the florist, and unless you render the service that he demands, you are not going to keep him for a permanent customer. The successful retail florist must be a mixture of adaptability, of tact, of sentiment, of service, and must combine in one individual artistic ability of a high order, with business sense, which same must be expressed in bookkeeping terms. The commercial—the artistic and the sentimental, are seldom combined in one individual. This being so, brings us up to the point where we must specialize. The man who has not all these qualities, looks for the missing element in others. The florist, who has the commercial bent, looks for the artistic and the sentimentalist, and vice versa. This is an age of specializing. The Cleveland Florists' Club, through its chairman of publicity, H. P. Knoble, came to realize what a force this was and how it could be utilized by publicly cultivating the sentiment of love expressed in flowers. Publicity is a great force, a powerful factor. Why not combine them? So we talked it over and decided to try it out. The florists of Cleveland, the retail florists with the assistance of the wholesalers, and a few growers, raised a fund for community advertising, about $2,000 at first. It was planned to advertise impersonally. Then I commenced to write short storiess about the sentiment of flowers. At first the newspapers were a little shy of us, thinking we had an ax to grind, but we persisted. At first not more than one story in six got across, but I kept at it; in fact bombarded them with floral

dope and at last they began to "sit up and take notice." Now it is very seldom that our story does not get into print. I work under the editors' direction, give them just what they ask for, and try to give it the slant that their particular paper requires. I found very early in the game that good photos to illustrate the stories with, were an absolute necessity, if I was to succeed in this line of work; again, the same line of ideas or photos must not be used in rival newspapers. Right here was where I soon learned one lesson; that I must never, absolutely never, mention one paper, or what I was doing for it, to the other. The result is now that I am greeted as a friend in all the various offices. But woe betide me, if I should inadvertently mix my subject matter, and repeat the words or ideas used in the other fellow's copy.

THE EVOLUTION OF THE WORK.

The first year I went a little slow, feeling out my way. The second Easter, Mr. Knoble told me to "go the limit," which meant to get all the articles into the papers I could get them to take. I went to the editors and told them I would give them "feature pages." Mr. Knoble said, "play up corsages," and I did—I got both Sunday papers to play up full pages of girls and corsages. We got girls and the latest gowns—and corsages. I had six or eight of our leading florists make up their most artistic corsage creations and send them to the photographic rooms of the papers, where the official photographer posed them under the direction of the Sunday editors. Well! It's a matter of history yet what it did for that Easter. Easter in Cleveland had always been a good plant day, a church day, a flower day in the home—but that Easter! Corsages took the lead, corsages ran way ahead! I counted 97 corsages in three blocks on Euclid avenue, Easter afternoon, and the whole city wore corsages. These results, and we were the only city in the United States that reported such corsage sales, woke the boys up to what could be accomplished with publicity. You see before you the scale upon which the work has been carried on during the past year. Altogether, it represents some 1,800 inches, which reduced to pages, aggregates 10½ full newspaper pages of floral matter, which, if it was paid for at space rates, would have cost the Cleveland florists $2,960.58. Through the Cleveland method of publicity, this space cost $906.46. You ask me, What is your method? We furnish this matter to the newspapers free, without cost to them. I am paid from the publicity fund at the rate of 40 per cent of the advertising rate of the newspaper for the illustrations and $10.00 per 1,000 words, but the cost of making so many photos is growing so rapidly we are now charging this year 40 per cent on all space used. This simplifies the matter very much. In addition to this, I am allowed to use whatever flowers, ribbons, or accessories I need to make the illustrations with. The flowers used are usually given to the girls who so kindly pose for the pictures. Our photographic expense is large. For the past year it footed up $304, not counting the time of two of us. We have built up an organization now to handle this work—and have behind us 88 scrap books of live ideas—which we find invaluable.

Publicity and It's Influence.

Paper by James H. Burdett, former secretary of the Horticultural Society, read before the Chicago Florists' Club, February 8, 1917.

This is an age of publicity. The extent to which our national expenditures are influenced by advertising is sure to amaze anyone who studies it for the first time. Take your own household, for example. Set down the money which goes to buy things which you may need, but which you would not know you needed if it were not for advertising. It will probably astonish you. If a man wants to save money, one of the best ways would be to keep newspapers out of the home and cut out the advertising pages of all the magazines. But who wants to save money that way? Every time we discover a new need, and are able to fill it, our lives are made just so much

J. H. Burdett.

more worth living. And advertising always undertakes to show you not only what you need but also how to get it. Most of you here lived quite happily, no doubt, before you purchased automobiles and phonographs. You didn't know you needed them. But when you have been persuaded by the flood of advertising that you do, and have purchased either one or both, you will not be willing in the future to get along without them. They render a service which you were formerly very happy to do without, but which, now that you have experienced it, you will not sacrific if you can help it. The advertising which these two articles have received to such an enormous extent, has educated you and made you a buyer for life of automobiles and phonographs or their supplies.

These two articles were practically unknown 15 years ago. There was no market for them then, though the florists' business was a substantial commercial factor. There have been changes in the florists' business in 15 years, but not rapid changes nor very great. There has been a slow and very gratifying growth. Now, as then, the foundation of the business is the universal use of flowers in religious ceremonies, particularly weddings and funerals. Aside from this demand, the florists' income, now as then, is derived from those persons who have been taught to consider flowers as desirable on other occasions than weddings and funerals. These persons are necessarily of that class which has some money left over, after paying for housing, food, and clothing. This is a restricted class, but is all the time getting larger. In foreign countries it is chiefly a class that has inherited its money and its habits. In our eastern states this is less true than abroad, but more true than with us. Persons who have inherited money, are very likely to have the habit of buying flowers; if their parents have been persons of culture, they have educated their children in good taste and a love for the beautiful. But with us, only a very small proportion of those who have surplus incomes, have inherited their money. Ninety per cent have made it. They have indeed inherited habits; but they inherited no flower buying habits. Their youthful training probably was just the other way. Most likely they were taught to look upon flowers as expensive and unnecessary. If their opinions are to be changed, they must be re-educated on this point. To some extent these persons are being re-educated at present. They come in contact with others who buy flowers, they see floral decorations at dinners, in former years they attended the annual flower shows and thus slowly the number of flower buyers is added to by the education of non-buyers into buyers. So in 15 years we have seen business grow, greenhouse ranges expand, and retailers become more numerous and more prosperous, without the florists expending any large sum in advertising or conducting any systematic campaign of publicity. But what have we seen at the same time? We have seen enormous new businesses built up in selling automobiles and phonographs, which did not exist 15 years ago, but which in that time have gone far ahead of the florists' business. If the manufacturers of these articles had followed the same methods as the florists and left buyers to educate themselves, their growth could not have been anything to compare with what has taken place. But instead they put great sums of money and the best brains they could buy into an advertising campaign which has performed the task of educating the public in a few years and achieved a growth which, without advertising, would have taken generations.

As a result, upon what does the average family spend the most money today, flowers or phonograph records? Yet they do not need one more than the other. They merely know they want the phonograph records, and do not know they want flowers.

It must be evident to every florist that he, like the maker of phonographs, can profit by advertising his wares, and by teaching persons who do not know about flowers how greatly they can add to the enjoyment of life by buying them oftener. But there is something more in this condition than an opportunity. There is a danger, a menace. The florists can increase their business greatly if they will educate the public, but on the other hand they are constantly slipping backward when they do not do so. There is only so much surplus income in any community, a few million dollars above the sum required to house, to fill the stomachs and to clothe the bodies of the inhabitants. Every dealer in wares which are not absolute nec-

essities is competing for his share of that surplus. There is always danger that somebody else may get your share. The piano trade has suffered tremendously from the sale of phonographs and automobiles. Money which formerly went into pianos now goes for the newer attractions. Theaters suffered greatly from the sale of automoblies until the "movie" craze offered a way to utilize empty playhouses; and now the saloons—thank heaven!—are complaining that the "movies" are cutting into their business.

Just how much the florists may have suffered from the popularity of better advertised articles is chiefly conjecture. Certainly it has lessened the growth of the industry. It is beyond doubt that every product which must depend upon surplus income for sales, which can only be purchased after the absolute necessities of life have been procured, is resting on an unstable foundation. In times of stringency it is the first to suffer. In better times it is not sure to share prosperity. Every other article of luxury is competing against it, and it must fight to retain its share of the general surplus. The phonograph has overcome the piano, the automobile has destroyed the carriage industry, and now the flower growing business, already outstripped by other infant enterprises, is threatened more directly by the growth of sentiment in favor of artificial flowers.

Fashion is fickle. We have hundreds of instances of industries destroyed by the whim of fashion. It may seem impossible that artificial flowers, now so fashionable for personal wear, can become the thing for table decorations, funerals and weddings. Unnatural as it may seem, there have been still more unnatural fashions. The big mercantile houses which have so perfectly developed advertising and publicity methods that they can create fashions at will are not going to let so promising a field for profit get away easily. I remember reading that Stanley Field, who has plenty of money to promote such things, has offered a large money prize to encourage the invention of a method of making artificial flowers which will be more like the natural product. When the method is found and the goods are manufactured, the market will be created, if it lies in the power of unlimited money, the cleverest brains, and printers' ink to do it. And what weapon will the florists have to oppose such a campaign?

Publicity is the only weapon which can oppose it. Therefore every dollar which is expended upon the development of publicity methods and the conduct of a publicity campaign serves two purposes: It not only gets new business, but it buys an insurance policy to protect the business you have.

Retail florists hesitate, and very wisely so, to buy advertising space in large quantities. Your business is not like the department store's. You cannot all attract buyers from every part of the city. Those who are downtown can advertise profitably, but those who are obliged to depend upon a neighborhood trade are buying lots of useless circulation when they buy newspaper space, and unless they appeal to a very well-to-do clientele they cannot afford to spend large sums in this way. Then, again, when a retail florist advertises, he is not trying to educate the non-buying public. He is trying to attract to his store those who are already flower buyers. To a certain extent, his advertising does help others. Every time you force the public to think about flowers you are helping the business in general. But, chiefly, the retail advertiser appeals to the existing buyer, and advertises his own particular wares rather than flowers in general. If there were enough of this sort of advertising its general effect would stimulate business, and its amount would force the newspapers to run columns of flower fashions, as they do of millinery notes. But retail advertising will probably never be sufficient to bring this about. I remember 10 years ago talking to James Keeley, one of the best friends the florists have, because, as he says, he was born in a greenhouse in England, and carried flowers to the Covent Garden market in his childhood. I suggested that if the Tribune, of which he was then editor, would print a column of notes on flower fashions he could get advertising to make it worth while. He said it was hopeless—that the florists did not know the value of advertising. Since then some of them have proved they do know and that they can make it profitable. But, if a real impression is to be made upon the public it will not be by the individual efforts of competing retailers. A co-operative effort must be made in which everyone will help.

Everyone can afford to help in an educational campaign. Even though you have a fellow member of this club who has a store right across the street from you and is competing with you for every bit of business, you can both afford to help out in an educational campaign. You are competing, yes; but you are competing only for the business of flower buyers. You are not competing for the trade of non-buyers. The great proportion of the public, which never buys a flower except for a funeral, does not pay a cent of profit to either of you. In a campaign which is intended to make him become a flower buyer you are equally interested. You have an equal chance

DESIGN FOR THE FUNERAL OF THE LATE ADMIRAL DEWEY.

By George C. Shaffer, Washington, D. C. Cattleyas, Rubrum Lilies and Callas.

of getting his trade. If 10,000 new buyers can be brought into the market, each retailer can get his share of them. And the retailers are by no means alone in this interest.

The wholesalers have even more at stake. Every new flower buyer means a larger market for their products. Advertising which appeals to existing buyers may not mean much to them; but any new business which can be developed brings more money in their pockets. In some lines general advertising is carried on entirely by manufactureres and jobbers. The producers of flowers are just as much interested in educating the public to buy their wares at the retail stores as the manufacturers of soap are in stimulating trade at the grocery stores.

The last point I wish to make is that publicity of this sort is an investment. Once teach a man to buy flowers, and he will continue to buy them, when he can afford to do so, all his life. An investment by this club, or any other florists' club, in a publicity campaign to teach the public to buy flowers is at once an insurance premium to protect the business you have, a promotion expenditure to increase your business, and an investment which will pay dividends for years to come through the continued purchases of every new buyer you can educate.

Organization Publicity.

Address by Royce P. Eckstrom, of Eckstrom Advertising Agency, Chicago, before the Chicago Florists' Club, February 8, 1917:

One of the previous speakers has addressed you ably and at length on "publicity as a means of increasing the sale of flowers" and has used that term in the sense of "free copy." I will accept, for this evening only, that definition, inaccurate as it is in my estimation, but as she has covered the subject very thoroughly, I will confine my remarks to advertising in the sense of copy paid for at regular card rates.

Advertising by associations was unknown until recent years. Individual firms bought space to develop the demand for their own brands of goods, and in the majority of cases with excellent results, but they looked askance at any and all attempts to get their national or local organizations interested in campaigns involving the use of newspapers or magazines. They considered the idea as chimerical and the money so used as wasted. This attitude prevailed until they were forced into collective advertising by changing trade conditions. Now national associations in practically every line of industry either are or have in contemplation, movements that involve vast expenditures for printer's ink.

The dairymen, fruit growers, apple growers, lumbermen, building material firms, silk manufacturers, citrus, almond and raisin industries and even public utilities such as the railroads have taken to advertising either to protect their own interests or to develop new business. This evolution has been natural. In the lumber industry, some statistician discovered a few years ago that cement, brick and metal would in a comparatively short time totally eliminate wood in certain lines of construction unless the tendency was changed. To turn this tide, the cypress, white pine and now the oak men went into advertising, first to develop the use of their own woods, and secondly to aid in winning back the general market. There has resulted still another development, for while the individual associations continue to advertise their own products, they are not collectively pushing "wood" by advertising its advantages through educational copy. The lumber organizations I have mentioned will spend over $300,000 during the course of this year. The warm air furnace men, who are waging a campaign against steam, will spend $50,000 more to prove the healthfulness of warm air heated homes. The citrus, almond and raisin industries will add another $100,000 and so the astounding story runs, proving conclusively that association advertising pays.

When the collective movement started an effort was made to accomplish the desired results through "publicity." The attempts failed, although there was a time when free space could be easily obtained by expert publicity people. A firm of which I was later a member was able to secure for four clients during a period of many years free publicity reaching the value, in space, estimated on the basis of regular space rates, of over $300,000 a year, for which it was handsomely paid. But that, gentlemen, was years ago.

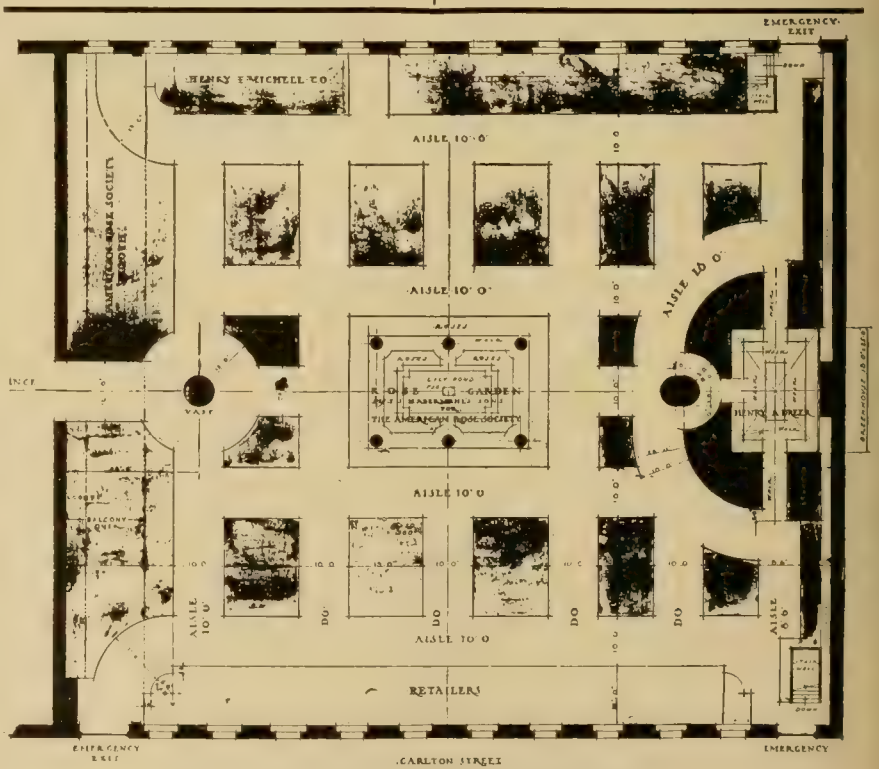
I appreciate as probably does no one else here tonight the splendid work done in Cleveland, where Miss Wilson declares 10 pages of free publicity valued at over $2,000 were obtained last year. I know how difficult her task must have been for I have been city editor of two Chicago papers and have handled some of the largest publicity accounts of the last decade. But, gentlemen, while I do not mean to criticise, I can not but say from experience that a change has come about and what was ethical 10 years ago is taboo and almost impossible now. The evolution has been due to a vigilance committee of the American Newspaper Publishers' Association, the Associated Advertising Club of America, and here in Chicago, the local organization of the American Publishers. These organizations consist of practically every paper of any standing. They bulletin press agents until they call the attention of every publisher in the country to the work being done.

I do not mean to say that publicity campaigns are impossible even under these conditions. A couple of years ago two of them went over with great success. These were the "Swat the Fly" and the "Individual Drinking Cup," but there is a question in my mind whether the companies that backed these two efforts did not pay more for advertising and publicity combined than they would have paid to accomplish the same result had they used advertising only.

Publicity is difficult to put over for several reasons. In the first place, the newspaper publisher is selling his space just as you are selling your flowers, and publicity that is of value to you, must naturally carry advertising value. It may be veiled, but it must be there, consequently the publisher demands cash in return for his space, especially in Chicago where rates are high and circulation large.

The automobile industry is getting more free publicity than any other and it is today the heaviest advertiser. The moving picture companies realize the futility of trying to get space in large quantity without advertising and you will notice that they are beginning to use big spreads in both the newspapers and magazines. They are adepts in the art of getting something for nothing, but they also are among the wisest and shrewdest students of advertising, and they are beginning to pay their way, knowing that they cannot ride very far on a free ticket.

There is another reason for the uncertainty of publicity results which is often forgotten or not known by men and women outside of the newspaper field, and that is the effect news has on the amount of space obtainable. At the present time it is almost impossible to jimmy into any newspaper of standing any piece of publicity be-



FLOOR PLAN, NATIONAL ROSE FESTIVAL.
First Regiment Armory, Philadelphia, Pa., March 20-23, 1917.

CHRYSANTHEMUM SOCIETY OF AMERICA

REVIEW OF THE WORK OF THE EXAMINING COMMITTEES FOR THE SEASON OF 1916.

Name of Variety	Where Shown	Date	Exhibited by	Color	Type	Scale	Color	Form	Fullness	Stem	Foliage	Substance	Depth	Size	Total
Smith's Imperial	Chicago	Oct. 28	Elmer D. Smith & Co., Adrain, Mich.	White	Jap. Inc.	Com	19	14	10	14	14	14		9	94
Smith's Imperial	Philadelphia	Oct. 28	Elmer D. Smith & Co., Adrian, Mich.	White	"	"	17	14	9	14	13	13		9	89
Smith's Imperial	New York	Oct. 28	Elmer D. Smith & Co., Adrain, Mich.	White	"	"	17	13	9	13	14	14		8	88
Smith's Imperial	Boston	Oct. 28	Elmer D. Smith & Co., Adrain, Mich.	White	"	"	18	13	9	13	14	13		8	88
Smith's Imperial	Cincinnati	Oct. 28	Elmer D. Smith & Co., Adrain, Mich.	White	"	"	18	14	10	15	15	14		9	95
Yondota	Chicago	Oct. 28	Elmer D. Smith & Co., Adrain, Mich.	Pink	"	"	18	14	7	14	14	12		9	88
Yondota	Cincinnati	Oct. 28	Elmer D. Smith & Co., Adrain, Mich.	Pink	"	"	18	12	7	14	14	12		9	86
October Herald	New York	Oct. 28	Elmer D. Smith & Co., Adrain, Mich.	Golden Bronze	Japanese	"	19	13	8	13	13	13		8	87
October Herald	Cincinnati	Oct. 28	Elmer D. Smith & Co., Adrain, Mich.	Golden Bronze	"	"	19	13	9	13	13	14		9	90
October Herald	Chicago	Oct. 28	Elmer D. Smith & Co., Adrain, Mich.	Golden Bronze	"	"	19	14	9	14	14	14		9	93
Miss Anola Wright	New York	Oct. 28	Elmer D. Smith & Co., Adrain, Mich.	Pink	Jap Inc.	Ex.	15	12	14	4	4		12	25	86
Miss Anola Wright	Philadelphia	Oct. 28	Elmar D. Smith & Co., Adrain, Mich.	Pink	"	Com.	18	14	9	12	12	11		9	85
Helen Lee	Chicago	Nov. 11	Elmer D. Smith & Co., Adrain, Mich.	Light Pink	"	"	18	14	9	12	14	14		9	90
Helen Lee	Cincinnati	Nov. 11	Elmer D. Smith & Co., Adrain, Mich.	Light Pink	"	"	15	12	10	13	13	14		8	85
December Queen	"	Dec. 2	Elmer D. Smith & Co . Adrain, Mich.	Yellow & Bronze	"	"	19	13	9	14	12	13		9	89
The Crest	"	Dec. 2	Elmer D. Smith & Co., Adrain Mich.	White	Anemone		35	16		18		16			85
Nag. Ir. Roc	Philadelphia	Nov. 8	Chas. H. Totty, Madison, N. J.	Yellow & Bronze	Jap. Inc.	"	18	13	9	13	13	12		9	87
Nag. Ir. Roc	"	Nov. 8	Chas. H. Totty, Madison, N. J.	" " "	"	Ex.	14	14	13	4	4		14	26	89
W. H. Waite	"	Nov. 8	Chas. H. Totty, Madison, N. J.	Bronze	"	Com.	18	14	9	13	13	14		9	90
W. H. Waite	"	Nov. 8	Chas. H. Totty, Madison, N. J.	Bronze	"	Ex.	14	14	14	4	4		13	26	89
Louise Pockett	"	Nov. 8	Chas. H. Totty, Madison, N. J.	White	"	Com.	18	14	9	13	12	13		9	88
Louise Pockett	"	Nov. 8	Chas. H. Totty, Madison, N. J.	"	"	Ex.	14	14	14	4	3		12	27	88
Niphetos	Chicago	Oct. 28	E. G. Hill Co., Richmond, Ind.	"	"	Com.	18	13	9	13	13	14		10	90
Niphetos	Cincinnati	Oct. 28	E. G. Hill Co., Richmond, Ind.	"	"	"	19	12	9	12	11	14		9	86
Richmond	"	Oct. 28	E. G. Hill Co., Richmond, Ind.	Yellow	"	"	17	14	10	13	12	13		8	87
Richmond	Chicago	Oct. 28	E. G. Hill Co., Richmond, Ind.	"	"	"	18	15	10	13	13	14		8	91
Richmond	New York	Oct. 28	E. G. Hill Co., Richmond, Ind.	"	"	"	18	13	9	13	13	13		7	86
No. 92	Chicago	Nov. 12	E. G. Hill Co., Richmond, Ind.	"	"	"	16	14	9	15	15	14		7	90
No. 69	"	Nov 12	E. G. Hill Co., Richmond, Ind.	"	"	"	17	10	8	13	14	14		7	83
Browning	Philadelphia	Nov. 18	E. G. Hill Co , Richmond, Ind.	Light Bronze	"	"	18	13	9	13	11	13		8	85
Browning	New York	Nov. 18	E. G. Hill Co., Richmond, Ind.	" "	"	"	18	10	8	13	12	12		7	80
Whittier	Philadelphia	Nov. 18	E. G. Hill Co., Richmond, Ind.	" "	"	"	18	14	9	13	13	14		8	89
Whittier	New York	Nov. 18	E. G. Hill Co., Richmond, Ind.	" "	"	"	17	13	9	14	12	13		7	85
Mrs. C. C. Pollworth	Cincinnati	Oct. 28	C. C. Pollworth Co., Milwaukee, Wis.	Yellow	"	"	17	13	7	14	14	13		8	86
Mrs. C. C. Pollworth	Chicago	Oct. 28	C. C. Pollworth Co., Milwaukee, Wis.	"	"	"	17	13	9	14	14	13		9	89
Mrs. C. C. Pollworth	Philadelphia	Oct. 28	C. C. Pollworth Co., Milwaukee, Wis.	"	"	"	18	14	8	14	13	14		8	89
No. 3	"	Nov. 8	G. A. Lotze, Glen Burnie, Md.	"	"	"	18	14	9	14	13	13		8	89
Sport of Pink Seedling	Boston	Nov. 18	F. Dorner & Sons Co., Lafayette, Ind.	Light Pink	Jap. Reflex	"	15	13	9	14	14	14		9	88
Hilda Canning	Chicago	Nov. 12	C. W. Johnson, Morgan Park, Ill.	Bronze	Pompon	Pom.	38	18	18	18					92
Louise Uihlein	"	Nov. 12	James Livingstone, Milwaukee, Wis	Yellow	Anemone	Ane.	36	15	18	20					89
Edelweiss	"	Nov. 18	Deerfield Nurseries, Deerfield, Ill.	White	"	"	35	18	16	16					85
Ella	"	Oct. 28	H. W. Wehrmann, Maywood, Ill.	Bronze Yellow	"	"	35	18	18	18					89
Annie	"	Oct. 28	H. W. Wehrmann, Maywood, Ill.	White	"	"	35	18	18	19					90
Rosamundi	Philadelphia	Oct. 28	H. F. Michell Co., Phil. Pa.	Pink	Single	Sgle.	36	18		16		16			88
Delicata	"	Oct. 28	H. F. Michell Co., Phil. Pa.	Cameo Pink	"	"	34	17		17		18			86
Gorgeus	"	Oct. 28	H. F. Michell Co , Phil. Pa.	Red	"	"	30	16		15		18			79
Mrs. E. M. Horne	"	Nov. 8	Manus Curran, Sewickley, Pa.	Bronze	"	"	35	18		17		18			88
J. Hamilton Lewis	Chicago	Nov. 4	Peter Reinberg, Chicago, Ill.	Light Yellow	Pompon	Pom.	37	18	18	19					92
Pepita	New York	Nov. 8	Carl Schaeffer, Tuxedo, N. Y.	White	Anemone	Ane.	37	18		17		18			90
Graf Von Fleming	"	Nov. 8	" "	White	"	"	38	18		16		16			88
Yellow Prince	"	Nov. 8	" "	Yellow	"	"	38	18		16		18			90
Innocencia	"	Nov. 8	" "	Blush Pink	"	"	38	19		18		19			94
Clemencia	"	Nov. 8	" "	Lavender	"	"	37	17		16		17			87
Wilfreda	"	Nov. 8	" "	Bronze	"	"	36	18		17		17			88
H. J. Heinz	"	Nov. 8	" "	Yellow	"	"	37	17		16		17			87
Wee Wah	"	Nov. 8	" "	Bronze	"	"	38	18		16		18			90
Graf Von Oriola	"	Nov. 8	" "	Pink	"	"	39	19		19		19			96
Mortimer	"	Nov. 8	" "	Pink	"	"	37	17		18		16			88
Titian Beauty	"	Nov. 8	" "	Bronze	"	"	38	17		16		19			90
Juno	"	Nov. 8	" "	Pink	"	"	36	16		16		17			85
Old Rose	"	Nov. 8	" "	Old Rose	"	"	37	19		17		19			92
Hamburg Late White		Dec. 18	C. T. Guenther, Hamburg, N. Y.	White	Jap. Inc	Com.	18	13	8	14	12	12		8	85
Hamburg Late White	Boston	Dec. 16	C. T. Guenther, Hamburg, N. Y.	White	"	"	17	13	7	14	13	12		7	83
Hamburg Late White	Philadelphia	Dec. 14	C. T. Guenther, Hamburg, N. Y.	White	" "	"	18	13	8	14	14	13		8	88
Scores possible under scales used (C. S. A. Official)						Com.	20	15	10	15	15	15	10	10	100
						Ex.	15	15	15	5	5		15	30	100
						Pom.	40	20	20	20					100
						Sgle.	40	20		20	20				100

CHAS. W. JOHNSON, Sec'y.

cause the newspapers have to give from two to three pages to the present war situation and they can not afford to give up space to anything that has not either news value or human interest value of the keenest sort. Consequently a publicity campaign for St. Valentine's day would fall flat and at a time when you needed it. But no matter how crowded the news columns may be the advertising columns are always open when you want to use them.

Let me repeat one remark on publicity—it is getting something for nothing which has been done and will be done again, but it is fundamentally bad business and so can not prosper. Under the plan outlined, you pay a representative for space that representative begs or wheedles out of the papers. Why not pay the papers direct and get exactly the kind of service you desire? Newspapers will print stories on flowers because they are of interest, but they will not print them if they are sent in lieu of paid copy—at least not for any length of time.

Advertising to be of value to you must be planned properly and run in the right mediums, which in Chicago, are the dailies. These go into practically every home in the city. Chicago has a population of over 2,500,000 and its seven newspapers have a circulation of 1,859,000, consequently you can reach every potential buyer by the use of their columns and at a cost that is not excessive. For instance, in advertising flowers for Easter your association for six days at a cost of $1,575 can place copy, alternating 100 lines on 3 columns and 100 lines on two columns, every day in at least two papers and in every paper on the Thursday before Easter. Think this over, gentlemen, it would mean but $5 each for your 300 members.

Now as to copy—(not for Easter, but for a general educational campaign)—it should be of the highest class, written to show why flowers should be bought. In other words, to develop new business. It should bring out the idea that they are as necessary in a home as beautiful pictures, attractive furniture and exquisite vases. It should be planned to educate the people to use them on the dining tables. It should bring out the effect they have on convalescents. In other words, it should be written to prove that they are a necessity and not a luxury, and advertising can do this, for it has accomplished the same purpose in other lines of industry.

So much for education, now for competition: Your copy should be aimed at the artificial flower. I remember when every woman wore the real at receptions and dances, where she now wears the artificial, some most atrociously inappropriate. The artificial flower was developed solely through advertising. The State street stores,

in their wise way, have advertised it along with the jewelry, with the silks and millinery. They have taken the curse away and made it fashionable, but gentlemen, industrial history proves that in business the artificial cannot live in a competition with the real if conditions surrounding them are the same. You have got to kill the artificial flower, take it off the corsage, out of the automobiles and homes, and advertising alone can do this by putting on it the curse of being vulgar. And if your advertising accomplishes this only, it will be successful.

The copy you use should be illustrated with high grade pen and ink work. It should be artistic, yet strong enough to attract and hold attention. There should be plenty of white space around the text, which should be printed in a fancy but not a script type. The illustrations can be made to serve another purpose, for in them should be worked a trade mark of your association, so that whenever your ads are seen, they impress on the reader the fact that your organization is advertising. This trade mark can be developed and used by your various members just as the clearing house banks are using the clearing house insignia. It can come to mean that every dealer using it carries none but fresh flowers of high quality.

I have been limited in time, so can not discuss the sentimental and luxury phases of your business, both exceedingly important, but before I close I desire to bring out one more point—if you advertise, plan to do it systematically and over a long period of time. A flash is money wasted. Better not do it at all unless you are prepared to continue until results come in, as they surely will if you do it in the right way.

Geraniums Diseased.

ED. AMERICAN FLORIST:

I am enclosing geranium leaves, flowers and buds and will appreciate it if you will tell me what causes their condition and what can be done to remedy the trouble. The plants were in fine healthy condition when I took them in last fall and are now in a concrete house, 18x50 feet, running north and south. As will be seen the buds turn before they open. I have never had any trouble with geraniums before. Will the plants do for cuttings?

Wisconsin. M. M. S.

The leaves and flowers were badly dried up when received, but it is my opinion the trouble is caused by some gas or fumes. Are the plants standing on coal ashes? I have known of geraniums acting this way from the gases thrown off by the ashes they were standing on. Try moving some of the plants to another place, standing them on sand and see if the trouble ceases. If it does the plants can be used for cuttings, but if it is found to be some disease, then it will be the best policy to buy in clean stock.

C. W. JOHNSON.

C. H. Frey, Lincoln, Neb.

All interest in the firm heretofore known as the C. H. Frey Co., at 1133 O street, with a range of glass on Thirty-fifth street, was purchased, February 10, by C. H. Frey, who has been in personal charge of the greenhouses since their erection in 1895, and who will collect all bills and pay all debts of said firm.. The business will be conducted hereafter as C. H. Frey, Florist.

THE ROSE.

Propagating.

It is not necessary to start with the rose cuttings until from February 1 to the latter part of the month, unless one is very short of a certain variety, and there is an abundance of wood, which is an exception instead of a rule during the month of January, and as the wood made during February is by far in better condition, much more abundant, and strikes better also, there is really no need to retard what little growth the plants are struggling to make in December and January, or to carry along a lot of stock in pots that

C. H. Frey, Lincoln, Neb.

usually gets away to a bad start, or requires at least one more shift to carry them through till planting time.

The propagating bench should be put in good shape, and this should have been attended to long ago. However, it does not take long to clean off the bench and do not hurry over the cleaning stunt. Wash the boards off well with the hose and replace all of the old, rotten boards. Go over them and test them for strength with a heavy hammer, for it is a tough job repairing a bench if it should break down after filling it with sand. Be sure to have good clean sand. Wash sand is good if it has been gotten ready beforehand, dried and screened through a fine-mesh sand screen; otherwise, it will be found too coarse or sharp and will let too much air into the cutting stems. Bank sand is excellent where it is taken out carefully, keeping the soil out of it. As a comparison the sand should grade about like fine granulated sugar; coarser than this it will perhaps cause the trouble stated above.

There should be three inches of sand in the propagating bed when firmly packed, and firmly packed is right, for the sand cannot be packed too hard. If one has a great deal of propagating to do, a good home-made tool to do the work of packing with is a good oak block about 5x9 inches and 3 or 4 inches thick, tapering slightly from the top. Let the striking end be of end grain. Bore a hole in the top two inches in depth, so that a piece of ¾-inch pipe will thread nicely in the hole by using a long thread on the handle. It will make a permanently tight handle. For a row marker, use a piece of oak one inch thick and three inches wide, planed smooth and straight on all sides. An old table knife, with the blade broken off to about two inches from the handle, makes an excellent tool to open up the rows with. The rows can be opened up any desired width by drawing the knife through the sand at a slight angle. A medium weight carpenter's hammer completes the outfit, and these simple tools in the hands of an expert propagator will assist in placing many hundreds of cuttings in the sand daily, and it does not require much practice to make any fairly intelligent youth quite expert if he is started right. The cuttings should be placed in the sand from an inch and a half to two inches deep, and about three inches between the rows will be about the average, except where the foliage is extra large, American Beauty for instance.

After opening up the row by holding the marking stick firmly, and drawing the knife close to its edge across the bench, begin by placing the cuttings about 1½ inches apart, working towards you from the back of the bench. When the row is filled, place the marker carefully up against the cutting and tap it the full length with the hammer. This method is quicker than using the fingers after one gets accustomed to doing it, but to those that prefer to do so they can also be packed firmly with the fingers. So much for the sand end of the job.

We will briefly state that there is nothing saved or gained by using poor wood for cuttings. The wood should be of one ripeness, wood that is still a little soft at the very tip is in good shape and should be taken with a heel as often as possible and made into two and three-eyed cuttings; avoid using streaky stock or wood that is too hard. It is always advisable to have enough help to push the work along quickly. Two men taking off wood and working it up and one putting in the cuttings make good team work. Only take off wood enough to work up before it becomes wilted, and spray the cuttings after they are made quite frequently so that there will be no chance for any wilting to take place from start to finish. When taking American Beauty cuttings, select the long runners or canes, and do not use the tips or the butts of the canes. Along through the center and out well towards each end, the wood will be found of uniform ripeness; therefore, it will root evenly. It is advisable to make all American Beauty cuttings using two eyes only, one carrying the leaf and the other at the base of the cutting, being careful to trim the lower leaf away carefully. Use the least possible amount of (strictly speaking) blend wood. There are many small flowering shoots that make the finest cuttings, and if one sticks solely to the wood blend for sticking purposes, the stock will run to the blend side before one realizes it, until he finds a lot of fine foliage perhaps and few flowers through the season.

The cuttings should be sprayed overhead on every bright day, and the sand should never be allowed to be-

come at all dry, although the water can be withheld a little as soon as they show signs of rooting. The cuttings should also be shaded, using light cotton cloth tacked on frames or hung overhead. It should be drawn up out of the way on cloudy days, and only used to prevent the rays of the sun striking the cuttings at any time. After the cuttings have been in sand about 18 to 20 days, they can be allowed a little early morning sun and late afternoon sunshine to harden them up a little. Pot them off as soon as the roots are half an inch to three-quarters of an inch long. Use water always the temperature of house. Sand should be 65° to 70°, overhead 58° to 60°. E.

Kansas City, Mo.

MONTH'S BUSINESS OPENS STRONG.

February business has made a good start and indications point to an increase over January sales. The weather continues cold and market conditions remain unchanged. Roses continue scarce and high in price, but carnations, sweet peas, tulips, jonquils, narcissi and violets are more plentiful and the quality better. Pot plants of all kinds sell at sight. The St. Valentine's day trade promises to be larger than ever before.

NOTES.

W. J. Barnes has good cuts of carnations, tulips, jonquils and narcissi. His lilacs and rhododendrons are making a fine showing. Funeral work has been heavy during the past week and the call for pot plants continues good.

The auto show which opened here February 12 brought many orders for decorations to the florists, the bulk of them going to the Alpha Floral Co., who decorated the main hall and many of the dealers' salesrooms.

A. Newell reports good business in weddings, parties and funeral work. Pots of spring flowers are selling well. Great preparations have been made here for the St. Valentine's day trade.

Wm. L. Rock Flower Co. is cutting excellent roses, carnations and sweet peas. Good azaleas, cyclamens and pans of bulbous stock also move readily.

Fred Fromhelt reports business good in general—better than expected. Advance orders for valentine stock have been heavier than ever before.

Mrs. T. A. Mosely, of Kansas City, Kan., reports that business is holding up wonderfully well. Pot plants are making their way to the front daily.

H. Kusik & Co. report a heavy demand for wire work and a large number of valentine orders. A fine line of rubrum lilies are to be seen here.

T. J. Noll & Co. report shipping trade larger than at any time since the holidays. Green goods are scarce.

August Luther has a fine lot of cinerarias, cyclamens and begonias for his St. Valentine's day trade.

E. J. B.

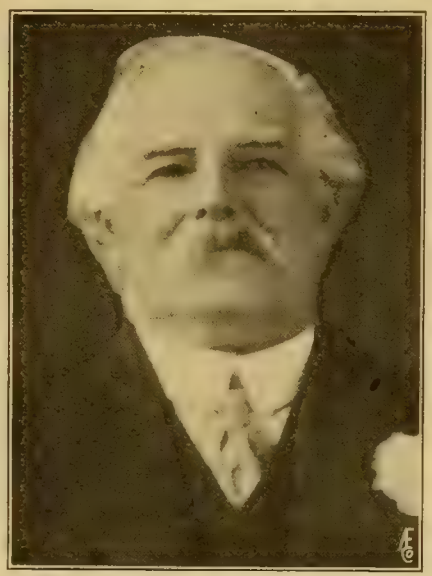
Columbus, O. Notes.

The Munk Floral Co. has an ideal location and modern store opposite the state house. Their nursery of 50,000 feet of glass furnishes them with much of the stock required, although they buy all their carnations. A good bid was being made for St. Valentine's day business in effective windows. Mr. Munk, in speaking of cooperative publicity by Columbus florists, stated that it had been wonderfully efficient at first, but that it had been difficult to get all to work together. The trade of this city has, however, proved that such advertising paid and gave splendid returns, all that is needed being the support of all.

This city, the capital of the state, has about 200,000 inhabitants—a live city in which the trade is well represented. The Livingston Seed Co. has, in addition to its large seed trade, a cut flower and plant department with about 75,000 feet of glass, all the products of which are sold in the store. A fine strain of cyclamen is a feature. A desk at the door to meet the eyes of the visitors as they go out, bears a conspicuous sign above an open register: "Is your name on our mailing list?—if not, please sign."

Underwood Brothers, Twenty-first street and Fair avenue, have quite a range of houses, the stock of all of which is retailed. Funeral work is a specialty. The houses were filled with a good line of flowering and bedding plants.

The Fifth Avenue Floral Co., on High street, are about to move to their new location at 120 east Broad street, where a commodious store has been fitted up with up-to-date fixtures in silver oak. Much of their own stock in plants and flowers is grown in their range of 35,000 feet of glass in the suburbs.



The Late H. H. Frey.

The Franklin Park Floral Co., Mr. Jagsch, manager, has quite a lot of glass and a store on Fair avenue in the residence district. Lilacs in flower were a feature here. There were also several large houses of carnations.

The Columbus Wholesale Florists' Supply Co. has had a good season. The stock from their 125,000 square feet of glass gives them a good nucleus to work on. They carry a general line of all kinds of supplies.

John R. Hellenthal has a busy shop. Mrs. Hellenthal, a splendid saleswoman, is in charge. Things are kept in good order, with a tasty window that attracts attention.

Mrs. M. D. Evans, the mother of John A. Evans, of ventilator fame, who resides in this city, celebrated her ninetieth birthday, February 14.

The Wilson Seed Store on High street reports a good season. The valentine window here was very showy.

T. J. Ludwig, in the midst of the shopping district on High street, is well equipped and enjoys a good trade.

HAMILTON, ONT.—Fire which started in the boiler room at the establishment of Walter Holt, recently destroyed the potting shed and ruined the stock in four houses.

OBITUARY.

James King.

James King, well known nurseryman and landscape gardener of Elmhurst, Ill., died at his home February 9, aged nearly 72 years. The cause of his sudden death was a severe jaundiced condition infecting and weakening him, necessitating an operation from which he had not the strength to recover. Mr. King was a member of the old King family of Enfield, Conn., and was born at New Haven, that state. He left New Haven, where he had been engaged in the manufacture of rustic work (arbors, summer houses, etc.), and located in Chicago in 1874. He engaged in the seed business under the name of King & Savage on State street near Marshall Field & Co. Dissolving partnership after a few years he organized the James King Seed Co. and conducted a general business in seeds, rustic work, baskets, etc., at several locations on West Lake street. In 1905 he gave up the seed shop and devoted his attention to the nursery business which he had been developing at Elmhurst. In 1909 he took up a 40-acre tract near Wheaton which later became his principal nursery, and took into partnership his son, George R. King, then a graduate of the Sheffield Scientific School of Yale University. His work in the nursery business has included much in the way of landscape gardening as well as wholesale and retail business in trees, shrubs, perennials, etc. The business will be carried on by his son.

Mr. King resided successively on the west side of Chicago, Evanston, Oak Park and Elmhurst, the last place for 26 years. He was a member of Glen Oak Country Club.

Mr. King is survived by his wife, Adelaide Hotchkiss King, a daughter, Antoinette King Tracy, and a son, George Russell King.

The Late H. H. Frey.

H. H. Frey, one of the best known florists of Lincoln, Neb., whose death was recorded in our issue of January 27, page 61, and head of the firm of Frey & Frey from 1895 until his death, was the father of five sons, all prominently identified with the trade in that city, the eldest of whom, C. H. Frey, started in business in the summer of 1887, his father joining him in 1890 under the firm name of Frey & Frey. In 1895 the deceased purchased his son's interest, the latter again entering the trade and founding what is now known as the C. H. Frey Co., of which he continues the guiding hand.

H. H. Frey was very successful and built up an extensive business which is being continued under the original firm name of Frey & Frey by the four younger sons.

SEATTLE, WASH.—Harold B. Burdett, 32 years of age, of the Burdett Company, of this city, has been killed while fighting with the English army in France.

ST. PAUL, MINN.—About 120 employes and friends of Holm & Olson enjoyed a dance and supper at the firm's store, February 5, following the close of the winter carnival.

LAKE FOREST, ILL.—The active members of the North Shore Horticultural Society held a banquet and dance at Anderson's hall February 10. There was a good attendance of the craft of the neighborhood with their ladies, who report a delightful occasion. The mayor and other prominent members addressed the meeting.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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SEE advance in ocean freight rates, issue of February 10, page 207.

THE burning out of the St. Louis Seed Co.'s office last week and the Good & Reese Co. the previous week should remind of watchfulness against fire possibilities.

FROM data secured by the United States department of agriculture in Ohio, the average farm, if the figures are a criterion, contributes approximately $100 per person of the family living.

Florists' Hail Association.

Assembly bill No. 16 of New Jersey legislature to extend the corporate existence of the Florists' Hail Association for 30 years has passed the house, and is now on the calendar of the senate for future action. Assemblyman Walter G. Winne was the sponsor for the measure, and to him the association is under obligation for the rapid transit of the bill through the lower house.

JOHN G. ESLER, Sec'y.

Will You Do It This Spring?

Growers of bedding plants have all realized for several years that theirs is about the poorest paid branch of floriculture. Our trade is just completing the bitterest winter season known for years, a season of prices for coal averaging 50 per cent above normal, a season when the grower has paid 50 per cent advance for his foodstuffs—flour, potatoes, meats, vegetables—, a season when labor costs are up not less than 25 per cent and working under weather conditions which make more than 50 per cent efficiency impossible. Conceding all the above to be true, will you sell at the old prices and stand off your tradesmen creditors another season and starve yourself and your family, or will you mark up the prices on bedding plants this spring 50 to 100 per cent and get all or part of your money back, advancing prices sufficiently to pay overdue bills and go to the S. A. F. convention the coming summer?

American Rose Society.

EXECUTIVE COMMITTEE MEETING.

The executive committee of the American Rose Society met in Philadelphia, February 8, to take up matters pertaining to the coming show. A list of names for judges was presented and the same will be communicated with, requesting their services at the spring exhibition. The premium list is growing by the addition of some special prizes, and the interest that is being taken to make this a great show certainly warrants the belief that there will be nothing lacking for a great popular exhibition. The returns from the call for 50 per cent of the guarantee fund have been very satisfactory. Application was made for the registering of four new roses, which was submitted to the committee for report.

The Portland rose test garden, which has been receiving careful attetntion for several months, was brought forward showing that on January 11, 1917, there met in the city of Portland, Ore., a group of people representing 99 different organizations of the city, the Royal Rosarians, the Portland Rose Society, the Portland Chamber of Commerce, the Portland Floral Society, the Rotary Club, the Research Club, the American Institute of Architects, the Parents' and Teachers' Association, etc., who organized themselves into the Portland National Rose Test Garden Association. This organization was promised the co-operation of the city government of Portland through its park department and is now established ready for work. This movement for a rose test garden in Portland has been encouraged from the start by the American Rose Society, the executive committee of which at its meeting in Philadelphia, February 8, upon resolution decided unanimously to designate Portland, Ore., as the official rose test garden of the Pacific Northwest and to co-operate with the local organization, appointing Messrs. Currey, Clark and Tucker, which committee, together with the Portland association and the city government of Portland, will formulate plans for the location and government of the garden and provide rules and regulations for all tests and contests.

Adolph Farenwald, manager of the show, is actively looking after all the details and reported matters moving along nicely. Representatives from the leading firms in Philadelphia were present at the meeting.

The membership dues for 1917 were reported, by the secretary, as coming in splendidly. There are about 400 associate members now on record, and a ticket of admission to the coming show is forwarded to each member as the dues are paid.

Robt. Pyle presented an invitation from Newport, R. I., to hold an exhibition of outdoor roses July 4. It was considered best to defer action on this matter until certain details pertaining to the same could be obtained.

BENJAMIN HAMMOND, Sec'y.

Society of American Florists.

The arrangements for the trade exhibition in connection with the convention to be held in New York August 21-24, are progressing satisfactorily. The florists' supply trade and others doing business with growers and retailers are evincing a keen interest in the exhibition, as will be seen by the following list of those who have already reserved space on the exhibition floor: John G. Scheepers & Co., George L. Stillman, B. Hammond Tracy, John Lewis Childs, Inc., Arthur Cowee, Schloss Bros., H. Bayersdorfer & Co., Reed & Keller, A. T. Boddington Co., Inc., John C. Moninger Co., John A. Evans Co., The Advance Co., King Construction Co., Jackson & Perkins Co., American Greenhouse Mfg. Co., Lord & Burnham Co., and Russin & Hanfling. A very large attendance of representatives of the trade from all sections of the country is assured, consequently the trade exhibition will be unusually large.

The Convention Garden, which has been laid out in the New York Botanical Garden, Bronx park, under the supervision of Dr. N. L. Britton, is an undertaking worthy of New York. Preparatory work was engaged in until the ground became too much frozen to make the continuation possible. Besides serving the purpose of the society, the garden will be an object of interest to hundreds of thousands of the public, all horticultural enthusiasts. With this in view Dr. Britton has spared no effort to make the garden attractive. So far the following have arranged for plantings: W. A. Manda, Maurice Fuld, John Scheepers Co., Bobbink & Atkins, Henry A. Dreer, A. N. Pierson, Inc., Conard & Jones Co., John Lewis Childs, Inc., Raymond W. Swett, Arthur Cowee, B. Hammond Tracy, Arthur T. Boddington Co., Inc.

The proceedings of the society for 1916 will be mailed to members about February 20. Conditions beyond the control of the society have caused some little delay in the publication of the volume this year, but it will be worthy of close study, being more than usually interesting. One thing, particularly, the society is to be congratulated upon—the list of members in good standing published in the book is much larger than ever before recorded in the history of the society.

MEETING OF EXECUTIVE BOARD.

President Robert C. Kerr authorizes me to call a meeting of the executive board to be held in New York, March 16-17, 1917. JOHN YOUNG, Sec'y.

Important to Subscribers.

The date on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscriptions promptly on expiration to make certain of receiving your copy of each issue.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Foreman, at present growing general line of stock for first-class cemetery work. Best references.
Key 755, care American Florist.

Situation Wanted—German, 35, single. First-class grower of cyclamen, poinsettias, ferns and general stock, wants position immediately. Middle west preferred.
Key 746, care American Florist.

Situation Wanted—By first-class gardener, private estate, age 33 years, married, understands fancy and landscape gardening, greenhouses, hot frames, flowers and vegetables, trees and shrubs. Steady job only; best references.
JOHN BERECZKY,
102 Lake Ave., Rochester, N. Y.

Situation Wanted—Head gardener with thorough practical life experience in growing all choice fruits, flowers, vegetables, etc., under glass or outside, and the general management of private estate, is open for engagement. Personal and written references, American and English; married, age 34.
H. F. BULPITT,
139 Smith St., Port Chester, New York.

Help Wanted—Seedsman for counter; A1 references; permanent; good wages. Address
VAUGHAN'S SEED STORE, Chicago.

Help Wanted—A carnation grower who thoroughly understands this branch of the business. $15.00 per week and house rent. Give references.
JOHN DIECKMANN, Elm Grove, W. Va.

Help Wanted — Estimator for greenhouse building work, iron and wood material, glass, fittings, etc. Good, steady opening for right man.
GREENHOUSE SUPPLY CO.,
751 Greene Ave., Brooklyn, N. Y.

Help Wanted—A rose, carnation and general plant grower, able to help out on funeral work. Must be of good habits and industrious and able to make good. A good chance for a good man. State where and how long on last places. State wages.
C. C. WONNEMAN,
Mexico, Mo.

Help Wanted — Good all around greenhouse man to invest not less than $1,500 and take full charge of greenhouse business; is paying better than 40% on investment and growing very fast. Salary to start $75 per month and house rent free. For further particulars address
LAMAR GREENHOUSE CO., Lamar, Colo.

Partner Wanted—I want a married man, about forty years of age, to associate himself with me and take charge of a general greenhouse business in South-eastern Arizona. Must have about $2000.00 to invest in the business against my $5000.00 and with services to own a one-half interest. Large fields, high prices, no competition and an excellent climate. References exchanged.
J. R. HUBBARD, Dragoon, Arizona.

For Sale—The Ferry Flower Shop, 175 East Jefferson avenue, Detroit, Mich. A good business location. Price $600. Address
J. A. BLEECKER, 175 E. Jefferson av., Detroit.

For Sale — Greenhouses and nursery, 10,000 feet of glass, in a live western city; 25,000 inhabitants. Have a good shipping trade. Write for particulars. Address
Key 751, care American Florist.

For Sale—Old established flower store doing an excellent business. Centrally located in Brooklyn, N. Y. To close an estate, executors will sell to responsible party at reasonble terms.
Address A. F. F., care American Florist.
42 West 28th St., New York.

For Sale — Good paying retail store on the north side in Chicago to reliable party on very reasonable terms. $500 down, balance on time. Owner has range of greenhouses and wants to devote his entire time to them. This is a splendid opportunity for some deserving young fellow to go into business for himself. Store has been long established and business is showing a fine profit. For further particulars address,
Key 743, care American Florist.

For Rent—With privilege of purchase, several acres of land adjoining my home tract in the mild but not warm climate of western Washington, west of Seattle, in same township with Puget Sound Navy Yard. Well-watered bottom land adapted to growing seeds of hardy and half-hardy flowers and vegetables or for bulb culture. Small house and stable. Per year, $100.
PASCHALL, Chica, Washington.

For Sale Cheap — Second hand cypress sash bars in 11 ft. 10 in. lengths, new way, 15c each; 17 ft. 10 in., new way, 25c each; ventilators, with glass, 16 x 24 90c each. Bargain. Write or call.
JOHN PROCHASKA, Niles Center, Ill.

Wanted to Buy—Anywhere in good town, greenhouses, land and dwelling. State size, cash down, terms for balance etc.
Box 252, Kinston, North Carolina.

SITUATION WANTED
A1 STOREMAN

Can furnish best of references. Now employed but desirous of making a change. Would prefer position in Chicago. For further particulars, address
Key 748, care American Florist.

Superintendent Wanted

For planting and landscape work on the land of a large water supply company in the east. A quite good salary will be paid right at the start to the proper man. Must have had experience in carrying out forestry and landscape work; also must be industrious, energetic and of good character. Address
Key 752, care American Florist.

HELP WANTED

Experienced vegetable growers for permanent positions. Steady employment. Single men preferred. Write for particulars.
C. F. APPLEGATE,
Mt. Pleasant, Iowa.

Help Wanted

First-class storeman and working manager wanted by retail florist doing a large business. Unusual opportunity for right party.
JOSEPH TREPEL,
Main Store: 334 Lewis Ave., BROOKLYN, N. Y.

Help Wanted

For a large cemetery, an energetic, smart young man to help grow, plant out and tend to bedding plants. Of good appearance and good address. References required. A permanent position. Wages, $18. **Key 753, care American Florist.**

Help Wanted

A young man assistant for pruning and flower garden as well as greenhouse work. Must be a hustler and straight in every way. Give experience and reference, and say wages expected.
Key 756, care American Floirst.

HELP WANTED
ROSE GROWER

Good steady and efficient man for large commercial place near Chicago. Good wages to the right party. State full particulars in first letter.
Key 745, care American Florist.

WANTED
Knocked-down Greenhouses

100 feet in length, even span, any width. Cheap for cash; F. O. B. shipping point; of standard make, glass, piping, ventilating machinery, etc. Must be in good shape. Give particulars in first letter. Address
Key 744, care American Florist.

FINE PAYING
RETAIL STORE FOR SALE

In the heart of the leading Wisconsin city at a big bargain. Long established and fine paying business. Part down and reasonable terms to the right party. Further particulars if desired. Address
Key 749, care American Florist.

For Sale

Greenhouse in a city of 5400 population. A great chance for a live florist.
Wm. Ballard,
Perry, - - Iowa

TRAVELER WANTED

By catalogue house carrying full line of seeds, plants and bulbs, a high class salesman to call on private trade. One thoroughly experienced in the business preferred. Must show successful selling record, with best of references. To such a man, east or west, good salary and commission will be paid with permanent engagement. Write or wire
SEEDSMAN, CARE AMERICAN FLORIST.

NEW EDITION—Issued August, 1916.

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen
OF THE
UNITED STATES AND CANADA.
Price $3.00, Postpaid.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO.

NEW RED ROSE

Donald MacDonald

A new Hawlmark Red Rose sent out this year by Alex Dickson & Sons

We have tested this Rose for Winter forcing for two years, and with us it produces more red roses during the winter than any Rose we have ever grown. It is not a large Rose, but has perfectly formed medium sized flowers that sell at sight. Color bright orange carmine; will not turn blue; because the base of the petals is orange. It is not a summer rose, as it has the same substance as Killarney. We build the plants up until November, and from Thanksgiving until May it is a money maker for the Rose Grower, as no pinching is necessary.

Strong Grafted Plants
$35.00 per 100; $300 00 per 1000
Own Root Plants
$30.00 per 100; $250.00 per 1000

Robert Scott & Son, Inc.
Sharon Hill, Delaware Co., Pa.

For a Complete List of the NEWEST and BEST

ROSES, CARNATIONS CHRYSANTHEMUMS

and Other Stock,

Send for a copy of our LATEST PLANT BULLETIN.

P M QUALITY

S. S. PENNOCK-MEEHAN COMPANY,

"THE" WHOLESALE FLORISTS,

1608 to 1620 Ludlow St., PHILADELPHIA, PA.

Los Angeles, Calif.

SUPPLY IMPROVES IN QUALITY.

Local florists are very busy with funeral work, even to the extent of working overtime. Stock is getting more plentiful. Outdoor carnations are becoming more in evidence and there are increased receipts of daffodils and other bulbous flowers. Sweet peas are improving and the supply is ample. Fruit blossoms are becoming conspicuous, as are also acacia blooms. There is a very fine cut of roses to be seen and the same is true of carnations.

NOTES.

Wolfskill Bros. & Morris Goldenson recently had a very attractive window of sweet peas. They are very busy with funeral work and have a good supply of seasonable flowers. Some fine long-stemmed Sunburst roses are a feature here.

O. C. Saake's entire force has been busy with funeral work, several expensive palls being among the orders during the past week. White and pink carnations were used in quantity. Carnations of the Beacon variety were a feature here.

S. Murata & Co. report that the supply of stock is becoming sufficient for all demands and wholesale prices are consequently lower. They are shipping freesias and carnations principally at present.

Wright's Flower Shop has an excellent supply of roses from its own range, particularly of the Richmond and American Beauty varieties. Trade has been generously good.

The Broadway Florists' salesroom is one of the busiest places in this city in its line. The location is of the best and stock is always up-to-the-minute in quality and variety.

The Redondo Floral Co. are still trying to catch up on funeral orders. Their salesroom is filled almost to overflowing with good stock.

Seki Bros. & Co. are well supplied with carnations. The call for funeral work has been brisk at their establishment.

G. H. H.

CHAMP WEILAND

We will have a surplus of 20,000 plants of this rose to offer for spring delivery. Subject to prior sale, we quote strong, own root stock from 2¼-in. pots, at $12.00 per 100; $100.00 per 1000. Eyes for grafting, $65.00 per 1000. Weiland & Risch, 154 N. Wabash Ave., Chicago.

Mention the American Florist when writing

"This is a truly remarkable compendium; the book should be on every desk.

OTTO KATZENSTEIN & Co.
Atlanta, Ga."

"Your **GARDENERS AND FLORISTS' ANNUAL** is a mine of information. The articles of Fritz Babr are worth $100 to anyone contemplating going into the commercial end of the trade.

CARL BETSCHER,
Canal Dover, O."

We Introduce THE GARDENERS AND FLORISTS' ANNUAL

—FOR—

1917

The book for The Trade with the information not to be found elsewhere.

You'll Enjoy It.

Progress of Horticulture Reviewed—Informative Articles—Valuable Recipes—Calendar of Work for the Year—A Living out of One Greenhouse and How.

These, and much other information of value are to be found in "The Little Brown Book of Facts."

PRICE, 50 cents.

A. T. De La Mare Co.,

(Inc.)

446 West 37th St.,

NEW YORK CITY.

(The series is destined to ultimately form a reference library of horticultural progress throughout the years. A few remaining copies of the 1915 and 1916 issues at 35c are still to be had.)

AMERICAN-GROWN

GLADIOLUS BULBS

Double your returns by planting between the carnations as a catch crop. Grown by us.

	Per 1000
Mrs. Francis King, 1st Size	$14.00
Augusta, 1st Size	13.00
America, 1st Size	15.00
Chicago White, First Early	20.00
Florist XXX Mixed, 1st Size	15.00
Panama	30.00
Niagara	40.00
Mrs. F. Pendleton	Per 100, 7.50
Myrtle	Per 100, 10.00

See our Spring "Book for Florists" for Complete Named List

Mrs. Francis King

True Dwarf Pearl Tuberose

First Size, 4-6 inches..... Per 1000, $9.00
Medium Size, 3-4 inches..... Per 1000, 5.00

Carload Lots—Frost Free—Ready.

FRESH, IMPORTED

BEGONIA BULBS

Start now to make strong plants for May and June

	Per 100	Per 1000
SINGLE SORTS—White, Scarlet, Yellow, Pink	$3.00	$25.00
Single Frilled	5.00	45.00
Single Butterfly	5.50	50.00
Single Mixed Colors	2.60	23.00
DOUBLE SORTS—White, Scarlet, Yellow, Pink	4.00	35.00
Double Frilled	6.50	60.00
Double Butterfly	6.50	60.00
Double Mixed Colors	3.50	32.00

Montbretias

Splendid roots for starting now in benches or pots. These early flowers bring good prices.

	Per 100	1000
Extra fine mixed, orange, yellow and red shades	$1.50	$12 00

Lily of the Valley

	Per 1000
Pips, Hamburg, Holland Grown	$20.00

This stock proved very satisfactory last year.

Fortin's Valley, largest, per 100..... 2.75

Spiraea (Clumps)

Best kinds grown.

Prices reduced.	Per 100
America, Lilac Rose	$8.50
Avalanche, White	9.00
Gladstone, White	8.00
Queen Alexandra, Pink	8.50

Spanish Iris

	Per 1000
Named varieties, 4 separate colors	$6.00

"JOSS" LILIES, Chinese Narcissus, per mat, (120 bulbs), $3.00 at Chicago. In New York, $3.50.

LILY BULBS

Lilium Giganteum (New Crop)

	Per 1000
6 to 8-inch (Case of 400, $12.50)	$30.00
7 to 9-inch (Case of 300, 15.00)	45.00
8 to 9-inch	65.00
9 to 10-inch (Case of 200, $16.00)	77.50

Hardy Lilies

	Per 100	Per 1000
Lilium Auratum (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
Lilium Rubrum, 8-9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00

Lilium Formosum

	Per 1000
6 to 8-inch, (350 to case) regular strain	$35.00
6 to 8-inch, (350 to case) true black stem variety.	40.00

CHICAGO **Vaughan's Seed Store,** NEW YORK

Spiraea Gladstone.

Cleveland, O.

FUNERAL WORK KEEPS SUPPLY CLEAN.

Although the supply of stock has increased somewhat over that of the previous week, it is mostly in bulbous varieties such as tulips, daffodils, narcissi and lily of the valley. The carnation supply remains about the same, with the usual "hold back" for a holiday. Roses are a little more plentiful. Funeral work has been the mainstay of trade and has kept the market pretty well cleaned up. Sweet peas, both long and short stem, are in good supply. Lily of the valley, orchids and violets promise to be plentiful for St. Valentine's day and advance orders indicate a good business. Freesias, snapdragons, calendulas, etc., move well.

Rooted Carnation Cuttings

White and Pink Enchantress

Extra fine stock—Ready for immediate shipment—Positively best obtainable.

$1.75 Per 100; $14.00 per 1000.

PERCY JONES

56 East Randolph Street, CHICAGO, ILL.

NOTES.

Hody & Rigo, of Berea, O., had their entire stock frozen, February 3, when the local gas company turned off the gas supply from 2 until 7 p. m.

The Smith & Fetters Co. had a fine window display February 10 in which they featured California acacias and bachelor buttons.

C. F. B.

Carnations-Roses-Bulb Stc

Cattleyas and Valley

FOLLOWING IS OUR CURRENT PRICE LIST:

AMERICAN BEAUTIES.	Per doz.
Specials	$8.00
36 to 40 inches	$6.00 to 7.50
30 inches	5.00
24 to 28 inches	3.00

RUSSELLS.	Per doz.
Extra Long	$5.00
Long	4.00
Medium	$2.50 to 3.00
Short	1.00 to 2.00

		Per 100
Milady, Richmonds, Brilliants, Sunbursts, Ophelia	Long	12.00 to 15.00
	Medium	8.00 to 10.00
	Short	5.00 to 6.00
Aaron Wards, White Killarney, Killarney	Long	$12.00 to $15.00
	Medium	8.00 to 10.00
	Short	5.00 to 6.00

Extra long special roses we charge accordingly.

MINIATURE ROSES.	Per 100
George Elgar	$3.00
Cecile Brunner	3.00
Baby Doll	4.00
Fireflame	$4.00 to 6.00

ORCHIDS.	Per doz.
Cattleyas	$4.00, $5.00, $6.00
Cypripediums	2.00

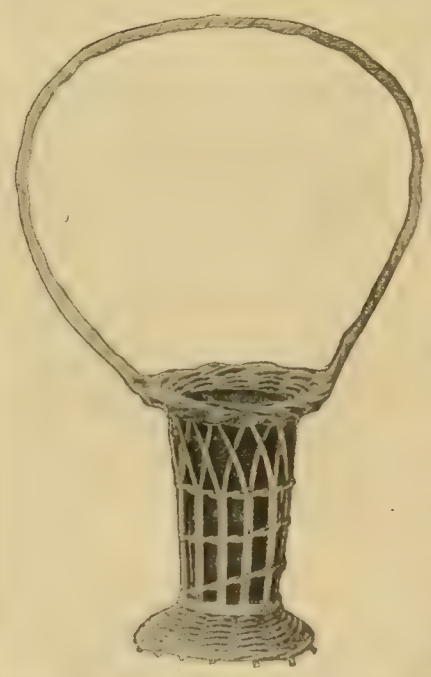
CARNATIONS.	Per 100
Fancy	$4.00
Our selection	3.00
Splits	1.50

VALLEY.	Per 100
Fancy	$6.00
Firsts	5.00
Seconds	4.00

MISCELLANEOUS CUT FLOWE	
Paper Whites	$ 0
Jonquils	
Freesia, long strong stocks	00
Tulips	00
Romans	
Easter Lilies	
Violets	
Sweet Peas	0
Snapdragon	per doz. 50

GREEN GOODS.	
Smilax	per doz.
Plumosus	
Sprengeri	
Adiantum	
Adiantum Hybridium	
Farleyense	$ 0
Galax gr. and br.	
Galax gr. and br.	per 1,000.
Leucothoe	
Mexican Ivy	
Ferns	
Ferns	per 1,000
Boxwood, per bu, 25c	case.
Woodwardia Ferns	

SUPPLY DEPARTMENT



HUGHES' SHAMROCK B

Two Plants to Each Box

$3.50 per Dozen **$25.00 per Hu**

Green Dye

The color the Irish love so well

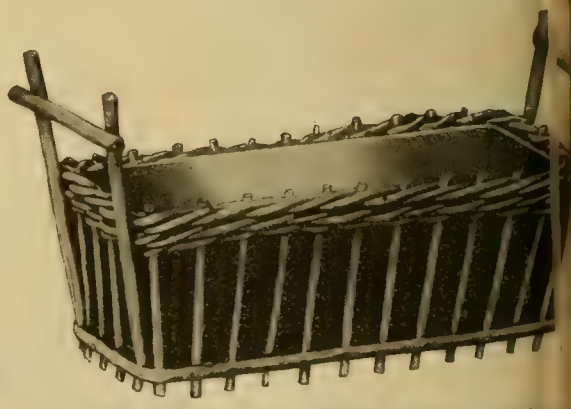
$1.50 per package

Sphagnum Moss

Can supply you with all you need at **$1.25** per bale.

Greening Pins

10-lb. box for **$2.00.**



Our Leader—No. 224—$6.00 per Doz.

No. 207—Two-Tone Bulb Basket, 60c

POEHLMA

72-74 E. Randolph St.,

R SE PLANTS—Grafted and Own Root

e oehlmann quality known favorably throughout the land

Grafted 2½-in. Russell per 1000, $150.00.
Lots of 5000 or more, $145.00 per 1000.

ar d 2½-in. Ophelia, Aaron Ward, Milady, Killarney, hite Killarney, Brilliant, Cecile Brunner, Richmond, r 1000, $120.00. Lots of 5000 or more, $110 per 1000.

nese prices are absolutely net cash. Effective now.

r ½-in. stock an additional $50.00 per 1000 will becharged.

w Root, 2½-in. Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward. Milady, Richmond, Cecile Brunner. r 100, $7.00; per 1000, $65.00. Lots of 5000 or more $62.50 per 1000.

Our Chrysanthemum ad will appear in later issues.

Orders will be booked in strict rotation and none but well established plants ready for a shift or ready to be benched will be shipped.

MISCELLANEOUS PLANTS

	Each
Pandanus Veitchii, 4-in. pots	$0.35
" " 5-in. pots	$0.60 to .75
" " 6-in. pots	1.00
" " 7-in. pots	1.25
" " 8-in. pots	2.00
Rubber Plants, 5-in. pots	$0.50 to .75
" " 7-in. pots	1.50 to 2.00
Crotons, 5-in. pots	.60 to .75
Asparagus Plumosus, 2½-in. pots, per 100	3.50
	Per 100
Asparagus Sprengeri, 3-in. pots	$ 6.00
" 4-in. pots	10.00
Table Ferns, 2½-in. pots	3.50
" " 3-in. pots	8.00
" " 4-in. pots	15.00
Freesias, in pans	75c per pan.
Cyclamen	4-in., 35c; 5-in., 50c each.
Azalea	$1.00, $1.25 and $1.50 each.
Boston and Roosevelt Ferns, 5-inch	35c each.
Coleus, 2½-in.	$3.00 per 100.

Palms Western Headquarters Palms

rgest and most complete stock offered in the West in a healthy, strong and clean condition.

ENTIA FORSTERIANA SINGLE PLANTS

in pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves			Each
4 pots	5-6	26-28	inches high	$ 1.25
5 pots	6-7	30-32	inches high	1.50
6 pots	6-7	34-36	inches high	2.00
7 tubs	6-7	40-42	inches high	3.50
8 tubs	6-7	42-46	inches high	4.00
9 tubs	6-7	50	inches high	5.00
10 tubs	6-7	52-54	inches high, heavy	7.00
12 tubs	6-7	54-60	inches high, heavy	8.00
15 tubs	6-7	60-64	inches high, heavy	12,00
15 tubs	6-7	8	feet high, heavy	40,00
15 tubs	6-7	9-10	feet high, heavy	50.00

ENTIA BELMOREANA SINGLE PLANTS.

	Leaves			doz.	100	1,000
in pots				$1.50	$12	$100
4 pots	5	10-12	inches high	2.50	$18	$150
						Each
4 pots	5-6	16	inches high	5.00	40.00	.45
5 pots	5-6	22	inches high			$1.25
6 pots	5-6	26-28	inches high			1.50
8 tubs	5-6	42	inches high			5.00

Specimen plants, 15 inch tubs, $75.00 each.

KENTIA FORSTERIANA MADE UP PLANTS.

	Plants			Each
6 inch pots	3	26	inches high	$ 2.00
7 inch tubs	3	30-32	inches high	2.50
8 inch tubs	3	38	inches high	4.00
8 inch tubs	4	46-48	inches high	5.00
9 inch tubs	4	52	inches high	6.00
10 inch tubs	4	54	inches high	8.00
12 inch tubs	4	55-60	inches high	12.00
12 inch tubs	4	66	inches high	15.00
15 inch tubs	4	72-78	inches high, heavy	25.00
15 inch tubs	4	75-80	inches high, heavy	30.00

ARECA LUTESCENS.

	Plants			Each
6 inch pots	4 bushy	24-26	inches high	$1.25
7 inch tubs	4	30	inches high	2.50

ASPIDISTRAS.

5 inch pots, 10-12 leaves, green	$1.00
6 inch pots, 16-20 leaves, green	1.50
5 inch pots, 10-12 leaves, vari	1.50

PHOENIX ROEBELENII.

4 inch pots, 50 cents each; 5-inch pots $1.00

A Nominal Charge is Made for Packing.

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, 90c per doz. $7.00 per 100

LIVISTONA ALTISSIMA.

2¼ inch pots, $1.00 per doz. $8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots 50c each

STEVENSONIA GRANDIFOLIA.

4 inch pots 50c each

DRACAENAS.

	Each	Doz.	100
5 inch Amabilis	$0.90	$10.00	$80.00
5 inch Imperialis	1.00	12.00	
6 inch Fragrans	1.00	10.00	
5 inch Baptistii	1.00	10.00	
5 inch Terminalis	.60	7.00	
4 inch "	.40	4.20	
3 inch "	.25		22.00
5 inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

N BROS. CO.

ng Distance Phone, Randolph 35.

CHICAGO, ILL.

ROSES—Large Crop of Fine Russell Hoosier Beauty and Ophelia

BULB STOCK IN IMMENSE SUPPLY AT LOWER PRICES.

AMERICAN BEAUTIES

Our cut consists mostly of medium and shorter length stems, but very fine flowers.	Per doz.
Extra specials, extra long stems	$6.00 to $8.00
Stems 30 inches	4 00 to 5.00
Stems 18 to 24 inches	2.00 to 3.00
Stems 12 to 18 inches	1.00 to 1.50
Shorter lengths	75 to 1 00

RUSSELLS—The best in this market.	Per doz.
Specials, extra long	$3.00
Long	2.50
Good medium	$1.50 to 2.00
Good short	1 00 to 1.25

RED ROSES Rhea Reid and Richmond	Per 100
Long	$12.00
Good medium	$8.00 to 10.00
Good short	5.00 to 6.00

Ophelia, Shawyer and Sunburst	Per 100
Long	12.00
Good medium stems	8.00 to 10.00
Good short stems	5.00 to 6.00

Pink and White Killarney, Brilliant	Per 100
Long	$10.00 to $12 00
Good medium	8.00
Good short	4.00 to 5.00

OUR SELECTION. Assorted Roses one-half white, in lots of 200 or more, at the rate of ..... $4.00 per 100

Cecile Brunner, bunch of 25 buds $0.75

Baby Doll, bunch of 25 buds $0.50

CARNATIONS

All colors, per 100 ..... $3.00 to 5.00

BULB STOCK

TULIPS	Per 100,	$2.00 to $4.00
PAPER WHITES	Per 100,	3.00
JONQUILS	Per 100,	3.00 to 4.00
VALLEY	Per 100,	6.00

GREENS

ASPARAGUS and SPRENGERI	Per 100,	2.00 to 3.00
GALAX, Green or Bronze	Per 1000,	1.25
CHOICE COMMON FERNS	Per 1000,	3.00

All other seasonable stock at market prices.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

HEAVY DEMAND FOR ST. VALENTINE'S DAY.

The demand for St. Valentine's day was very heavy this year and stock of all kinds cleaned up completely in almost all lines long before the rush was over. Roses and carnations were in exceptionally heavy demand, especially in the colored varieties, particularly red, which as usual had the call. Orchids cleaned up early at good prices and so did lily of the valley, gardenias, sweet peas and violets. Miscellaneous stock sold surprisingly well and taken all in all the St. Valentine's day demand exceeded all expectations and everything cleaned up early as the writer predicted it would in last week's market report with the expected exception of bulbous stock, which could have brought higher prices but which moved better than anyone really thought it would at that. The shipping trade especially was very heavy and the demand on Monday, February 12, was surprisingly brisk. The local demand was also good and everyone seemed to be pretty well satisfied with the total amount of business done. Stock in general was in good supply but the demand was so heavy that it cleaned up quickly and certain items like red roses and red carnations were scarce as early in the week as Monday. The weather the past week was very cold and the unofficial thermometers registered as low as twelve degrees below zero and around the nothing mark the greater part of the time. Considerable incoming stock was received frozen, especially violets, which put quite a dent in the local supply. The weather is considerably warmer at this writing and it appears as if the cold wave is about ready to depart. Business since the first of the year has been better so far according to the majority of the wholesalers than for the same period during 1916, with the first 14 days in February showing a wonderful increase compared to the same number of days of the same month of last year. Green goods are plentiful enough so that all orders can be filled in full with the exception of southern Asparagus plumosus, which is reaching the market in limited quantities owing to the severe frosts of last week.

NOTES.

Erne & Klingel, who have been engaged in the wholesale commission business in the local market for several years, have dissolved partnership, Fred Klingel withdrawing from the firm and disposing of his interest to Erne & Company, who will receive all bills payable and conduct the business in the future. Mr. Klingel will remain with Erne & Company for several months and is undecided as yet as to just what he will do in the future, but it is very likely that he will take a well-earned rest before stepping into the harness again. Chas. Erne, who has so efficiently managed the business in the past, will continue in this capacity with Erne & Company, which is sufficient guarantee that all their customers will receive hereafter the same consideration that they have in the past. The change in ownership took effect February 1 and from now on all business will be transacted under the new firm name of Erne & Company.

Wiltgen & Freres will be open for business in a few days at their new wholesale cut flower house at 173 North Wabash avenue. They were delayed somewhat in getting things in shape as early as they expected, but everything is well under way now and if nothing unforeseen happens the doors will be open Saturday, February 17, or the following Monday.

My Friend Bill Says:

I've got an **awful hard job,** *receiving shipments, unpacking boxes, getting out orders, waiting on local and shipping trade, etc.;*

—But—

*they don't know what splendid men our force consists of—***making it a pleasure and not work** *for us all,* **to see to it that**

Our Customers and Growers Get

100%

Service"

PERCY JONES, Inc., Chicago, Ill.

CARNATIONS

Heavy Crop of all the Best Old and Newer Varieties in Red, White and Pink.

Buy Direct From The Grower. **CURRENT PRICE LIST** **Subject to Change Without Notice.**

	Per doz.
AMERICAN BEAUTIES	
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

	Per 100
RICHMOND	
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

	Per 100
MILADY	
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

	Per 100
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia	
Specials	$12.00
Select	10.00
Medium	$6.00 to 8.00
Short	4.00 to 5.00

	Per 100
ROSES, OUR SELECTION	$5.00
Carnations, fancy	$3.00 to 4.00
Freesias	3.00 to 4.00
Harrisii	$12.50 to 15.00
Jonquils	3.00 to 4.00
Stevia	1.50 to 2.00
Sweet Peas	1.50 to 2.00
Tulips	3.00 to 4.00
Valley	6.00
Violets	1.00 to 1.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Ferns, per 1000	$3.00
Galax, bronze and green, per 1000, $1.25	
Leucothoe Sprays	75c to 1.00
Smilax	per doz. strings 2.00 to 2.50

2,000,000 Feet of Modern Glass

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

The wholesale florists located in the Atlas building at the northwest corner of East Randolph street and North Wabash avenue had a pretty close call from being wiped out by fire, Monday morning, February 12, when the store room of the John McIntosh company, on the fourth floor, was almost entirely destroyed. The fire department was on the job early and deserve much credit for the masterly manner in which they handled the fire and stopped the blaze from doing more damage than it really did. While the damage outside of the McIntosh company did not amount to much it looked for a while as if the whole building was doomed. The firms located in the Atlas building are: Zech & Mann, Batavia Greenhouse Co., Weiland & Risch, Chas. W. McKellar, Peter Reinberg, Wietor Bros., O. A. & L. A. Tonner, A. T. Pyfer & Co., Erne & Company, George Reinberg, D. E. Freres, Hoerber Bros., John Kruchten Co., Archie Spencer, M. C. Gunterberg, Sinner Bros., Kyle & Foerster, E. F. Winterson Co., Winterson's Seed Store, Southern California Flower Market and the Atlas Floral Co.

Thos. Heaven of Benton Harbor, Mich., who is a frequent visitor to this market and a member of the Chicago Florists' Club, has invested in a new Ford delivery truck. On the sides are painted the words "Lizzie from Heaven." One of the young fellows in the wholesale market suggested this wording for the back: "If you do not want to buy your flowers from Heaven go to ——." Sherman used to spell the word with four letters.

T. M. Sorenson and son, T. C. W. Sorenson, of Marquette, Mich., passed through here this week on their way home from New York. They had intended to sail for Copenhagen, Denmark, on January 29 but found the sailing conditions so unsatisfactory and too dangerous on account of the new German blockade that they thought it best to postpone their visit until a more favorable date.

"Van" of Percy Jones has already caused the trade to sit up and take notice. One large firm is willing to hire him as its advertising manager and another house wrote in to find out what he had to offer. From the amount of business that Percy Jones did for St. Valentine's day no one will question the fact that he is pretty much interested in the wholesaling of cut flowers.

The Batavia Greenhouse Co. will grow American Beauty roses on a larger scale than ever next season, when 30 per cent more plants will be given bench space. This firm is cutting a fine supply of American Beauty roses at present in all the desirable grades and reports an exceedingly brisk demand for them.

The A. L. Randall Co.'s department devoted to nursery furniture under the able management of Frank Farney is attracting much favorable attention.

TULIPS

$3.00 to $4.00 per 100.

JONQUILS **$3.00 to $4.00 per 100.**

FANCY CALLAS **$2.00 per Dozen.**

SUPPLIES

Corsage Shields, Pins, Baskets, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads, Etc.

O. A. & L. A. Tonner

30 E. Randolph Street, Phone, Central 6284. **CHICAGO, ILL.**

Mention the American Florist when writing

Beauties -- Roses -- Carnations

Current Price List-- Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per Doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00

RICHMOND.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short stems	4.00

MRS. CHAS. RUSSELL.	Per 100
Fancy stock	$10.00 to $20.00

PINK KILLARNEY, WHITE KILLARNEY, KILLARNEY BRILLIANT, SUNBURST, OPHELIA.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short Stems	4.00

MINIATURE ROSES.	Per 100
Baby Doll	$2.00
Elgar	2.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Red	$4.00
Fancy White and Pink	3.50
Good	2.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	2.50
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.25

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave, L. D. Phone Randolph 2081 **CHICAGO**

At the Chicago Flower Growers' Association's store business has been exceptionally good since the first of the year with the January sales showing a big increase over the same month of 1916. The February business so far this month, including the St. Valentine's day demand, was surprisingly brisk and away ahead of the same period of last year.

A. L. Vaughan & Co. are more than satisfied with their St. Valentine's day business, which was a record-breaker. Both the local and shipping demand were very heavy and everything cleaned up at an early hour. A large quantity of fancy orchids was moved at this house on this occasion and when the rush was over not a single bloom was left.

J. A. Budlong had a fine supply of stock to offer for St. Valentine's day and succeeded in filling all the orders in full up to the last minute notwithstanding that the demand on this occasion was remarkably heavy. A fine supply of Mrs. Chas. Russell and Sunburst roses are attracting the attention of the many buyers here.

Peter Reinberg had a heavy demand for stock for St. Valentine's day from out-of-town points as well as a good city call. Business never was so good on this occasion at this establishment as it was this year and no trouble was experienced in disposing of all the stock there was to offer at an early hour.

John Kruchten says that business during the past week has been so good with the John Kruchten Co. that it resembled a small Christmas. The names of many out-of-town customers who had not been heard from for some time appeared on their books again during that period.

William Duntemann of Bensenville is one grower who is well satisfied with his returns so far this season and has no complaint whatever to make. Judging from the smile that his friend Harry Blewitt is wearing, Blewitt & Prickett, of Des Plaines, are also in his class.

Wietor Bros. cleaned up completetly in all lines for St. Valentine's day and are more than pleased with the total sales, which exceeded all expectations. This house is showing a large supply of fancy roses, particularly Ophelia, Sunburst and Killarney.

Mr. and Mrs. L. Block of Milwaukee, Wis., announce the engagement of their daughter, Adele, to Sidney Buchbinder of this city. Mr. Buchbinder is manager of Buchbinder Bros., manufacturers of the celebrated Buchbinder refrigerators.

O. A. & L. A. Tonner are showing a fine supply of tulips and callas in addition to all the other seasonable offerings in flowers. This firm was well pleased with their St. Valentine's day trade, which exceeded all expectations.

The local wholesale florists will hold a banquet at the Hotel Sherman, Thursday evening, February 15, at 6:30 p. m., when it is very likely an organization will be formed.

Allie Zech says that the demand for stock for St. Valentine's day at Zech & Mann's store was the best ever and that the total sales are surprisingly larger than those of 1916.

Geoorge Perdikas is still conducting his store on East Van Buren street, which is a branch of his main establishment at 407 South Wabash avenue.

D. E. Freres is handling a larger supply of roses than formerly, which includes many of the newer varieties as well as the old reliable standbys.

Weiland & Risch have a new strain of pussy willows that can be forced in much shorter time than the commoner varieties.

Hoerber Bros. are having a good call for snapdragons, which they are growing in quantity this season.

Samuel Seligman of the American Bulb Co. will make a business trip to Japan in the near future.

S. W. Pike of St. Charles was a visitor at A. L. Vaughan & Co.'s store February 12.

E. C. Pruner and Allan Humason are both back from out-of-town trips.

HEAVY SUPPLY

SPRING FLOWERS

TULIPS ROMAN HYACINTHS SNAPDRAGONS
FREESIAS DUTCH HYACINTHS DAFFODILS
JONQUILS PUSSY WILLOWS VALLEY
VIOLETS MIGNONETTE DAISIES
STEVIA CALENDULAS STOCKS

Also our usual complete line of Roses, Carnations, Greens, Etc.

ORDER HERE—YOU CAN'T DO BETTER ELSEWHERE—OFTEN NOT NEARLY AS GOOD

The Chicago Flower Growers' Association

Wholesale Growers of Cut Flowers and Plants

182 N. Wabash Ave., CHICAGO

L. D. Phone, Randolph 631

LARGE QUANTITY OF

EXTRA FINE CATTLEYAS

At $5.00 to $6.00 per Dozen.

Our supply of Orchids is the largest and most complete in the Great Central Market.

CURRENT PRICE LIST

==Subject to Change without notice.

AMERICAN BEAUTY	Per doz.
Extra long stems	$6.00 to $8.00
Stems 48 inches	5.00
Stems 30 to 36 inches	4.00
Stems 24 inches	3.00
Stems 18 to 20 inches	2.00
Stems 12 inches	1.50
Short Stems	100, $6.00

MRS CHAS. RUSSELL	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES		
Richmond,	special	$12.00
"	select	10.00
"	medium	8.00
"	short	$4.00 to 6.00
Milady,	special	$12.00
"	select	10.00
"	medium	8.00
"	short	$4.00 to 6.00
Killarney Brilliant,	special	$12.00
" "	select	10.00
" "	medium	8.00
" "	short	$4.00 to 6.00
Ophelia,	special	$12.00
"	select	10.00
"	medium	8.00
"	short	$4.00 to 6.00

ROSES—Continued.		Per 100
White Killarney,	special	$10.00
" "	select	8.00
" "	medium	6.00
" "	short	4.00
Killarney,	special	10.00
"	select	8.00
"	medium	6.00
"	short	4.00
Mrs. Ward,	special	12.00
" "	select	10.00
" "	medium	8.00
" "	short	$4.00 to 6.00
Sunburst,	special	12.00
"	select	10.00
"	medium	8.00
"	short	$5.00 to 6.00
Cecile Brunner		2.00
Elgar		2.00
Baby Doll		2.00
ROSES, OUR SELECTION		4.00

Extra special roses billed accordingly.

CARNATIONS.	
Fancy	$4.00
Good	$2.00 to 3.00

ORCHIDS.	Per doz.
Cattleyas	$5.00 to $6.00

MISCELLANEOUS	Per 100
Violets	$0.75 to $ 1.50
Valley	6.00
Easter Lilies ....per doz.	1.50 to 2.00
Stevia	2.00
Calendulas	3.00 to 4.00
Daisies	1.00 to 2.00
Paper Whites	3.00
Snapdragons ....per bunch	.75
Mignonette	6.00
Callas ....per doz.	1.50 to 2.00
Sweet Peas	1.00 to 2.00
Jonquils	3.00 to 4.00
Tulips	3.00 to 4.00
Freesias	3.00 to 4.00

GREENS.	
Asp. plumosus....per string	$0.50 to $0.75
Asp. plumosus sprays...bunch	.35 to .50
Sprengeri ....per bunch	.35 to .50
Adiantum ....per 100	.75 to 1.00
Smilax, choice....per doz.	1.50 to 2.00
Fancy ferns ....per 1,000	2.50
Galax leaves ....per 1,000	1.25
Wild Smilax ....per case	5.00
Boxwood ..per lb., 25c; 50-lb. case..	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave, Chicago

Wells, Fargo & Co. Express has added a new wagon to its delivery service on the wholesale cut flower market which is built along the lines of a refrigerator car and is absolutely cold proof in every respect. A. W. Hayes, supervisor of wagon service, is aiming to please the florists as much as possible and if the new refrigerator wagon is the success that he is confident it will be, more will be added in the near future, which will save the shippers considerable loss from freezing between the market and the depots in the extreme cold weather and prevent damage by heat in the hot summer months. D. T. Smith, who represents the Fargo company in the wholesale market, is finding that everyone appreciates the efforts his firm is making in regard to perfecting its service.

Poehlmann Bros. Co. had a heavy call for orchids and lily of the valley for St. Valentine's day as well as a brisk demand for all other seasonable stock. Roses cleaned up early and so did carnations, especially in the colored varieties. The supply department reports business as good in the basket line, especially those most suitable for bulbous stock.

Bassett & Washburn are cutting a heavy supply of extra fine Ophelia roses which are in exceedingly brisk demand. Their daily receipts include at least 5,000 roses of this one variety, not mentioning their many other offerings in this line.

A. T. Pyfer & Co. have been busy as bees all week filling St. Valentine's day orders and judging from the many boxes that were shipped out from here they had their share of the out-of-town orders.

Curtis Kindler says that the Raedlein Basket Co.'s new spring catalogue is almost ready for distribution and a copy will be mailed free to anyone in the trade upon request.

M. C. Gunterberg is handling fancy sweet peas in as large a quantity as violets and finds ready sale for both.

Visitors: Milton Alexander, with Lion & Co., New York; B. Katzwinkle, Mendota; Herbert Smith, Danville; Frank Gorly and A. Grimm, St. Louis, Mo.; A. H. Barber, with Jones-Russell Co., Cleveland, O.; A. N. Kinsman, Austin, Minn.

SPECIAL NOTICE TO FLORISTS!!!

You can get what you need here in Sweet Peas, Violets and Spring Flowers.
A trial order will be appreciated.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., **Telephone Central 3067** **CHICAGO.**

OUR CUSTOMERS
ARE
STANDING BY US!

So why not join the ranks of our satisfied buyers? Our line of Cut Flowers and Greens is complete in every respect and our prices are so reasonable, and our supply so large, that we can take the best possible care of all your orders.

TRY US NOW.

A. T. PYFER & CO.
—Wholesale Florists—
30 E. Randolph St., CHICAGO, ILL.
Long Distance Telephone—Central 3373.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Morrison, February 8, with a large attendance. President Amling was unable to be present on account of his health, and Vice-President Klingsporn occupied the chair in his absence. The feature of this meeting was publicity and advertising, excellent addresses on which were made by Mrs. Ella Grant Wilson, of Cleveland, O., James H. Burdett and Royce P. Eckstorm, local newspapermen and advertising specialists. Chairman Asmus of the good-of-the-club committee has every reason to feel proud of his first effort in providing instructive material for the meetings, and his thoroughly practical knowledge of the needs of the trade should enable him to make all the coming meetings of the present year both interesting and profitable to the members. Mrs. Wilson illustrated her discourse with a lavish display of her magnificent work in the Cleveland newspapers for the trade of that city, some 90 feet of printed matter with appropriate illustrations, newspaper page height, going almost completely around the walls of the room in which the meeting was held. At the close of her address, Mrs. Wilson was presented with a beautiful bouquet of orchids by Manager Waters, of the Poehlmann Bros. Co. supply department. The various addresses will be found elsewhere in this issue.

Duncan E. Robertson was elected to membership, and the following were proposed for membership: George F. Kastelnik, Maywood; Arthur M. Luedtke, Maywood; John Sinner, 158 North Wabash avenue, Chicago; Chas. Nieman, 3027 North Broad street, Philadelphia, Pa.; M. Wright, Rookery building, Chicago; T. E. Waters, 72 East Randolph street, Chicago (re-instatement).

Vice-President Klingsporn called the attention of members to the excellent work eastern florists had done during the past holiday season in improving the transportation and delivery of express packages and urged the local trade to make efforts along the same line.

Chairman Lautenschlager of the posterette committee reported progress, promising a full account of the work of this committee at the next meeting. Mr. Lautenschlager said about 50,000 of the small St. Valentine's day posterettes have been sold and some 8,000 of the posters.

Chairman August Poehlmann of the finance committee of the 1915 Grand Floral Festival reported all bills paid and a balance of $80 on hand. It is understood A. Henderson, general chairman of the floral festival, will adjust the distribution of the surplus.

Poehlmann Bros. Co. made an excellent display of orchids including Phalaenopsis Schilleriana and Cattleya Trianae, some sprays of the former being the finest ever seen here.

Resolutions on the deaths of the late William L. Kroeschell and the late Nicholas J. Rupp were presented by Michael Barker and adopted by standing votes.

Pittsburgh, Pa.

SUPPLY FAIRLY PLENTIFUL.

Roses seem to be more plentiful than at any time this year, especially the longer grades. The short and medium stemmed stock clean up well each day. Carnations are also plentiful and move well at $3 and $4 per 100. Sweet peas and lily of the valley are also arriving in good supply and find clean sales daily. Violets do not move well, due to the cold weather, most of them going to the street men. Severe weather with the thermometer at zero and often 10 degrees below, the coldest snap in many years, has been the record for the week and in consequence the retail shops have not been very busy.

CLUB MEETING.

The regular meeting of the florists' club was held in the Fort Pitt hotel, February 8. Primroses, cyclamens, roses, carnations and novelties were featured and some very fine plants were shown by Messrs. Jones and Moore, superintendents of the bureau of parks. Wm. Jones, gardener for Mrs. William Thaw of Sewickley, exhibited a fine cyclamen plant with 72 open blooms. The annual election of officers resulted as follows: Carl Becherer, president; E. C. Reineman, vice-president; T. P. Langhans, treasurer; E. J. McCallum, secretary. Executive committee—P. S. Randolph, C. H. Sample and A. Frishkorn. After remarks by the new officers and the members of the club who were in attendance at the carnation convention at Indianapolis, the meeting adjourned. The next meeting will be held March 6.

NOTES.

The trade is extending sympathy to Harvey Sheaff in the death of his mother, which occurred February 8.

My Friend Bill
Says:

that many an otherwise good business man, who would not dream of accepting a check without investigating the maker's bank account, readily believes a false statement about another fellow, whom he would admire and respect if he only knew him.

Bill Says:

there's a reason for every knock, and, that the knocker's reason never proves anything

You ought to see how busy we are giving our Growers and Customers

100% Service

PERCY JONES, Inc., Chicago, Ill.

Visitors: L. Kiger and wife, Marietta, O.; Thos. Milbranc and wife, Johnstown, Pa.; L. Green, Cleveland, O.

G. M.

WHY

send several wires to receive back a reply "impossible to fill," **when a wire sent to us will bring you the goods.** We have a **large supply** in spite of the fact that many wholesalers have but little with which to fill their orders.

We made good last week—Can do so again this week.

If you want good stock and good treatment

Send Your Orders for

ROSES, CARNATIONS

Valley, Sweet Peas, Lilies, Narcissi, Jonquils, Violets, Calendulas, Snapdragons, Freesia, Stevia, Tulips, Mignonette, Daisies, Pansies, Feverfew, Romans and all other seasonable stock; also Greens such as Ferns, Asparagus Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood

To Chicago's Most Up-to-date and best located Wholesale Cut Flower House

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Columbus, O.

AFTER-HOLIDAY SHORTAGE FELT.

A scarcity prevails in practically all kinds of stock. The trade is now feeling in its most acute form the after-effects of the big holiday clean-up. Receipts from growers are meager and the quality as a rule is poor. In roses, every variety is short, perhaps the greatest gap between demand and supply being in Killarneys. The cheapest kind of a rose is costing the trade 10 cents a bloom, and from that up to 35 cents. Retail prices range from $2 to $8 per dozen. Carnations are also bringing a good price, with limited cuttings, the consumer paying from $1 to $1.25. Sweet peas are coming in well, and bring from 50 to 75 cents. The dearth of cut flowers is stimulating the demand for bulbous stock, making the supply somewhat below requirements. Jonquils, freesias and tulips are the principal features. Business is good. The social season is still on, and florists are not as yet much affected by the coming of Lent. Funeral work is very heavy. Indications are that the St. Valentine's day trade will be fully equal, if it does not surpass, former years. There has been little effort to boom trade through newspaper advertising, the excuse being given by some of the florists that they would have all the business they could care for without special publicity.

NOTES.

What promises to be a vigorous organization of local florists is now in the formative stage. Initiative was taken by the younger members of the trade in January, who organized under the name of the Columbus Florists' Association. Officers were elected as follows: Albert C. Hottes, professor of floriculture at Ohio State University, president; Walter Stephens, of S. F. Stephens & Son, vice-president; Archie Munk, of the Munk Floral Company, secretary; Walter Engle, of the Munk Floral Company, treasurer, and Frank Hardesty, of the Hardesty Floral Company, sergeant-at-arms. This was designed as a working basis for a body that would embrace the trade generally. Several meetings have been held with this object in view, at the Neil House, and a good lineup of the trade is anticipated. The association will be made permanent, regardless of numbers. The failure of two former efforts along the same lines in times past, while serving to make some of the more conservative florists skeptical, is not accepted as proof that this new movement will not be able to realize the same success as is being enjoyed by florists of other cities. The objects are those of mutual helpfulness and the advancement of the Columbus florist trade as a whole.

The handsome new shop of the Fifth Axenue Floral Company at 120 East Broad street, the management states, is doing a fine business, one that justifies the location chosen. Formal opening will be delayed until about April 1, when the High street store will be consolidated with the new place.

The business of the Landscape Floral Company, which lately went into voluntary bankruptcy as a solution of disagreement between its two owners, has been acquired by J. F. Myers, who will remove it to his plant on Belvidere avenue.

The duties of citizenship, as juror at the county court house, is temporarily claiming the time of Walter Stephens, of S. F. Stephens & Son.

Robert Buehler, for a number of years florist at the State Hospital for Feeble-Minded Youth, is laid up from an attack of illness. J.

Fort Wayne, Ind.

ZERO WEATHER AND STOCK SCARCE.

This city has been in the grip of zero weather for the past two weeks, the lowest temperature being 15 degrees below zero. Business has been slightly affected by this severe spell. Roses are extremely scarce and prices are high. Shawyer is the most prolific rose at present, other varieties being decidedly on the short side. Carnations are more plentiful and the quality is good. Sweet peas are plentiful and are of excellent grade. Bulbous stock is a great help in the present shortage. Easter lilies are also in plentiful supply. The demand for blooming plants this year is unprecedented, and prices are higher than ever before.

NOTES.

F. J. Knecht & Co. experienced an unlooked for occurence on the night of February 5. One of their two large boilers at the greenhouses on Rudisell boulevard burnt out, resulting in an explosion. The second boiler was not affected and a temperature of 55 degrees was kept up, and the stock saved from freezing until an emergency boiler could be installed.

The Flick Floral Co. had the decorations for the 47 tables at the Quest Club annual banquet at the Anthony hotel, February 9. Shawver roses and spring flowers were used on the tables and southern smilax decorating the dining room.

W. J. & M. S. Vesey are cutting a fine lot of Cattleva Trianae, oncidium and Schroederae orchids.

H. K.

LIMA, O.—Rolf Zetlitz has bought out the J. H. Milnor Sons & Co., about 60,000 feet of glass.

BEAUTIES

Large Supply of Fine Flowers in All Lengths

$2.00, $2.50, $3.00, $4.00, and $5.00 per doz.; Extra Fancy, $6.00 per doz.

Also All Other Cut Flowers In Season.

BATAVIA GREENHOUSE CO.,

30 E. Randolph St., L. D. Phone, Randolph 2995 CHICAGO, ILL.

St. Louis, Mo.

MARKET IN GOOD CONDITION.

The market during the past week was in good condition and stock brought satisfactory prices. The supply was not too large—just enough to clean up. American Beauties were in good supply and all grades could be had at reasonable figures. It was hard to dispose of same at prices satisfactory to the grower but this is the old story on the local market. They moved out at prices varying from $6 to $25 per 100—only a few brought $4 and $5 per dozen. Other roses, such as Ophelia, Killarney and Ward, sold freely at six to 12½ cents. Red varieties cleaned up fairly well and brought from five to eight cents. Russells are still scarce and hard to get. Those coming to the market are of very poor quality but clean up at 10 and 15 cents. Carnations show a downward tendency. The best can be bought for $4. Matchless, Enchantress and Ward are holding their place, and there never are too many. Lilies are very scarce and are priced at 12½ cents; callas from 10 to 15 cents. The shipments of rubrum are large and the price is low. The best bring $8 per 100. Lily of the valley is plentiful and sells fairly well at six cents per spike for the best and four cents for seconds. The orchid supply is evidently sufficient for all requirements and 50 cents each seems to be the tax for cattleyas. Violets are down to $3 per 1000 for good and selected brought $4. Sweet peas are improving and are more abundant. The best long-stemmed Spencers are quoted at $1.50 per 100 and the lowest grade of common, 40 cents. Tulips and jonquils are in ample supply and $3 per 100 is now the best price. Freesia Purity is plentiful and it seems as if everybody has grown this popular spring flower. Greens clean up well but a shortage of plumosus is noticed.

CLUB MEETING.

The florists' club held a well attended meeting at Geo. H. Angermueller's wholesale house. The annual exhibition of carnations was held on this day during the meeting. The president, Jules Bourdet, has appointed E. W. Geny, K. Beyer and F. J. Fillmore as judges, and they awarded the honorable mention for the best stock as follows: Vase of Pink Sensation, M. S. Wittmer Floral Co., Highland; vase of Enchantress, W. A. Rowe, Kirkwood; vase of White Enchantress, W. A. Rowe; vase of Pocahontas (red), A. Kitteman; vase of Washington, W. A. Rowe; vase of snapdragons, G. M. Thost, De Soto, Mo.; vase of dark pink snapdragons, W. A. Rowe; vase of calendulas, W. A. Rowe; new seedling violets, Joseph Hauser; four vases of sweet peas—O. C. May, A. F. Kopp, A. Faeber, W. Eckelmann; two vases of jonquils—O. C. May and W. A. Rowe. After the show and meeting the members accepted the reports of the St. Louis Flower Show Association and enjoyed a good lunch.

NOTES.

The Association of Gardeners has been organized with the following officers: L. P. Jenson, president; Hugo Sharp, of the board of education, secretary; Ernest Streble, treasurer. A fall flower show is under consideration.

W. C. Smith Wholesale Floral Co. has some very fine carnations and roses. W. C. Smith reports business good and the prices very satisfactory to growers.

There are indications that there will be plenty of stock for St. Valentine's day and the retailers are predicting a good business.

Al Gumz, of the Windler Wholesale Floral Co., has some very fine spring flowers and offers them at very reasonable prices.

The west end retailers are all preparing for the Valentine rush. Their windows are very attractive.

A very fine display of all grades of American Beauties can be seen daily at H. G. Berning's.

Frank X. Gorly has gone to Chicago to look over the market.

Visitor: Paul Berkowitz, of H. Bayersdorfer & Co., Philadelphia, Pa.

X. Y. Z.

WORCESTER, MASS.—Thomas Sawyer has purchased the flower shop of Joseph Thayer, 887 Main street.

CROMWELL, CONN.—The employes of F. R. Pierson Co. have formed a society to be known as the Cromwell Gardens Horticultural Society with the following officers: W. R. Pierson and A. N. Pierson, honorary presidents; J. M. McEwen, president; Arvid Anderson, vice-president; M. C. Searles, secretary-treasurer; George Anderson, publicity manager.

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

Rochester, N. Y.

HEAVY CALL FOR FUNERAL WORK.

Because of zero weather, transient trade has fallen off considerably, but funeral work goes on apace. There is a good demand for stock for this purpose, but the supply of carnations has increased sufficiently to bring down the price somewhat. Daffodils, jonquils and tulips are plentiful, as are poeticus and Paper White narcissi. Roses are still scarce and small in size. Sweet peas, violets, lily of the valley and orchids are in great demand. Harrisi and calla lilies are not so plentiful at this writing. Asparagus sprays are very scarce, due to southern frosts.

NOTES.

Edwin C. Kaelber arranged a novel St. Valentine's day window with a kewpie for a central figure holding a colonial bouquet. In one hand were held ribbons which led to splendidly filled baskets and heart-shaped boxes.

Salter Bros. has a pleasing window of yellow, white and blue. Two tall pedestals supported large polypodiums. At the side a large red heart supported white poppies out of which miniature fairies were seen emerging.

The Rosery Flower Shop, 137 South Clinton avenue, of which Paul Campus is proprietoor, opened February 10. Miss Rose Brown is now one of the staff here. The store is a very attractive one and there is an excellent display of palms, flowering plants and cut blooms. The trade wishes him success in his new venture.

Geo. H. Harding of Barnard's Crossing has a house filled with Easter Greeting pelargoniums which will soon be ready for market. He is also selling carnations.

Visitors: Maurice Cohen, New York; Stephen Green, with H. Bayersdorfer & Co., Philadelphia, Pa. CHESTER

ANNOUNCEMENT

ERNE & KLINGEL

DISSOLVE PARTNERSHIP

The trade is hereby notified that the firm of ERNE & KLINGEL, Wholesale Florists, 30 East Randolph Street, Chicago, Illinois, has dissolved partnership by mutual agreement, Mr. Fred Klingel withdrawing from the concern and disposing of his interests to ERNE & COMPANY, who will receive all accounts payable and conduct the business in the future. The old concern of ERNE & KLINGEL wish to thank their many friends in the trade for their kind consideration in the past and assure them that under the able management of Mr. Chas. Erne, the business will be carried on in the future in the same efficient manner under the new firm name as it has in the past.

The new concern earnestly solicits your valued patronage and requests that all orders be sent direct to

ERNE & COMPANY

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Boston.

LITTLE CHANGE IN MARKET CONDITIONS.

The market this week has been rather quiet, although the prices were not changed to a great extent from the week previous. Roses are going a little better, at figures ranging from $4 per 100 upward. Carnations are more plentiful, owing to the quiet market, and consequently have fallen off a little in price, $3 per 100 being about the limit on average flowers. White and pink varieties sell best, the valentine trade making scarcely any perceptible difference in the trading. Violets are in good supply and have been selling fairly well this week, 75 cents per 100 being the average price. Bulbous stock moves rather slowly, as there is a slight oversupply. Golden Spur sell at $2 per 100 and tulips at from $1 to $5. Paper Whites are going off and the demand seems to decrease with the supply, as they sell at practically the same figures as before. Sprengeri and plumosus are very scarce and practically out of the market as a dependable supply, all that is being cut going to regular trade. The other novelties of the market seem to remain about the same as usual, both in supply and demand, the only exception being marguerites, which have slightly fallen off.

NOTES.

The Gardeners and Florists' Club of Boston held its annual banquet at Horticultural hall Wednesday, February 7. There was an attendance of over 200 members and friends to enjoy the festivities. Richard Saltenstall, president of the Massachusetts Horticultural Society, was the honored guest, and after the banquet gave a very fine talk on the prospects of the society and the possibilties which could be derived from a closer relationship between the various branches of the horticultural art if they worked together in common interest for the uplift of horticulture. A very enjoyable entertainment was given which was followed by dancing.

A visit to S. J Goddard's establishment, at Framingham, found the range in a remarkable condition. Every flower on the place showed the untiring efforts to have everything the best possible quality. The carnations were far above the average run, the new seedling from Dorner's looming up especially. Laddie, Rosalia, Nancy, Merry Christmas and several seedlings, which are still under number, showed up as being as near to perfection in present-day carnation culture as is possible.

Arnold & Fisher, of Woburn, are cutting a very fine lot of Christmas Pink sweet peas. This firm has had a very fine grade of stock ever since they started business this summer. They now have two houses, 40x300 feet, and expect to make extensive additions this coming season.

One of the finest carnations seen in the markets is the new variety, Albert Roper, grown by the Roper estate at Tewksbury. The flowers cut seem to be practically an improved Ward, a color which always has been the most popular of the carnations. F. L. W.

BUFFALO, N. Y.—The Humboldt Flower Shop, on Genesee street, has discontinued business.

STE. ANNE DE BELLEVUE, QUE. — A free short course in suburban gardening was held at MacDonald College, January 29-February 1. The course under the direction of the horticultural staff was a very practical one, the subjects dealing largely with the growing of flowers and vegetables. A short course in cereal husbandry was held February 13-16.

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.
Evergreen, Ala.

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

Detroit Bowling.

The regular practice games of the Detroit Florists' Club players were rolled Thursday evening, February 8,

The Bisons			
J. Streit	164	147	172
A. Shields	123	94	125
E. Moss	136	135	125
F. Pautke	129	172	189
J. Klang	146	172	112
Michigan Cut Flower			
R. Rahaley	148	157	149
A. J. Stahelin	152	139	130
J. F. Sullivan	139	99	163
F. Dalsky	147	123	116
R. Jean	116	107	151
American Beauty			
E. A. Fetters	140	153	160
I Rosnowsky	91	105	93
A. Sylvester	146	114	167
H. Forster	129	128	113
F. Holznagle	205	167	157
The Brownies			
T. Browne	162	126	137
J. F. McHugh	151	125	173
H. Taylor	191	212	166
A. Bezner	167	155	149
J. K. Stock	149	134	181

OVAL
PLANT BASKETS

$10.00 per Dozen.

Two-tone colors—Liners included.
14 inches long—22 inches over all.

This is the basket everybody is buying right now because it can be used to splendid advantage in combination effects. Order your supply today. Our new spring catalogue is almost ready. Do you want it?

RAEDLEIN BASKET CO.,
713 Milwaukee Ave., CHICAGO.

Nashville, Tenn.

ARCTIC WEATHER BUT NO DAMAGE.

This city has been visited during the past week with perfect arctic weather and has been held in the grip of snow and ice. Local growers have had to renew their energies and be very vigilant to prevent any loss, but in the main have been successful, but the coal bins were hard hit and the supply melted like snow before the summer sun. As a result of all this cold and dull, cloudy weather, stock is scarce. Trade has been good, especially funeral work, of which there has been a great abundance. This has enabled the trade to manage to fill orders with the supply as it came in, as many of the smaller flowers can be worked in and handsome designs made. The approach of St. Valentine's day called for preparedness along all lines. Indications point to a limited supply of carnations, sweet peas, orchids and bulbous stock, with home-grown violets scarce, although there may be shipments from the outside and the price will be high. The cold weather has cut the violet crop short for the present. Good plants such as cyclamens, azaleas, hyacinths, narcissi and bulbous stock will be on sale and these will help meet the St. Valentine's demand. Fancy boxes and baskets will also be featured.

NOTES.

The Joy Floral Co. passed through the cold spell very well but it took lots of coal and close attention. High winds blew out some glass but serious danger was averted. The American Beauty crop is off, but they will be able to supply both Killarneys, Ophelia, Hoosier Beauty, a few Russell and a good supply of all other flowers for their trade. Many excellent orders have been booked and a big business in floral valentines is anticipated.

There are several smaller concerns coming into this market with both plants and cut flowers, among them the following: Corbett, on Stainback avenue; Wayne, on the same thoroughfare; Corlette, Fourteenth avenue and Holle street, and Trichtler, West Lawn drive, all of whom have from three to five houses and a growing trade.

Leon Geny, of Geny Bros., is back at the store after a severe attack of grippe. The greenhouses escaped damage in the recent freeze and their St. Valentine's day supply is excellent. They will have several thousand violets in addition to lilies, roses, carnations, plenty of sweet peas and a supply of jonquils. In addition to the usual plant supply, they will have freesias.

McIntyre Bros. went through the frigid weather without mishap and their St. Valentine's day supply is in fine condition. They are now cutting 1,000 nice sweet peas daily, for which they are receiving $2 per 100.

M. C. D.

Milwaukee.

SUPPLY AND DEMAND ABOUT EQUAL.

Market conditions for the past week were about the same as reported in our last issue—plenty of funeral work, and with cold weather predominating, the supply about equaled the demand. Prospects are for a good supply of sweet peas, violets and other stocks in that line suitable for St. Valentine's day. Big efforts by means of advertising have been made by the local craft and we hope their work will bring the results.

NOTES.

At the postponed club meeting, held February 8, our local delegation to the Indianapolis carnation convention made a full report which proved that they had a good time and by the notes taken the meeting also proved to be quite instructive. Many members present were agreeably surprised to hear of Edna, the new red seedling carnation of Nic Zweifel, which from reports made quite a hit with prominent carnation growers at the convention. The local press made quite a splurge of it, February 8. How did Nic keep it under his hat so long?

March 1 will be carnation night at the local florist club meeting. Local growers, as well as outside growers, are requested to make an exhibit. This will be an ideal chance to show novelties, seedlings and other stock.

The press committee of the florists' club ran a large adv. in all Sunday papers February 11 consisting of a large heart with the wording, "Let Flowers be your valentine, February 14." Simple yet effective.

Our wholesalers are more than pleased that the embargo on all perishable goods, placed by the express companies, was of only short duration. It certainly had its bad effects while it lasted.

We forgot to mention in last week's report that Alfred Sylvester, of Otto Sylvester & Sons, Oconomowoc, Wis., joined the Milwaukee party to the annual carnation convention.

E. O.

ENCANTO, CALIF.—Eleven hundred acres of hills in this vicinity are being planted with California poppies by members of the Encanto Heights Improvement Club.

Original St. Patrick's Green Carnation Absorber

Enough powder to make one to two quarts of fluid..... 50c
Enough powder to make two to four quarts of fluid..... $1.00

ABSOLUTELY THE BEST

Satisfaction guaranteed or money cheerfully refunded.

ERNE & COMPANY
30 E. Randolph St., Chicago.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978.

Mention the American Florist when writing

ZECH & MANN

Wholesale Florists

30 East Randolph St., - - Chicago

Telephone Central 3284

Mention the American Florist when writing

HOERBER BROS.

Wholesale Growers of Cut Flowers

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. Store: 162 N. Wabash Ave., Chicago

Mention the American Florist when writing

Established 1883 Incorporated 1892

KENNICOTT BROS. COMPANY

Wholesale Commission Florists

163-5 No. WABASH AVE., CHICAGO

Telephone Central 466

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$7 00@$8 00
" " 36-in.	5 00@ 6 00
" " 30-in.	3 00@ 4 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short, per 100,	6 00@ 8 00
" Mrs. Chas. Russell	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	4 00@15 00
" Killarney	4 00@12 00
" White Killarney	4 00@12 00
" Richmond	5 00@15 00
" Prince de Bulgarie	5 00@15 00
" Rhea Reid	5 00@15 00
" My Maryland	4 00@12 00
" Mrs. Geo. Shawyer	5 00@15 00
" Milady	5 00@15 00
" Sunburst	5 00@15 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	5 00@15 00
" Ophelia	5 00@15 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	5 00@15 00
" Tipperary	4 00@12 00
" Francis Scott Key	5 00@15 00
" Bayard Thayer	5 00@20 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	2 00@ 4 00
Cattleyas, per doz.,	6 00
Freesias	2 00@ 4 00
Gardenias, $2 00@$4 00 per doz.	
Sweet Peas	1 00@ 2 00
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons, $1 00 per doz.	
Violets	75@ 1 50
Lilium Harrisii	12 50@15 00
Valley	4 00@ 6 00
Jonquils	3 00@ 4 00
Daffodils	3 00@ 4 00
Romans	3 00@ 4 00
Mignonette	6 00@ 8 00
Bouvardia	4 00@ 8 00
Pansies, per bunch, 10c@15c	
Stevia, per 100	1 50@2 00
Paper Whites, per 100	2 00@3 00
Adiantum Croweanum	1 00
Ferns, per 1000,	2 50@ 3 00
Galax "	1 00@1 25
Leucothoe	75
Mexican Ivy, per 1000,	5 00@6 00
Plumosus Strings, each,	60@ 75
Smilax, per doz.,	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c lb., per case	8 00
Wild Smilax, per case,	$5 00

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

RED CYCAS LEAVES.

Sizes.	Pkg. of 10	Per 100
8 to 12 inches	$0.45	$3.50
12 to 16 inches	.60	5.00
16 to 20 inches	.75	7.00
20 to 24 inches	.95	9.00

(50 Cycas at 100 rate—10 to pkg.)

CREPE PAPER AND POT COVERS.

	Per Doz.	Per 100
Waterproof (all colors)	$2.50	$20.00
Pebbled, pleated (all colors)	2.00	15.00

PINE CONES.

Extra choice quality, with stems and most desirable of all kinds of Xmas decorations.

Price per 100 ..... only $1.50

Get Our List of Other Supplies.

GEO. H. ANGERMUELLER,

Wholesale Florist

1324 Pine St., St. Louis, Mo.

Mention the American Florist when writing

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

George Reinberg

Wholesale Florists

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

ACACIA

For something very choice in yellow for decorative purposes, recommend Acacia.

$2.50 per bunch.

LILAC

We can fill your order for Lilac at any time, no matter what quantity you need.

$1.50 per bunch.

GARDENIAS

They are inexpensive now and every retailer can afford to keep them them in stock.

$10.00-$25.00 per 100.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

COLD WEATHER AFFECTS LOCAL DEMAND.

Extremely cold weather during the past week has curtailed the local trade somewhat, although the out-of-town demand has been good. Roses of all varieties, especially American Beauty, were scarce, and the supply in all of the wholesale houses cleaned up Saturday. Carnations were more plentiful and the better grades moved well. Sweet peas are arriving quite plentifully, the call being for the Spencer varieties with little demand for stock of inferior quality. Gardenias, which are seen in goodly numbers, move slowly. Lilium speciosum and L. rubrum meet with a fair call. The stock of lily of the valley is excellent and it goes out fairly well. Quality freesias find ready sale, as do the better grades of tulips, although the poor stock with short stems sells slowly. Daffodils are plentiful. Orchids are a short item. The supply of violets is increasing with a fair call. There are good receipts of mignonette, calendulas, and lilac, both white and lavender, are in good supply. Greens are not overplentiful, plumosus especially being short.

NOTES.

The executive committee of the American Rose Society met at the Bellevue-Stratford hotel, February 8, when matters pertaining to the national rose festival were taken up. Among those present from out of town were Robert Pyle, J. Horace McFarland, L. J. Reuter, H. O. May and Benjamin Hammond.

Henry F. Michell Co., Inc., are booking fine orders for perennials for spring shipments. H. F. Michell and wife are at Palm Beach, Fla.

Paul Berkowitz, of H. Bayersdorfer & Co., will celebrate his sixtieth birthday anniversary February 28.

The Philadelphia Wholesale Cut Flower Exchange is a very busy establishment these days.

L. H. Dudman, of Lanarch, has a broad smile these days. A 10-pound son is the reason.

The Leo Niessen Co. is featuring fine acacia.

Edward Reid reports that he is busy and happy.

J. D. Eisele, of Riverton, is at Fort Myer, Fla.

F. C.

Louisville, Ky.

The local florists and members of the Kentucky Society of Florists are taking up topics for mutual benefit, among them being co-operative advertising for special days. This has been in force for some time, whole page advertisements in the daily press being used for Christmas.

Mrs. George Rasmussen, wife of George Rasmussen, foreman of the Anders Rasmussen range, died February 5.

All stocks have been short of the demand for two or three weeks.

H. G. W.

SOUTH OMAHA, NEB.—Louis Zadina had a bad freezeout during the recent cold spell.

HOUSTON, TEX.—A. E. Dosbaugh has taken charge of the Garden Flower Shop, Preston avenue.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

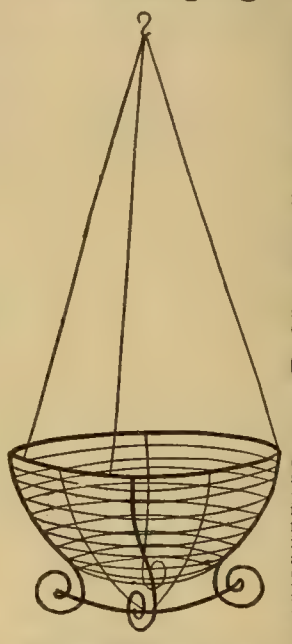
Wholesale Flower Markets

CINCINNATI, Feb. 14.	Per 100
American Beauty, per doz.	1 00@ 6 00
Roses, Killarney	3 00@12 00
" Mrs. Chas. Russell	8 00@10 00
" Ophelia	8 00@12 00
" Richmond	4 00@15 00
" Sunburst	4 00@12 00
Carnations	4 00@ 5 00
Lilium Giganteum	12 50
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Narcissus	3 00
Violets	50@ 1 00
Sweet Peas	50@ 1 50
Jonquils and Daffodils	4 00
Tulips	4 00

BOSTON, Feb. 14.	Per 100
Roses, Beauty	20 00@60 00
" Killarney Queen	4 00@12 00
" White and Pink Killarney	4 00@12 00
" Double White Killarney	4 00@12 00
" Killarney Brilliant	6 00@16 00
" Hadley	6 00@16 00
" Cardinal	4 00@10 00
" Mock	8 00@16 00
" Mrs. Chas. Russell	8 00@16 00
" Sunburst	8 00@16 00
" Taft	4 00@12 00
" Milady	4 00@10 00
" Ward and Hillingdon	4 00@10 00
" My Maryland	3 00@12 00
Cattleyas	35 00@50 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 5 00
Paper White	2 50@ 3 00

BUFFALO, Feb. 14.	Per 100
Beauty Special, per doz.	$6.00
" Fancy "	4.00
" Extra "	3.00
" 1st "	2 00
" 2nd "	50c@1.00
Roses, Killarney	4 00@12 00
" My Maryland	4 00@12 00
" Sunburst	4 00@12 00
" Ward	4 00@ 6 00
" Ophelia	5 00@15 00
" Russell	10 00@20 00
" Stanley	6 00@12 00
" Mock	6 00@ 8 00
" Shawyer	4 00@12 00
Lily of the Valley	6 00@ 7 00
Lilies	10 00@12 00
Cattleyas	40 00@50 00
Carnations	3 00@ 5 00
Violets	40@ 75
Asparagus Sprengeri	35@ 50
Ferns	per 1000, 2 50
Smilax	15 00@20 00
Stevia	1 00@ 1 50

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1 35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for ..... $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING, 1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers and Greens

RICE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Cut Boxwood Sprays

Used extensively as Greens in Funeral Work, etc.

Any amount, 12c per pound.

McCALLUM CO.

Pittsburgh, Pa.

Mention the American Florist when writing

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Philadelphia, Pa.

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE GROWERS

116-118 Seventh Street

PITTSBURGH, - PA.

Mention the American Florist when writing

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., **Milwaukee, Wis.**

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.

Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.

FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN, Wholesale Florist. 1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Feb. 14.	Per 100
Roses, Beauty, special	30 00@50 00
" " fancy	20 00@30 00
" " extra	15 00@20 00
" " shorter grades	10 00@12 00
" Mrs. Chas. Russell	10 00@30 00
" Prima Donna	10 00@20 00
" Killarney	6 00@15 00
" White Killarney	6 00@15 00
" Liberty	10 00@30 00
" Hadley	10 00@25 00
" Sunburst	8 00@15 00
" Ophelia	6 00@15 00
" Hoosier Beauty	10 00@25 00
Carnations	4 00@ 6 00
Cattleyas.....each, $0 35@ 75	
Lilium Longiflorum	10 00@15 00
Valley	4 00@ 6 00
Calendulas	3 00@ 6 00
Daisies, yellow	2 00@ 3 00
Violets, single and double	50@ 1 00
Sweet Peas	1 00@ 2 50
Freesias	4 00@ 6 00

PITTSBURGH, Feb. 14.	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	4 00@12 00
" My Maryland	4 00@12 00
" Sunburst	4 00@12 00
" Mrs. Aaron Ward	4 00@12 00
Cattleyas	75 00
Lilium Giganteum	12 00
Carnations	3 00@ 4 00
Lily of the Valley	6 00
Snapdragons	5 00
Paper Whites	3 00
Violets	50
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, Feb. 14.	Per 100
Roses, Killarney and W. Killarney	5 00@12 00
" Ward	5 00@ 8 00
" Mrs. Chas. Russell	10 00@25 00
" Ophelia	6 00@12 00
" Hoosier Beauty	5 00@12 00
Lilies.....per doz., 1 50@ 2 00	
Cattleyas....per doz., 6 00	
Carnations	3 00@ 4 00
Rubrums	5 00
Valley	4 00@ 6 00
Violets	75@ 1 00
Stevia	2 00
Sweet Peas	75@ 1 50

DAVID WELCH EDWARD J. WELCH

WELCHS'

WHOLESALE AND COMMISSION FLORISTS

FLORISTS' SUPPLIES

280 and 282 Devonshire St., BOSTON, MASS.

Consignments of Beauties, Lilies of the Valley, Orchids and all other flowers received daily.

Telephone—Fort Hill 1964, 1965.

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, VIOLETS, EASTER LILIES

and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

A good opening for a few more growers of cut flowers.

1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, Feb. 14.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	2 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	4 00@10 00
Carnations	3 00@ 4 00
Valley	4 00@ 6 00
Lillies	12 50
Orchids	50 00@ 60 00
Ferns.....per 1000.	2 50

New York.

INCREASED SUPPLY WEAKENS PRICES.

We will not say that the bottom has dropped out of the market, but there is certainly "a leak." The past week opened with a snowstorm, which upset business for that day and conditions did not improve during succeeding days. Notwithstanding much dark weather, there has been a great increase in the supply of stock, with falling prices. American Beauties, which are not plentiful, have held up fairly well, but there has been a decline in tea roses. In carnations, tulips, narcissi, freesias and sweet peas, the drop in prices has been more noteworthy. At this writing, the bulk of the carnations are selling at from $2.50 to $4 per 100; probably $3 per 100 is a fair average. There are now excellent tulips on the market, but too many of them. Possibly a few that are extra fine bring 75 cents per dozen, but from 50 cents down to 4 and 5 dozen for $1 is what most of the stock is going for. About the same can be said of the yellow narcissi. Early in the winter, the demand for freesias was good, but has now grown stale. The short and inferior grades of sweet peas are practically a nuisance and even the best stock is hard to move. There is always a demand for lilies and lily of the valley, but there is more than enough on the market to supply it. Excellent stock of L. Formosum is on the market, the asking price for which is 12 to 15 cents per flower, but they move slowly. The L. longiflorums are slow at eight cents and 10 cents. Many of the violets are now used in casket covers and other forms of funeral work, such stock being very cheap. The special violets do not go above 50 cents per 100. In orchids and gardenias there is little change.

NOTES.

Miss Carroll Macy, who for a number of years conducted the retail store at 903 Seventh avenue, yet known as the "Onaway Florist," has of late years been raising and exhibiting cats. Word has just been received that Champion King Winter, her famous Persian cat, had died at her cat farm at Ash Point, Me. This cat had won many championships and Miss Macy is quoted as saying that she recently refused $4,000 for the animal.—Requies'cat in pace.

Eugene Dailledouze, who, with Mrs. Dailledouze, attended the carnation convention and exhibition at Indianapolis, Ind., was well pleased with the various features. On February 8 he received a letter from his brothers, Paul and Henry, who are now in Honolulu. They are enjoying themselves immensely and intend to remain there another month. They report many visitors on that delightful isle of the Pacific.

At the Hession range, Flatbush, Brooklyn, we have recently noticed a very fine crop of carnations and also an immense stock of young plants for spring planting, all in the finest condition. This is the greatest range devoted almost exclusively to carnations within the limits of Greater New York, and is well worth a visit. The stock is sold by M. C. Ford, 121 West 28th street.

Hon. Philip Breitmeyer and Mrs. Breitmeyer, of Detroit, Mich., spent several days in this city the past week. They arrived from Cuba, February 12, on the steamer Morro Castle, having spent about a month in that sunny clime, and greatly enjoyed the visit. They called on a number of old friends while in this city.

The rose range of A. J. Ayres, Nursery Hill, N. J., who has been shipping to Badgley & Bishop of this city, was totally destroyed by fire on the evening of February 3. The fire started in the boiler room and quickly spread to the houses, which comprised about 9,000 square feet.

At the Dards store, Madison avenue and 44th street, we recently noticed neat and clever St. Valentine's day boxes. This store is noted for fine stock and artistic arrangement. Manager Perry advises us that business has been good.

Frank Nielsen has resigned his position with Harry Gessner in the Hotel Imperial store, Broadway and 31st street, and has gone into business for himself at 17 East 28th street, the store recently conducted by Frank Lorraine.

The store of John S. Nicholas is one of the show places of the Grand Central station. In addition to a great display of fruit and flowers, he carries seeds, bulbs and other requisites of a good seed store.

As receptacles for cut flowers, A. T. Bunyard, 413 Madison avenue, has a stock of miniature cradles which are handsomely decorated, and have a metal container for water or wet moss.

At the florists' club meeting, Joseph S. Fenrich made a noteworthy address on parliamentary practice. Joe is a good florist, a good bowler, and a parliamentarian of the old school.

We have recently noticed in the rooms of Hentz & Nash, Inc., in the New York Cut Flower Co., fine Spencer sweet peas, grown by O. C. Kreft, Tenafly, N. J.

Thomas F. Galvin, Inc., have their new store fitted up and are open for business. While not large, it is handsomely decorated and conveniently furnished.

Wadley & Smythe, Fifth avenue and 42nd street, sent a number of men to Boston on February 10 to arrange a fine wedding decoration. A. F. F.

Cincinnati.

SHORTAGE OF SUPPLY FELT.

The supply of stock in the market is still insufficient to take care of all demands upon it. For St. Valentine's day sweet peas and violets are in good supply, while fair quantities of lily of the valley and orchids are available. The cut of red roses and red carnations, however, is very limited. Other roses, too, are in a rather short supply. More carnations could be used were they available. Easter lily receipts are about sufficient for the present heavy demands upon them. The receipts of bulbous stock has increased very considerably. Daffodils are plentiful, while tulips and Dutch hyacinths now come into the market in fair quantities. Freesias and narcissi may also be had. Limited amounts of callas and rubrum lilies are available. Other offerings include snapdragons, forget-me-nots and primroses.

NOTES.

Miss Christine Bersmeyer of C. E. Critchell's establishment, was confined to her home last week with the grippe.

E. G. Gillett and wife are visiting C. J. Olmer and wife at West Palm Beach, Fla.

C. E. Critchell has been getting in some excellent hyacinths.

C. J. Jones has been on the sick list during the past fortnight.

Visitors: S. S. Skidelsky and wife, Philadelphia; P. Nye, Richmond, Ind.; G. A. Beckman and wife, Middletown, O.; Geo. Hampton, representing Jos. G. Neidinger & Co., Philadelphia; Wm. J. Vesey, Richmond, Ind.; H. F. Winke, Charleston, W. Va.; George McCallum, of the McCallum Co., Pittsburgh, Pa., and Joe Marks, representing A. Henderson & Co., Chicago. H.

New York Florists' Club.

At a meeting of the florists' club held February 12, the following awards on exhibits were made:

Carnation Cottage Maid, 88 points.
Carnation Laddie, 88 points.
Carnation Doris, 85 points.
Carnation Rosalia, 85 points.
Carnation Cornell, vote of thanks.
Carnation Mrs. J. F. Marsden, committee requests to see it again.
Carnation Lucy, 85 points.
Vase of carnation seedlings, vote of thanks.
Carnation Olive Whitman, 85 points.
Enchantress sport, vote of thanks; would like to see it again.
Rose, sport of J. L. Mock, vote of thanks.
Rose September Morn, vote of thanks. A. F. F.

OUR MOTTO: The Best the Market Affords.

Valley

Orders taken now for 1917 Crop of German - Swedish - Dutch Pips.

CHAS. SCHWAKE & CO., Inc., 90-92 West Broadway, New York.

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64 West 26th St., NEW YORK

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20 years experience

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Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

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All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York
Mention the American Florist when writing

Wholesale Flower Markets

	NEW YORK, Feb. 14.	Per 100
Roses, Beauty, special		75 00@100 00
" " extra and fancy		40 00@50 00
" " No 1 and No 2		6 00@15 00
" Prima Donna		5 00@25 00
" Alice Stanley		5 00@15 00
" Mrs Geo. Shawyer		4 00@15 00
" Double White Killarney		5 00@12 00
" Killarney, Special		12 00
" " No 1 and No 2		4 00@ 6 00
" " Queen		4 00@15 00
" " Brilliant		4 00@15 00
" Aaron Ward		6 00@15 00
" Richmond		4 00@12 00
" Sunburst		4 00@15 00
" J L Mock		5 00@20 00
" Ophelia		4 00@15 00
" Mrs. Chas. Russell		5 00@20 00
" Hadley		6 00@50 00
" Hoosier Beauty		4 00@12 00
Cattleya Orchids, special	each,	50
" " inferior grades		25 00@35 00
Oncidiums	per flower, 8c to 10c	
Bouvardia		3 00@ 6 00
Rubrums		6 00@ 8 00
Lilies, Longiflorum and Harrisii		10 00@12 00
Lily of the Valley		4 00@ 6 00
Carnations		2 50@ 4 00
Mignonette	per doz	50@ 00
White Lilac	per bunch	1 75
Gardenias	per doz.	1 00@ 4 00
Sweet Peas		25@ 50
Sweet Peas, Spencers		1 00@ 1 50
Snapdragons		8 00@16 00
Violets		25@ 30
Yellow Narcissus		1 50@ 2 50
Paper White Narcissus		1 50@ 2 50
Tulips		1 50@ 4 00
Adiantum Croweanum and Hpyridum		75@ 1 00
Asparagus Plumosus	doz. bchs.	2 50@ 3 00
Smilax	doz. strings	75@ 1 25
Freesias		1 00@ 3 00

United Cut Flower Co., Inc.
WHOLESALERS
111 West 28th St., New York
Telephones: Farragut { 4422 / 4423 }

HOUSE OF FERNS
Phone, Madison Square 4051.
41 West 28th St., NEW YORK
Asparagus Plumosus Nanus A Specialty.
RETTA E. RANKIN, Manager.

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK CITY
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.

WM. KESSLER,
Successor to Kessler Bros.
113 W. 28th St., NEW YORK
CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut Shipments Everywhere
Prompt and satisfactory. Consignments solicited

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 26th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising.
V. S. DORVAL, Secretary.

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FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
Telephones: Farragut 2164-5893
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George B. Hart
Wholesale Florist
24-30 Stone St., Rochester, N.Y.

Nippon Garden, Inc.
Successors to Satow & Suzuki
259 Fifth Avenue New York
Greenhouses: Woodside, L. I.
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We are headquarters for Japanese Miniature Gardens, Fern Dishes, Vases, Flower Pots, Jardinieres and Dwarf Plants. A great stock of Fern Monkeys and Fern Balls.

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121 WEST 28th STREET
NEW YORK
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The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

A Big Cut in Prices But No Cut in Quality

This is your opportunity to buy the regular "Arnold Quality" boxes at a price far below present market values. As long as they last our present stock will be sold at prices listed below. We are unable to guarantee the filling of all orders as many of our sizes are exhausted. We will, however, fill all orders in rotation as they come in. Place your order now, thus making sure that you get yours.

WHITE GLAZE
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.60
8x 5x5 "	4.30
10x 6x5½ "	5.00
12x 8x5½ "	6.45
14x10x8 "	10.65

For Cut Flowers

16x 4x3 2" covers	$ 3.80
18x 5x3 "	4.30
21x 5x3 "	5.00
24x 5x3½ "	5.35
21x 8x4 "	6.60
24x 8x5 "	8.20
28x 8x5 "	9.25
36x 8x5 Telescope	12.80
36x10x5 "	15.65
42x10x5 "	21.35
48x10x5 "	25.60

VIOLET GLAZE
For Violets and Corsages

7x 4x4 2" covers	$ 3.80
10x 6x5¼ "	5.25
14x10x8 "	11.25

PLAIN VIOLET
Made of Moisture Proof Board for Violets and Corsages

7x4x4 2" covers	$2.65
8x5x5 "	3.35
10x6x5¼ "	3.80
12x8x5½ "	5.25

MIST GRAY
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.60
8x 5x5 "	3.90
10x 6x5½ "	4.30
14x10x8 "	8.50
15x 6x5 "	5.00

For Cut Flowers

16x 4x3 2" covers	$ 2.65
18x 5x3 "	3.05
24x 6x4 "	4.95
28x 6x4 "	5.00
18x 6x4 "	4.30
21x 7x3½ "	4.60
21x 8x4 "	4.95
24x 8x4 "	5.50
36x 6x5 "	9.00
28x 8x4 "	6.20
28x 8x5 "	7.10
36x 8x5 Telescope	9.90
42x 8x5 "	15.65
48x 8x5 "	17.80
30x10x5 "	9.90
36x10x5 "	12.80
42x10x5 "	18.50
48x10x5 "	21.35

For Designs and Sprays

30x12x6 Telescope	$14.25
36x12x6 "	17.10
20x12x8 "	14.25
12x12x8 "	12.80
14x14x8 "	13.50
16x16x8 "	14.25
20x20x8 "	18.50
24x24x8 "	21.35
28x28x8 "	27.00
24x14x8 "	17.80
30x14x8 "	20.60
36x14x8 "	22.75
40x14x8 "	24.85

MIST BROWN
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.80
8x 5x5 "	4.15
10x 6x5½ "	4.50
12x 8x5½ "	5.25
14x10x8 "	9.00
15x 6x5 "	5.25

For Cut Flowers

16x 4x3 2" covers	$ 2.80
20x 4x3 "	3.25
18x 5x3 "	3.25
21x 5x3 "	3.80
36x 5½x3¼ "	6.75
21x 7x3½ "	4.85
24x 8x4 "	5.80
28x 8x4 "	6.30
36x 8x5 Telescope	10.55
40x 8x5 "	13.50
42x 8x5 "	16.45
30x10x5 "	10.55
36x10x5 "	13.50
42x10x5 "	19.55
48x10x5 "	22.50

For Designs and Sprays

30x12x6 Telescope	$15.00
36x12x6 "	18.00
20x12x8 "	15.00
16x16x8 "	14.75
24x24x8 "	22.50
28x28x8 "	28.50
24x14x8 "	18.75
30x14x8 "	21.75
36x14x8 "	24.05
40x14x8 "	26.30
42x17x8 "	29.95
32x32x8 "	37.55

MANILA
For Cut Flowers and Designs

	Per 100
16x 4x3 2" covers	$ 2.50
20x 4x3 "	2.90
18x 5x3 "	2.90
21x 5x3 "	3.40
24x 5x3¼ "	4.05
36x 5½x3½ "	6.05
18x 6x4 "	4.05
21x 7x3½ "	4.40
21x 8x4 "	4.75
24x 8x4 "	5.20
24x 8x5 "	5.65
36x 8x5 Telescope	9.45
40x 8x5 "	12.15
42x 8x5 "	14.70
30x10x5 "	9.45
36x10x5 "	12.15
42x10x5 "	17.55
48x10x5 "	20.20
40x10x6 "	20.20
28x 8x6 "	8.10
30x12x6 "	13.50
36x12x6 "	16.20
24x14x8 "	17.55
30x14x8 "	20.20
36x14x8 "	21.95
40x14x8 "	24.05

SAMPLES WILL BE SENT AND SPECIAL TRADE AND CASH DISCOUNTS QUOTED PROMPTLY ON REQUEST.

SPECIALS

We will sell these boxes at the prices listed as long as they last. We have only a few left. At the prices offered they will not last long, so place your order at once if you want your share. They are all the regular well-known "Arnold Quality" boxes. Special trade and cash discounts will be gladly quoted upon request.

PALM GREEN
For Violets and Corsages

	Per 100
7x 4x4 2" cover	$ 3.80
15x 6x5 Telescope	5.25
15x 7x6½ "	7.45

For Cut Flowers and Designs

18x 5x3 2" cover	$ 3.25
12x12x8 Telescope	14.85
24x24x8 "	22.50
28x22x8 "	26.00
28x28x8 "	28.50

The "Old Favorite" Palm Green. Place your order now before they are all gone. The Designs and Violet sizes are a great bargain.

PEERLESS GREEN
For Cut Flowers and Designs

	Per 100
21x 8x4 2" covers	$ 4.65
28x 8x4 "	5.60
24x 4x3 Telescope	3.30
18x 5x3 "	2.90
21x 5x3 "	3.35
28x 8x5 "	6.70
30x10x5 "	9.25
30x12x6 "	12.30
36x12x6 "	16.00

A very good looking shade of Light Green, slightly lighter weight quality than the Palm Green, but a very good box for local deliveries and a bargain at the prices offered.

PARCEL POST CONTAINERS Per 100

24x 5x4 2½" cover	$ 4.50
30x 5x4 "	5.00
28x 6x4 "	6.00
24x 8x4 "	5.75
28x 8x5 "	6.50
30x12x6 3" "	15.50
36x12x6 "	17.75
36x14x8 "	20.00
40x14x8 "	21.00
42x17x8 "	24.00
24x24x8 "	20.00
26x17x10 4" "	22.00
24x20x10 "	22.00
24x24x10 "	24.00
28x28x10 "	30.00
30x30x9 "	31.00

For Baskets and Potted Plants

12x12x15	$12.00
15x15x20	20.00
18x18x25	29.00
19x19x30	33.50

The ideal packer for shipping. You will find these a great help in having your flowers arrive in fine condition. Waterproofed inside and out.

GREEN MARBLE CUT FLOWER BOXES

Size	Per 100
7x 4x4	$3.60
8x 5x5	3.90
10x 6x5½	4.30
15x 6x5	6.00
12x 8x5½	5.25
14x10x8	9.00
16x 4x3	3.25
20x 4x3	$4.00
18x 5x3	4.00
21x 5x3	4.50
24x 5x3½	5.00
30x 5x3½	5.75
36x 5½x3½	7.00
21x 7x3½	5.25
24x 8x4	$6.50
24x 8x5	7.00
28x 8x4	7.50
28x 8x5	8.00
36x 8x5 Telescope	11.00
40x 8x5 "	13.00
42x 8x5 "	16.00
30x10x5 Telescope	$11.50
36x10x5 "	13.50
42x10x5 "	19.00
48x10x5 "	22.00
24x10x10 3" cover	17.00
30x10x10 "	20.00
36x12x7 "	18.50
24x12x10 "	18.00

A. A. ARNOLD PAPER BOX CO.

1302 W. Division St.,

Chicago, - - Illinois.

When cash is received with order we will allow a special 5 per cent discount in addition to regular trade discounts allowed.

Holyoke and Northampton Club.

The regular meeting of the Holyoke and Northampton Florists and Gardeners' Club was held at Geo. H. Sinclair & Son's establishment, Holyoke, Mass., February 6, President George Strugnell in the chair. E. J. Canning, who had just returned from the convention of the New England Nurserymen's Association, aroused keen interest by an instructive talk on the proposed bill to entirely prohibit plant importations. It was felt that such a drastic measure if allowed to pass would seriously affect the business of florists and nurserymen, without accomplishing the supposed purpose of the bill.

President Strugnell exhibited a specimen cyclamen which was loudly praised. It was a perfectly developed plant in an 8-inch pot with over 80 fully developed flowers, and well deserved the certificate awarded. G. H. Sinclair had a very nice display of carnations, sweet peas, snapdragons, mignonette and forget-me-nots. D. J. Gallivan exhibited a vase of Carnation Gorgeous.

H. E. D.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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745 Buckingham Place.

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Nat. M. Kingsley
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Mullanphy Florists
(INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Mention the American Florist when writing

WIRE YOUR ORDERS
TO
HARRY PAPWORTH
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STORE
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NEW ORLEANS
ROSES
ORCHIDS
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F.T.D.

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EYRES,

Flowers or Design Work.

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET.

Mention the American Florist when writing

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph Delivery Association.

THOS. F. GALVIN
INC.

NEW YORK 561 Fifth Ave.

BOSTON 1 Park Street
799 Boylston Street

Deliveries to steamers and all Eastern Points.

Mention the American Florist when writing

Max Schling

NEW YORK.
No. 22 West 59th Street
Adjoining Plaza Hotel
Member of the Florists' Telegraph Delivery.

Original Decorations a Specialty.
Branch:
THE VANDERBILT HOTEL
Main Phone, Murray Hill, 783
Branch " " " 1808
Park Ave. and 34th St.

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Member F. T. D.
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And 49th St., NEW YORK

Chicago.

A. LANGE,

25 E. MADISON ST.

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REUTER'S

For Rhode Island and Connecticut

STORES

New London, Conn., Norwich, Conn. and Westerly, R. I.

Members of Florists' Telegraph Delivery.

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Young & Nugent

Telephone 2065-2066 Madison Square.
42 West 28th Street,
To out-of-town florists: We are in the Heart of **NEW YORK**
And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

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Mention the American Florist when writing

Bangor, Me.

Adam Sekenger
FLORIST
No. 32 NEWBURY STREET
We cover all points in Maine.

Mention the American Florist when writing.

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland
FLORIST
60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.,

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

Mention the American Florist when writing

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
Cable address: Alexconnell,
Western Union Code.

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ALPHA FLORAL CO.

146 S. Wabash Ave., Chicago.

Largest and most centrally located store in the city. All orders given prompt attention.

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Wire and Mail Orders Our Specialty.

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Retail Store. Greenhouses.

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Palmer's
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310-312 West Chestnut Street

LARGEST FLOWER STORE IN THE CITY

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.

Established 1874.

DARDS

N. E. CORNER 44TH ST. AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

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Holm & Olson,

20-22-24 West Fifth Street.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

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Begerow's

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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Largest Floral Establishment in America. Established 1874. Incorporated 1909.

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FLORIST

536 SOUTH SALINA STREET

General designs—All flowers in season

Name Index to Retail Florists Filling Telegraph Orders.

Alfred Lozier Rosery, Des Moines, Ia.
Alpha Floral Co., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Archias Floral Co., Sedalia, Mo.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Broadway Florist, The, Los Angeles, Calif.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago, Ill.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave. and L, Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Quebec.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
Forter, Edward A., Cincinnati, O.
Foster, Fred, St. Louis, Mo.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Furrows & Co., Guthrie, Okla.
Galvin, Thos. F., Inc., Boston, Mass.
Galvin, Thos. F., Inc., New York.
Gasser, J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Hanft Bros., Madison Av., at 62d St., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., New York.
Hatcher, John C., Amsterdam, N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Hencle, Miles S., Syracuse, N. Y.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison Ave. and 76th St., New York.
Higgins, N. F., Springfield, Mass.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Howard & Smith, Los Angeles, Calif.
Huscroft's Flower Shop, Steubenville, O.
Jahn, Hugo H., Brooklyn, N. Y.
Johnston & Co., T. J., Providence, R. I.
Joseph's, 233-235 Grant Ave., San Francisco.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kerr Floral Co., Robt. C., Houston, Tex.
Kottmiller, New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 25 E. Madison St., Chicago.
Leborius, J. J., Duluth, Minn.
London Flower Shop, Ltd., Philadelphia, Pa.
Mangel, Chicago.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McConnell, Alex., New York.
Metairie Ridge Nursery Co., New Orleans, La.
Miami Floral Co., Miami, Fla.
Mullanphy Florists, St. Louis, Mo.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
Palmer, W. J., & Sons, Buffalo.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Pyfer & Olsem, Wilmette, Ill.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Reuter's, New London and Norwich, Conn.
Robbins, F. A., Augusta, Me.
Rochester Floral Co., Rochester, Minn.
Rock, Wm. L., Flower Co., Kansas City.
Saake, O. C., Los Angeles, Calif.
Schiller the Florist, 2221 W. Madison, Chicago.
Schling, Max, 22 W. 59th St., New York.
Schmidt, Chas. L., Harrisburg, Pa.
Sekenger, Adam, Bangor, Me.
Seki Bros. & Co., Los Angeles, Calif.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Van Meter Flower Shop, Springfield, O.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Whitted Floral Co., Minneapolis, Minn.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wilson, J. S., Floral Co., Des Moines, Iowa.
Wittbold Co., G., 745 Buckingham Pl., Chicago.
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Young & Nugent, New York.

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Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

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In the Heart of the most exclusive residential section.

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IN THE CENTER OF IOWA

National Florist

J. S. Wilson Floral Co.

We cover all points in Iowa.

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THE J. M. GASSER COMPANY,

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street,

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

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Brooklyn Representative of National Florist Corporation.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to

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All orders carefully filled under the supervision of
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BROOKLYN'S LARGEST FLORIST
SEVEN STORES
Main store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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(Successor to Geo. A. Heinl)
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Both Phones, 527.
Special attention to Mail and Telegraph Orders
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The Largest Growers of Flowers in City

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Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Robt C. Kerr Floral Co.

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Member of Florists' Telegraph Delivery.

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FLORIST AND DECORATOR
150 State St., SPRINGFIELD, MASS.

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—Established 1848—
Madison Ave., at 62nd St.
PHONE PLAZA 428.

The Boulevard Floral Co.

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Telephone, Schuyler 6375
FINE STOCK, ARTISTIC ARRANGEMENT AND PROMPT DELIVERY.

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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Wholesale and Retail Florists
We grow our own flowers
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Careful attention to all mail or telegraph orders for delivery in Wilmette—Chicago's North Shore Suburb—Evanston, Kenilworth Winnetka. Glencoe. Lake Forest.

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Mail or telegraphic orders promptly and most carefully executed.

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Madison Ave. and 76th St.
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Quality Flowers
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FLOWERS
Mail and Telegraph Orders carefully executed.
138-140 Fourth Street East
Mention the American Florist when writing

Miami Floral Co.,

Orders promptly filled.
MIAMI, FLORIDA.
Mention the American Florist when writing

Sedalia, Missouri.

Archias Floral Co.

Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.
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1303 Main Street
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No Orders too large, none too small.
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Los Angeles, Calif.

O. C. SAAKE

FLORIST

WE SOLICIT TELEGRAPH ORDERS.
Regular Trade Discount.
215 W. FOURTH STREET.

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JOY FLORAL COMPANY

Members of Florists' Telegraph Delivery.

PHILIPS BROS, 938 Broad St.

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Artistic Floral Work and Long Stem Beauties Our Specialty.

Los Angeles, Calif.

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Cut Flower Merchants.
We solicit telegraph orders. Regular trade discount.
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Member of Florists' Telegraph Delivery.

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All orders carefully filled and delivered to all parts of the city, Arkansas and the Southwest.

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Boyle and Maryland Avenues.
Flowers delivered in city and state on short notice
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California Florists

will take care of all telegraphic orders.

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florist of GRAND RAPIDS.
Member of Florists' Telegraph Delivery.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co

Wholesale and Retail
Members of Florists' Telegraph Delivery.

Steubenville, Ohio.

Huscroft's Flower Shop

173 North Fourth Street
All Orders Promptly Executed

Cleveland, O.

The Smith & Fetters Co.,

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735 Euclid Ave. CLEVELAND

Friedman

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522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

SAN FRANCISCO

JOSEPH'S

233-235 GRANT AVENUE
Members of Florists' Telegraph Delivery and National Florists for this District. A specialty made of "Welcoming" and "Bon Voyage" packages.

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LEADING FLORISTS OF THE NORTHWEST

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MRS. E. A. WILLIAMS
621 Penn Ave.

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Night and day service in all Central Pennsylvania.

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Covers all New England points.

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The Palmer House Florist
17 E. MONROE ST.

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1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class stock.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

THE DOMINION FLORAL CO.

484 St. Catherines St., West
Montreal, Que., Canada
Every order receives prompt and careful attention

C. Frauenfelder

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NEAR GARFIELD PARK
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For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
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DES MOINES IOWA

ALFRED LOZIER ROSERY

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853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

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128 W. Fourth St., Phones, Main 1874–1875

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SPRING and HIGH, Springfield, O.

BEST FLOWERS for EVERY OCCASION.

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Largest Growers in Central Pa.

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50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

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Flower Shops: 50 E. Main St., Amsterdam, N. Y.
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FREY & FREY,

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WHOLESALE AND RETAIL.

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"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Chicago Detroit

CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.

35 Broadway, DETROIT, MICH.

Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

Los Angeles, Calif.

TELEGRAPH ORDERS

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Wholesale and Retail.

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Wedding Decorations

Funeral Designs Cut Flowers

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200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

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Member of Florists' Telegraph Delivery.

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WIRE

Grimm & Gorly

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122 WINTHROP STREET

We deliver in Maine and all New England points.

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HARDESTY & CO.

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THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

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GEO. H. COOKE

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Buffalo, N. Y.

S. A. ANDERSON

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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Mention the American Florist when writing

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16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing

PROVIDENCE, R. I.

and all NEW ENGLAND POINTS. T. J. JOHNSTON & CO. 107 WASHINGTON ST., PROVIDENCE

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

NITRATE OF SODA may become very costly by reason of ocean blockades.

VISITED NEW YORK: Alex. Henderson, of A. Henderson & Co., Chicago.

ALASKA PEAS are now bringing $5 to $5.50 per bushel on sales to canners.

ONION AILSA CRAIG seed is scarce and England has prohibited its export.

DUTCH firms have recently instructed their travelers to book no orders for immediate shipment.

KEARNEY, NEB.—H. C. Green proprietor of the Green Seed & Plant Co., of this city, died February 5.

CHICAGO.—Prices for grass seed on the Board of Trade Feb. 14 were as follows: Timothy, $4.00 to $5.50 per 100 pounds.

RAIN is now needed by California seed growers, frost and dry weather having prevailed the greater part of the winter.

GERMAN grown lily of the valley is reported to have been confiscated by the English authorities, while enroute from Denmark to New York.

VISITED CHICAGO: J. W. Ratekin, of Ratekin's Seed House, Shenandoah, Ia.; R. J. Bowen, representing J. Bolgiano & Son, Baltimore, Md.

LOUISVILLE, KY.—The Louisville Seed Co. has discontinued its mail order department and future sales will be confined to retailers and wholesalers only.

GRAND RAPIDS, MICH.—A. J. Brown, of the A. J. Brown Seed Co., has returned from the Cleveland Canners' convention and reports good business in his specialties.

SIOUX CITY, IA.—J. S. Michael, of the Sioux City Seed & Nursery Co., who has just returned from an extended contracting trip, reports he has had one of the best seasons on record.

THE embargo on Dutch steamer sailings is likely to leave good-sized lots of gladiolus bulbs and like spring stocks, sold for March delivery here, high and dry in Holland warehouses.

IRREGULARITIES in the delivery of Dutch bulb orders placed with growers and dealers abroad have caused the park authorities at Los Angeles, Calif., to change their methods and place orders only with domestic firms.

PEAS held at $7 during the canners' convention at Milwaukee, Wis., in mid-November, sold for $6 at the Cleveland, O., canners' meeting held last week, probably due in some measure to the changed conditions with regard to ocean freights.

JAMES KELWAY, the well known seedsman of Langport, Eng., in a recent letter to the London Times, says that after the harvest of 1917 many kinds of agricultural and vegetable seeds will be scarce and calls attention to the opportunity afforded England and America to extend their seed growing interests.

Onion Sets at Chicago.

Onion sets are stiff in price. The southwest is paying $2.95 per bushel of 32 pounds for reds and yellows over 1⅛-inch screen in carlots. The same stock over one inch square screen is worth $3.25 in carlots. Whites are 50 cents higher, browns and yellows a little less than reds. On less than carlots jobbers are asking $3.75 to $4 per bushel for choice stock through one-inch square mesh.

French Bulbs.

Toulon, January 20.—It is at this time impossible to make future prices on narcissus bulbs. They will certainly be dearer than last year and packing cases will be higher. The crop will be deficient again this year because of the lack of skilled labor and the high price demanded by such labor as is available. Such labor costs prohibit the cultivation of narcissus bulbs with any profit.

New Seed Packet Ruling.

Howard M. Earl, of W. Atlee Burpee & Co., Philadelphia, Pa., and member of the executive committee of the American Seed Trade Association, obtained a new ruling in seed packets from the Third Assistant Postmaster General's office, December 20, 1916, as follows:

Seeds put up in opaque sealed envelopes, properly labeled, would appear to constitute proprietary articles of merchandise and be mailable at fourth-class rates, as set forth in Section 469, paragraph five, instead of requiring transparent envelopes (paragraph four).

Iowa Prison Penalty Bill

NOW BEFORE THE LEGISLATURE.

A bill for an act to prevent fraud in the sale of seeds and to punish the violation thereof. Be it enacted by the general assembly of the State of Iowa:

Section 1. Any person, firm or corporation in this state who shall make any sale of any seed corn or other seed, or grain desired by the purchaser for the purpose of planting, shall, before making any such sale or delivery of any such seed grain, cause to be plainly stamped or printed upon the box, bag or other container of such grain a statement showing the following:

First, the name and post office address of the person, firm or corporation producing such grain and the place where the same, and the year in which the same was produced or grown.

Second, the name and post office address of the person, firm or corporation making the sale thereof to the consignee.

Third, the kind or variety of grain sold and the net weight thereof.

Fourth, whether or not said grain has been tested for the purpose of determining its quality with regard to germination, and if so, the time when, the place where and the person by whom such test was made and the result thereof.

Section 2. Any person, firm or corporation violating the provisions of section one (1) hereof or making any false statement or representation with reference to any of the matters referred to in section one (1) hereof shall be deemed guilty of a misdemeanor and, upon conviction thereof, shall be fined in the sum of not less than $500 nor more than $1,000, or imprisoned in the county jail not to exceed six (6) months, or by both such fine and imprisonment, and for the purpose of this act the offense herein defined shall be deemed to be complete and the defendant may be prosecuted therefor in the county from which said grain was shipped or in the county in which the same is delivered to the consignee.

Imports at New York.

During the week ending February 10 imports were received at New York as follows:

From Valparaiso, South America—
G. Ehbers, 1,022 bags beans.
L. Luxardo & Co., 981 bags beans.
Montval & Co., 3,000 bags beans, 196 bags peas.
Buck & Daniels, 7,083 bags beans.
From London, England—
McHutchison & Co., 6 boxes manetti stocks.
Bobbink & Atkins, 7 cases plants.
E. J. Bauer, 10 bags seed.
Missouri Seed Co., 8 bbls. seed.
Condon Bros., 13 packages seed.
Leonard Seed Co., 111 packages seed.
From Glasgow, Scotland—
Weeber & Don, 85 bbls. seed.
A. T. Boddington Co., Inc., 36 packages seed.
Loewith, Larsen & Co., 100 bbls. seed.
Stumpp & Walter Co., 80 bbls. seed.
S. D. Woodruff & Sons, 100 bbls. seed.
McHutchison & Co., 13 cases trees, etc.
From London, England—
Peth & Duggan, 4 packages seed.
Vaughan's Seed Store, 35 bags seed.
F. B. Vandegrift & Co., 16 bags seed.
Archibald, Lewis & Co., 36 sacks seed.
J. D. Nordlinger, 45 packages seed.
E. J. Bauer, 52 packages seed.
From Valparaiso, S. A.—
To order—3,485 bags peas, in variety; 924 bags beans, in variety.

Entered for consumption at New York for week ended February 3: Red clover seed, $12,861; other clover seed, $1,482; other seed, $77,350; bulbs, $4,891; plants, $3,382; muriate of potash, $1,552; other fertilizers, $5,939.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Send for this Book

The seeds listed in the Thorburn Catalog are of just one quality—*the best.*

You run no risk in using them—they will yield you a splendid return for the time, labor and money you invest in their planting and cultivation.

In spite of conditions abroad, which make importations irregular, the assortment of seeds offered in our 1917 catalog is unusually attractive and complete. The cultural directions given represent the experience gained during the 115 years this firm has been in the seed business.

Send for the catalog *NOW*, that your order may be made up in good season.

J. M. Thorburn & Co.
Established 1802
53 Barclay Street, through to 54 Park Place
NEW YORK

Asparagus Plumosus Nanus

Greenhouse Grown Seed
1,000 Seeds, $3.50 10,000 Seeds, $32.50

Californian Grown Seed
1,000 Seeds, $2.50 10,000 Seeds, $22.50

5 per cent discount, Cash with order.

ARTHUR T. BODDINGTON CO., Inc.
128 Chambers Street, NEW YORK.

BEANS, PEAS, RADISH
AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write or prices.
LEONARD SEED CO.
GROWERS FOR THE TRADE
226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

CEDAR ACRES
Gladioli Exclusively
Catalogue giving full cultural directions and attractive prices on all varieties. It is free.
B. HAMMOND TRACY, Box A, Wenham, Mass.

CONTRACT GROWER of
Cucumber and Muskmelon Seed
I offer Pure Stock, Personal Service Intimate Knowledge of Stocks and Local Conditions.
Good Deliveries and Moderate Prices.
R. H. JAMES, Rocky Ford, Colo.

Lilium Giganteum
7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.
Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA.
Rocky Ford, Colorado.
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

TOMATO SEED
Grown for the Wholesale Seed Trade.
HAVEN SEED CO.
SANTA ANA, CALIFORNIA.

We carry a reserve stock of all the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply.
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

JAP LILY BULBS
AT IMPORT PRICES.
GIGANTEUM, 7-9, 8-10, 9 10, 10-11.
MULTIFLORUM, 7-9, -10.
AURATUM, 7-9, 9-11.
ALBUM, 9-11.
RUBRUM, 7-9, 8-10, 9-11.
MELPOMENE, 9-11.
Giganteum, 7-9, 8-10 and 9-10 also offered f. o. b. Chicago and London, Ont.
Write for prices and details, stating quantity desired.
McHUTCHISON & CO., THE IMPORT HOUSE.
95 Chambers St., NEW YORK.

Mention the American Florist when writing

S. M. Isbell & Co.
JACKSON, MICH.
Contract Seed Growers
Beans, Cucumbers, Muskmelon, Watermelon, Squash, Sweet Corn.
Michigan-grown Radish our Specialty.
Correspondence Solicited.

Mention the American Florist when writing

Western Seed & Irrigation Co.
Wholesale Seed Growers and Dealers
SPECIALTIES:
Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, NEBRASKA.

CANNAS

Just received a carload in fine shape, two to three eye, plump dormant roots, true to name

KING HUMBERT

Most popular Canna of all, fine Bronze leaf, Orange-scarlet flower, per 100, $1.00; 250 for $9.00; per 1000, $35.00.

Red Flowering, Green Foliage

	Doz.	100	1000
Alphonse Bouvier, 5 ft., dark crimson..	$0.35	$2.25	$20.00
Chas. Henderson, 4 ft., bright crimson.	.30	2.00	18.00
Duke of Marlborough, 4½ ft., d'k "	.30	1.90	17.00
Express, 2½ ft., scarlet-crimson	.50	3.25	30.00
J. D. Eisele, 5 ft., vermilion-scarlet	.30	1.90	17.00
Louisiana, 7 ft., bright scarlet	.30	2.00	18.00
Pennsylvania, 5 ft., vermilion-scarlet	.30	1.90	17.00
Prince Wied, 4 ft., deep crimson	.35	2.25	20.00

Gold Edge Sorts

Mme. Crozy, 5 ft., vermilion gold border.	.50	3.50	30.00
Queen Charlotte, 3½ ft., orange-scarlet, gold border	[illegible]	2.50	0.00

Pink-Flowering Sorts

Mme. Berat, 4½ ft., rose-carmine	.35	2.25	20.00

White-Flowering Sorts

	Doz.	100	1000
Mont Blanc, 3½ ft., almost pure white..	$0.50	$3.50	$32.00

Yellow and Orange Sorts

Austria, 5 ft., canary yellow	.30	1.90	17.00
Florence Vaughan, 5 ft., yellow, spotted crimson	.35	2.25	20.00
Gladiator, 4½ ft., deep yellow, dotted red	.30	1.90	17.00
Indiana, 3½ ft., orange, striped red	.30	1.90	17.00
Kate Gray, 5 ft., orange-salmon	.35	2.25	20.00
Richard Wallace, 4½ ft., canary yellow..	.30	2.00	18.00

Bronze Leaf Sorts

David Harum, 3½ ft., dark bronze foliage	.40	2.50	22.00
Egandale, 4 ft., currant red	.35	2.25	20.00
King Humbert, 5 ft., orange-scarlet	.70	4.00	35.00

A. HENDERSON & CO., 211 N. State St., CHICAGO

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,

PEDRICKTOWN, N. J.

Grass Mixtures

FOR

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,

CHICAGO, ILL.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

American Bulb Co.

A. Miller, President.

WHOLESALE DEALERS IN

Bulbs, Seeds, Supplies, Etc.

178 N. Wabash Ave., Chicago, Ill.

TO THE TRADE.

HENRY METTE, Quedlinburg, Germany.

GROWER and EXPORTER on the VERY LARGEST SCALE of all CHOICE VEGETABLE, FLOWER AND FARM SEEDS. (Established 1787.)

SPECIALTIES: Beans, Beets, Cabbages, Carrots, Kohlrabi, Leek, Lettuce, Onions, Peas, Radishes, Spinach, Turnips, Swedes, Asters, Balsams, Begonias, Carnations, Cinerarias, Gloxinias, Larkspurs, Nasturtiums, Pansies, Phloxes, Primulas, Scabiosa Stocks, Verbenas, Zinnias, etc. Catalogue free on application.

HENRY METTE'S TRIUMPH OF THE GREAT PANSIES—(mixed), the most perfect and most beautiful in the world, $6.00 per oz., or $1.75 per ¼ oz., $1.00 per ⅛ oz., postage paid. Cash with order.

All seeds offered are grown under my personal supervision on my own vast grounds, and are warranted true to name, of strongest growth, finest stocks and best quality.

ALSO GROW LARGELY ON CONTRACT.

Mention the American Florist when writing

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn, in variety, on contract.

EDGAR F. HURFF,

Correspondence Solicited. SWEDESBORO, N. J.

Mention the American Florist when writing

The L. D Waller Seed Co.

Gaudalupe, California

Wholesale Growers of

FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS

Correspondence Solicited.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

DREER'S RELIABLE FLOWER SEEDS

We offer below a few items for early sowing. For the most complete line of Florist Flower Seeds, see our New Wholesale Price List.

	Trade pkt.	Oz.
Ageratum Blue Perfection, rich blue	$0.15	$0.60
Alyssum Little Gem or Carpet of Snow, very dwarf, select stock	.15	.50
Antirrhinum Giant, white, pink, scarlet, rose, yellow, and garnet, each	.20	.75
Antirrhinum Giant, finest mixed colors	.15	.50
" Half-dwarf, pink, white, and yellow, each	.20	.75
" Half-dwarf, finest mixed colors	.15	.50
Asters, Dreer's Famous American. See our Wholesale Catalog for list of varieties.		
Asparagus Plumosus Nanus. Greenhouse grown, $3.00 per 1,000 seeds.		
Asparagus Sprengeri, $0.75 per 1,000 seeds.		
Candytuft Empress. The finest white, select stock	.10	.20
Centaurea or Cornflower, Dreer's Double Blue	.15	.60
" Candidissima, white leaved	.40	2.00
" Gymnocarpa, white leaved	.15	.40
Cobaea Scandens, purple	.15	.40
Cosmos, Extra Early, Large-flowering, crimson	.15	.50
" " " " " pink	.15	.50
" " " " " white	.15	.50
Dracaena Australis	.15	.50
" Indivisa	.10	.30
" " Lineata	.15	.50
Grass, Pennisetum Rueppelianum	.10	.30
Heliotrope, Lemoine's Giant, mixed	.30	1.00
Ipomoea Grandiflora (Moon Flower)	.10	.30
Lobelia, Crystal Palace Compacta, dark blue	.25	1.25
" Speciosa, dark blue trailing	.15	.50
Maurandia Barclayana, mixed	.25	1.25
Petunia, Dreer's Superb Double Fringed, $1.50 per 1,000 seeds.		
Petunia, Dreer's Superb Single Fringed	.50	...
Petunia, Howard's Star, striped	.30	1.50
" Rosy Morn, pink and white	.50	2.50
" Snowball, dwarf white	.30	1.50
Pyrethrum Aureum (Golden Feather)	.10	.25
Salvia Splendens (Scarlet Sage)	.25	1.25
" " Bonfire	.50	2.50
" " Zurich, dwarf early flowering	.50	4.00
Smilax	.10	.35
Solanum Capsicastrum (Jerusalem Cherry)	.10	.25
" " Fra Diavolo, compact variety	.15	.50
Sweet Peas. See our Wholesale Catalogue for complete list of the very choicest Orchid-flowered and Grandiflora varieties for cutting.		
Thunbergia, mixed	.15	.50

DREER'S MAMMOTH VERBENAS.

	Trade pkt.	Oz.
Vinca, Rose, White with eye, and Pure White, each	.15	.60
" Mixed colors	.15	.50
Verbena, Dreer's Mammoth, pink, purple, white, scarlet, striped and blue, each	.30	1.50
Verbena, Dreer's Mammoth, mixed	.25	1.00

HENRY A. DREER, 714-716 CHESTNUT STREET, PHILADELPHIA, PA

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write JOHN BODGER & SONS CO.
Contract Seed Growers
LOS ANGELES, CALIFORNIA

THE KIMBERLIN SEED CO.
WHOLESALE SEED GROWERS **SANTA CLARA, CAL.**
Growers of
ONION, LETTUCE, RADISH, ETC.
Correspondence Solicited.

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale Farm. **Bristol, Pa.**

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners.

KELWAY'S
SEEDS--Flower, Vegetable and Farm
For present delivery or on contract. Wholesale only.
Special quotations for next season and from 1917 harvest now ready.
Langport, - England.

My New PRICE LIST of
Winter Orchid-Flowering Sweet Pea Seed
Has been mailed. If you have not received a copy, send Postal for it.
Part of new crop is ready now.
Ant. C. Zvolanek, Lompoc, Calif.
Mention the American Florist when writing

R. & M. GODINEAU
SEED GROWERS
Angers, - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.
Mention the American Florist when writing

GARDEN SEED
Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK and ORANGE, CONN.
Mention the American Florist when writing

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER.
Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.
Correspondence Solicited.
Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

INVESTIGATIONS of Sclerotinia blight, a serious disease of snap beans, is covered in Bulletin 20, issued by the Virginia truck experiment station, Norfolk.

THE potato tuber moth, which works serious injury to stored potatoes in mild, dry climates, is the subject of Professional Paper No. 427, published by the Bureau of Entomology of the United States department of agriculture.

THE West Virginia truck experiment station, Norfolk, has issued Bulletin 19, entitled, "Sweet Potato Culture," showing how the value of the crop can be enhanced by modern storage houses, better packing methods and closer attention to grading.

Onion Condition and Acreage.

Reports from correspondents to the United States bureau of crop estimates indicate that condition of Bermuda onions in Texas February 1, 1917, was 87 per cent as compared with the corresponding date in 1916. The condition January 15, 1917, was 89 per cent. In 1916, shipments amounted to 4,903 cars. The average yield was about 225 crates per acre.

Prices of Indoor Fruits and Vegetables.

Chicago, Feb. 13.—Mushrooms, home grown, 40 to 55 cents per pound; lettuce, small cases, 17½ to 20 cents; radishes, 35 to 50 cents, dozen bunches; celery, 75 cents to $1.50; open crate; tomatoes, six baskets, $3.25; cucumbers, per 2 dozen box, $2.25.

New York, Feb. 13.—Celery, per crate, $4.00 to $5.00; cucumbers, 50 cents to $1.75 per dozen; mushrooms, $1.00 to $1.90 per 4-lb. basket; tomatoes, per lb., 10 to 20 cents; radishes, per 100 bunches, $2.50 to $4.00; lettuce, per strap, 25 cents to $1.00.

British Columbia Potatoes in United States

British Columbia potatoes were sold for the first time in New York, Missouri, Kansas, Minnesota, California, Washington and other states during 1916. The prices from grower to consumer for a car of potatoes containing about 450 sacks (22½ tons) ranged as follows: Price paid farmers in British Columbia, $27.50 per ton; general price to brokers at Missouri River points, $30 per ton; freight, $29.25; refrigeration, $7.50; consular invoice, $2.50; duty, $67.50; clearing, $5; price laid down at destination, $1,050; broker's price to wholesaler (15 per cent profit), $1,207.50; wholesaler's price to retailer (15 per cent profit), $1,388.60. The retailer sells to the consumer at a profit of 15 to 25 per cent, making the net cost between $3.55 and $3.85 per sack to the consumer.

The export movement to the United States declined about the beginning of December, 1916, for several reasons. The easier trend of outside markets, difficulty in securing cars, the reluctance of farmers to sell at prices compatible with outside market quotations, and the difficulty in getting a sufficient quantity which would pass the quarantine inspection of the provincial agricultural department were among the causes.

The annual report for the period ending December 31, 1916, when issued, will show the quantity of potatoes exported to the United States.

SISTERSVILLE, WEST, VA.—E. Huston & Co. report a very satisfactory business with a good demand for carnations and sweet peas, both of which are first-class. Peter J. Hughes, formerly of South Orange, N. J., is now in charge of this firm's range.

Potato Prices at New York.

Old potatoes are somewhat higher. There are continued arrivals of Virginia stock and the market is easy. Bermuda stock is higher, though 2,687 barrels arrived on Str. Bermudian February 8. Beans and peas are higher.

Bermuda, No. 1, per bbl.	$8.50 @$9.00
No. 2, per bbl.	7.00@ 8.00
No. 3, per bbl.	5.00@ 6.00
Virginia, late crop, per bbl.	6.00@ 6.50
Virginia, late crop, 165-lb. bag	5.50@ 6.25
Virginia, late crop, frozen	3.00@ 5.00
Long Island, per bbl. or bag	6.75@ 7.25
Long Island, per 180 lbs	7.00@ 7.50
Maine, per 165-lb. bag	6.00@ 6.50
Maine, in bulk, per 180 lbs	6.25@ 7.25
Canadian, in bulk, 180 lbs	....@ ....
Canadian, 165-lb. bag	....@ ....
Nova Scotia, per bag	....@ ....
State, in bulk, per 180 lbs	6.00@ 7.00
State, per 165-lb. bag	6.00@ 6.25
Sweets, Southern, per bbl.	....@ ....
Southern, per basket	.75@ 1.60
Jersey, per double-head bbl.	....@ ....
Jersey, No. 1, per basket	1.60@ 2.00
Jersey, No. 2, per basket	1.00@ 1.40
Yams, southern, per bbl.	2.00@ 3.00

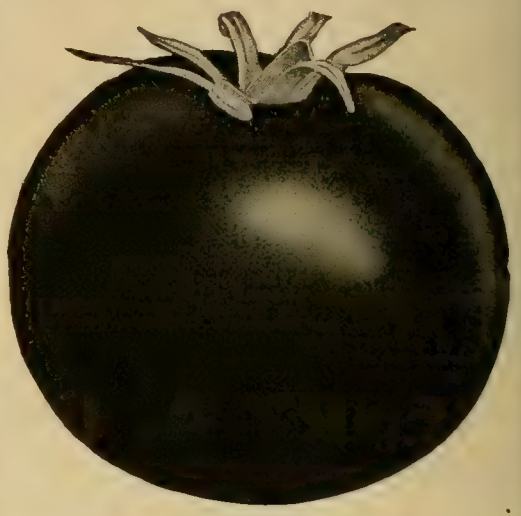
BOLGIANO'S TOMATO SEEDS

ARE GROWN BY US AS FAR NORTH AS TOMATOES WILL MATURE.
They are free from blight.
Most carefully grown—
Most carefully selected—
Most carefully saved—

JUST FOR SEED
Bolgiano's Tomato Seeds are well known for their big yields of large, firm, solid, meaty, uniform tomatoes—

We grow Tomatoes

JUST FOR SEED
Even the pulp we destroy. Not an ounce of canning-house Tomato Seed is allowed to enter our establishment.



"John Baer" Tomato.
The Earliest and Best Tomato on Earth.

WHOLESALE TOMATO SEED PRICES—TO THE TRADE ONLY

	Oz.	¼ lb.	½ lb.	Lb.
"John Baer" Tomato Seed	$0.75	$2.00	$3.75	$7.50
"Greater Baltimore" Tomato Seed	.25	.75	1.25	2.50
"Greater Baltimore" Tomato (Special Stock Seed)	.30	1.00	1.75	3.50
My Maryland Tomato Seed	.25	.75	1.25	2.50
My Maryland Tomato Seed (Special Stock Seed)	.30	1.00	1.75	3.50
The Great B. B. Bolgiano's Best	.20	.50	.90	1.75
Red Rock, Extra fine stock	.20	.50	.90	1.75
Red Rock (Special Stock Seed)	.25	.75	1.25	2.50
Burpee's Matchless Tomato	.20	.50	.90	1.75
Livingston's Perfection Tomato	.15	.40	.75	1.50
Brinton's Best Tomato Seed	.15	.40	.75	1.50
World's Fair Tomato	.15	.40	.75	1.50
Bolgiano's New Century Tomato	.15	.40	.75	1.50
Bolgiano's New Queen Tomato	.15	.40	.75	1.50
Dwarf Stone Tomato Seed	.15	.40	.75	1.50
I. X. L. Bolgiano's Extra Early	.25	.85	1.50	3.00
Bonny Best (Purest Stock)	.25	.75	1.15	2.25
Livingston's New Stone (Pure)	.20	.50	.90	1.75
Livingston's New Stone (Special Stock Seed)	.25	.75	1.25	2.50
Livingston's Paragon Tomato	.20	.50	.90	1.75
Maule's Success Tomato Seed	.20	.50	.90	1.75
Kelly Red, or Wade Tomato Seed	.25	.75	1.15	2.25
Livingston's Favorite Tomato	.20	.50	.90	1.75
King of the Earliest Tomato	.25	.60	1.00	2.00
Spark's Earliana Tomato	.20	.50	.90	1.75
Chalk's Jewel Tomato (Pure)	.25	.60	1.00	2.00
Ten-Ton Tomato	.15	.40	.75	1.50
New Jersey Red Tomato	.15	.40	.75	1.50
Trophy Tomato Seed	.15	.40	.75	1.50

TOMATO SEED FOR YOUR 1917 CROP

You will get an enormous crop of Tomatoes from Bolgiano's Tomato Seed this year. Our seed was saved from one of the largest crops we have ever had, due to being favored by weather conditions. The vines were loaded with large, solid, red fruit. We know positively by planting seed from this "Big Crop" your yield will be much larger than if you had bought seed grown where the weather conditions were not favorable.

J. Bolgiano & Son, Growers of Pedigreed Tomato Seeds, —— This Is Our 99th Year —— **Baltimore Md.**

Send for our complete Catalog giving lowest prices to Florists and Market Gardeners.

Place your order now for young stock

Grafted ROSES Own Root

Ophelia, Hoosier Beauty, Hadley, Richmond, Pink Killarney, White Killarney, Killarney Brilliant. Grafted on best Manetti, 2¼-in , 100, $12.50; 1000, $120

Mrs. Chas. Russell, 2¼-in. grafted, 100, $16.00; 1000, $150.00.

All of the above named and many other varieties on own roots.
For full list see our Spring Book for Florists. Ask for prices.

CLIMBING ROSES-Dormant

3 YEAR OLD.

Excelsa—"Red Dorothy Perkins."
Delight—Bright carmine flowers; base of petals, white.
Dorothy Perkins—Beautiful shell-pink.
Flower of Fairfield—Everblooming Crimson Rambler.
Hiawatha—Single crimson, lighter center.
Lady Gay—Beautiful cherry pink.
Price: Doz., $3.00; 100, $22.00; 1,000, $200.00

2 YEAR OLD.

Crimson Rambler.
Dorothy Perkins.
Excelsa.
Flower of Fairfield.
White Dorothy Perkins.

Price: Doz., $2.00; 100, $15.00; 1000, $140.00

TWO-YEAR OLD ROSES--Dormant

	Doz.	100		Doz.	100		Doz.	100
Anna de Diesbach	$2.00	$15.00	George Arends	$2.50	$18.00	Mme. Abel Chatenay	$2.50	$18.00
Baroness Rothschild	2.25	16.00	General Jacqueminot	2.00	15.00	Magna Charta	2.00	15.00
Betty	2.50	18.00	General McArthur	2.50	18.00	Mrs. John Laing	2.00	15.00
Captain Christy	2.50	18.00	Gruss an Teplitz	2.25	16.00	Orleans	2.50	18.00
Caroline Testout	2.50	18.00	Jonkheer J. L. Mock	2.50	18.00	Paul Neyron	2.00	15.00
Conrad F. Meyer	2.25	16.00	J. B. Clark	2.25	16.00	Persian Yellow	2.25	16.00
Frau Karl Druschki	2.50	18.00	Mabel Morrison	2.00	15.00	Prince C. De Rohan	2.00	15.00

A FEW BEST ENGLISH MANETTI STOCKS, PER 1000, $20.00.

Well-Rooted-CARNATION-Cuttings

WHITE	100	1000
Matchless	$3.00	$25.00
White Enchantress	3.00	25.00
White Wonder	3.00	25.00
FLESH PINK		
Alice	3.00	25.00
Enchantress	3.00	25.00
Enchantress Supreme	3.00	25.00
Superb	12.00	100.00

MEDIUM PINK	100	1000
Akehurst	$3.00	$25.00
Pink Sensation	3.50	30.00
DARK PINK		
Good Cheer	4.00	35.00
Mrs. C. W. Ward	3.00	25.00
Peerless Pink	3.00	25.00
VARIEGATED		
Benora	3.00	25.00

RED	100	1000
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Belle Washburn	6.00	50.00
Champion	3.00	25.00
Nebraska	6.00	50.00
Thenanthos	12.00	100.00
MAROON		
Pocahontas	3.00	25.00

CHRYSANTHEMUMS—New and Standard Varieties.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Plant Beebe's Early Prolific Tomato

For the early market.

It is the earliest and most prolific of all tomatoes. Is of medium size, flesh very solid with small seed cavities. Color bright red, skin tough, making it an excellent shipper. Continues bearing from early in June until cut by frost.

Pkt., 20c; oz., 75c; ¼ lb., $2.00.

Write for Catalogue.
English or German.

German Nurseries and Seed House

12 Court Street, BEATRICE, NEB.

GERANIUMS

Delivery April 3rd and after at $10.00 per 1000 for **S. A. Nutt** and **Buchner**, and $12.50 per 1000 for **Ricard** and **Poitevine.**

Asparagus Plumosus, fine stock at $27.50 per 1000. **Asparagus Sprengeri**, $20.00 per 1000

ALBERT M. HERR, LANCASTER, PA.

Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000
Thenanthos	$12.00	
White Enchantress,	$3.00	$25.00
White Wonder,	3.00	25.00
Matchless,	3.00	25.00
Peerless Pink,	3.00	25.00
Aviator, Best Money Maker,	$6.00	$50.00
Ward,	$3.00	$25.00
Washington,	3.00	25.00
The Herald,	3.00	25.00
Victory,	3.00	25.00
Champion	3.00	25.00

MISCELLANEOUS PLANTS

PRIMULA MALACOIDES

2½ in.....3c each 4 in.....10c each
3 in.....5c each 5 in.....15c each

PRIMULA OBCONICA

4 in.....10c each 5 in.....15c each

CALCEOLARIA HYBRIDUM

Best strong plants, 2½ in.....7c each

CYCLAMEN

Full of bud and bloom, 5 in., 50c each; 6 in., 60c each; 7 in., 75c each.

CINERARIAS

Dwarf mixed, 3 in., 4c each; 4 in., 10c each.

BEGONIAS

Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

PYFER & OLSEM, Wilmette, Illinois.

The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

SEE advance in ocean freight rates, isssue of February 10, page 207.

CHICAGO.—Benj. E. Gage, connected with the Peterson Nursery for the past 15 years, has opened offices as a landscape advisor at 30 North La Salle street.

A RECENT study of the navel orange in its native home in Brazil has been made by the United States department of agriculture and the result of these investigations have been published in Bulletin 445. In this bulletin Brazilian and California navel varieties are compared.

Ontario Fruit Growers' Ass'n.

The sessions of the Ontario Fruit Growers' Association, held at Toronto, February 10, were very interesting, the subject of raising strawberries receiving special attention. The stamping of the growers' names on all packages of berries was strongly advocated. The association asks that the railroad embargo on spraying and other apparatus coming from the United States be lifted and a petition to this effect will be addressed to the minister of agriculture at Ottawa and also to the railway board. Another resolution also passed urged the government to appoint an official to act for the dominion in similar work to that now being done by Geo. McIntosh, provincial transportation officer. The following officers were elected for the ensuing year: F. A. Shepherd, St. Catherines, president; W. R. Garrison, Oshawa, vice-president; Percy W. Hodgetts, department of agriculture, secretary-treasurer.

Kenyon College Arboretum.

Kenyon College is located at Gambier, Knox county, Ohio, 50 miles north of Columbus, on one of the finest natural college sites in the entire country. This site consists of 335 acres of land laying on a beautiful natural plateau which slopes on three sides to the highly picturesque valley of the Kokosing river. Much of the area is covered by natural woodland, in the midst of which lie the charming sylvan parks occupied by Kenyon College and its auxiliary institutions. Favorable soil conditions, central location and permanence are factors which make this point one of the finest imaginable prospects for developing an extensive arboretum.

For the purpose of renewing Kenyon Forest, the Ohio experiment station's forestry department established a nursery on the college lands in the spring of 1911. After two years a good supply of young trees was available for transplanting and these were located along margins of the parks and in openings in the native forest. Each succeeding spring similar plantings have been made, with the result that since the inception of the movement groups of all the finer oaks, maples, lindens, sycamores, beeches, birches, magnolias, tulip tree, liquidambar, flowering dogwood, flowering crabs, service, red bud, sourwood and many of the choicest coniferous species have been very successfully established on various portions of Gambier hill. Under exceptionally favorable conditions afforded the growth so far has been eminently satisfactory. Spacious lawns of velvet, superb groves of ancient oak and the presence of classic gothic buildings combine to produce at Gambier landscape pictures which for idyllic, pastoral beauty are probably unequaled on the grounds of any college or university in America.—W. Emerson Bontrager, Ohio experiment station, Wooster, O.

Concord Grape's Age.

Some things seem to have existed from the beginning of time, simply because we have always been accustomed to seeing them. One of these is the Concord grape. This grape is probably more largely grown in America than any other variety, though its predominance is of comparatively recent date. The oldest Concord grape vine in existence is much younger than many persons now living. It is, in fact, less than 70 years old. The Catawba grape is nearly 50 years older, but it never attained to the Concord's popularity. The grape, however, is not an isolated case. When we begin to inquire into the history of almost any of our varieties of fruit, we find that all are of comparatively recent origin. The varieties in cultivation 100 years ago were seldom up to the standards we hold at present. Probably the fruits of another generation will in their turn excel those which we regard so highly.—American Botanist.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists — Largest Growers in America
Box 404. DUNDEE, ILL.

Mention the American Florist when writing

PEONIES AND GENERAL NURSERY STOCK.
Send for Catalogue
PETERSON NURSERY
30 No. LaSalle St., CHICAGO, ILL.

Specialists in Specimen Stock
FOR LANDSCAPE WORK.
Hardy Rhododendro s, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices.
COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

F. O. FRANZE 5319 N. Clark St. CHICAGO

Roses
On Canina Stocks
Write for Prices
Ask for the new Polyantha MARY BRUNI
Royal Nurseries
GRATAMA BROS. & CO.
HOOGEVEEN (HOLLAND).

Forest Tree Seedlings
ORNAMENTAL SHRUBS and LINING OUT STOCK
We offer for Spring 1917
Altheas in varieties. Berberry, Deutzias, Forsythias, Privets, Spiraeas, Weigelias, etc.
SEND FOR TRADE LIST.
FOREST NURSERY CO.,
McMINNVILLE, TENN.

Roses From 2½ inch Pots, Ready Now.

The assortment below consists of stock of last summer's propagation. These plants have all been rested and are practically dormant now. Our 2½ inch Rose plants are stronger and more stocky than the ordinary 2¼ inch pot roses generally offered. They are in fine condition for shifting into 3½ inch and 4 inch pots, and are splendid stock for growing on for Spring and Decoration Day sales.

DWARF POLYANTHA AND BABY RAMBLER VARIETIES

	Per 100	1000
Baby Tausendschon, pink	$4.00	$35 00
Baby Rambler, crimson	4.00	35.00
Clothilde Soupert, flesh pink	3.50	30.00
Erna Teschendorf, red	4.00	
Jessie, red	3.50	
Mrs. W. H. Cutbush, pink	$3.00	
Mme. Jules Gouchault, pink	4.00	
Ellen Poulsen, deep pink	5.00	$40.00
Yvonne Rabier, white	4 00	35.00

HYBRID TEAS AND TEA VARIETIES

	Per 100	1000
Etoile de Lyon, yellow	$3.50	
Gruss an Teplitz, red	3.50	
Meteor, crimson	3 50	
Radiance, pink	4.00	
Kaiserin Augusta Victoria, white	$3.50	
Killarney, pink	4 00	
Maman Cochet, pink	3.50	$30.00
White Cochet, blush white	3.50	30.00

JACKSON & PERKINS CO., Newark, New York

Our 2 to 3 Feet Privet.

California Privet

Over two million California Privet of finest quality; in all sizes, from one to four feet. Send for our new spring Trade List giving revised and reduced prices. Especially attractive prices in carload lots. The illustration shows the make up of our best grade of 2 to 3 feet size. We have the largest and best stock of California Privet of any nursery upon this planet.

Polish or Iron Clad Privet

We offer a nice lot of this, in sizes from 6 inches up to 3 feet.

J. T. LOVETT, Inc.
LITTLE SILVER, N. J.

For the Best New and Standard

DAHLIAS

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Peacock Dahlia Farms,
P. O. Berlin, N. J. Williamstown Junc., N. J.

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ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.

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OWN ROOT

ROSES

Pot grown 2¼ and 4-in.
Field grown to pot 4 to 5-in.

THE LEEDLE FLORAL COMPANY SPRINGFIELD-OHIO

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FOR SALE

American Beauty Bench Plants, $8 per 100; $75 per 1000. Ready Now.

WM DITTMAN
NEW CASTLE, IND.

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HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.

Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.

Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.

Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.

Forcing Stock—Azaleas, Rhododendrons, Aucubas, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses, in large assortment, choicest quality, best commercial sorts.

Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest **and most extensive collection in America.**

Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.

Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.

Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

Wholesale price list will be mailed promptly on request.

Write for information and price today.

THE D. HILL NURSERY COMPANY, INC.
EVERGREEN SPECIALISTS
LARGEST GROWERS IN AMERICA
Box 404, DUNDEE, ILL.
WHOLESALE GROWERS AND IMPORTERS

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Has just been mailed.

If you do not receive a copy by the time this issue of the AMERICAN FLORIST reaches you, advise us and we will mail you one promptly.

CHRYSANTHEMUMS
EXCLUSIVELY.

ELMER D. SMITH & CO.,
ADRIAN, MICH.

Azalea Mollis

Handsome plants, 15-18 in. tall, 35-40 buds, $5.40 per dozen; $40.00 per 100.

Try these for your Easter and Spring trade. They are very practical and profitable.

Jackson & Perkins Co.
Newark, New York

READY NOW

HYACINTHS, DAFFODILS, TULIPS

3½-in. pots, $6.30 per 100, f. o. b. Chicago.

The root development is complete and shoots started—just brought in from field beds. Hyacinths run one to pot. Daffodils and Tulips will average three flowers to the pot. These are shipped in 100 lots in paper pots, and are ready for forcing in time for Easter.

Just as Cheap as the Bulbs

So order your supply immediately, for they are now being shipped in this semi-developed state, immune from frosts. Retail florists who have no greenhouse can force these Hyacinths, Daffodils and Tulips in their store windows or supply them to their customers so they can bring them into bloom in their homes. **Order Early.**

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THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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Miscellaneous Plants

Coleus, Beckwith's Gem, Golden Crown, Cecil Brown (Trailing Queen), Her Majesty, and other standard varieties, rooted cuttings, 80c per 100; $7.00 per 1000; 2¼-in. $2.50 per 100, $20.00 per 1000.

Daisy, Nicholson White, finest long stem; White Marguerite, $4.00 per 100, 2½-in.

Ageratum, White Cap, Blue Star, Topis Blue, $2.50 per 100.

Begonia, Glorie de Chatelaine, 2½-in., $5.00 per 100; 3-in. $10.00 per 100.

Achyranthes Herbsti, Dwarf bright red, fine for border and edging. 2¼-in., $4.00 per 100.

Buddleia, Asiatica, winter-flowering white, 2½-in., $6.00 per 100.

Calla Ethiopiana, dormant bulbs, 2-in., $10.00 per 100.
" Spotted, dormant bulbs, 2-in., $4.00 per 100.

Heliotrope, best market varieties of purple, 2¼-in., $3.00 per 100.

Kentia Belmoreana, 5-in. pots, 18 to 20 in. high, at $1.00.
" " 6-in. pots, 22 to 24 in. high, at $1.50.

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If You Are Interested in Mid-Winter
Blooming Plants
—or anything in—
Soft Wooded Plants
—Write—
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High Class **PALMS**
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Best of all crested ferns, rapid grower; it's splendid fronds stand up well; each show individually; does not rot in center.

BUY FROM THE ORIGINATORS.

	Per 100	Per 1000		Per 100	Per 1000
2-inch	$8.00	$72.00	3-inch	$12.00	$90.00

BAMBOO

Best decorative plant that grows; strong bushy stock.

7-inch pots.....$1.50 each 12-inch tubs.....$6.00 each

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Dreer's Kentias.

Clean, Healthy Stock. Good Color, Good Values.

Kentia Forsteriana—Made-up Plants.

					Each
7-inch tubs,	3 plants in a tub,	30 to 36 in. high			$ 3.00
7 "	3 " "	38	"		4.00
8 "	3 " "	40 to 42	"		5.00
8 "	3 " "	42 to 45	"		6.00
9 "	3 " "	4½ to 5 ft.	high		10.00
10 "	3 " "	5 to 5½	"		12.00
12 "	3 " "	6 to 6½	"		20.00

Kentia Forsteriana—Single Plants.

				Doz.	100	1,000
2¼-inch pots,	4 leaves,	8 to 12 in.	high	$1.50	$12.00	$100.00
3 "	4 to 5 "	12 to 15	"	2.50	18.00	150.00
4 "	5 to 6 "	15 to 18	"	5.00	40.00	
						Each
5 "	5 to 6 "	24	"			$1.00
6 "	6 "	30 to 32	"			1.50
6 "	6 "	34 to 36	"			2.00
7 "	6 to 7 "	38 to 40	"			2.50
7-inch tubs,	6 to 7 "	40 to 42	"			4.00
8 "	6 to 7 "	45 to 48	"			5.00
8 "	6 to 7 "	48	"			6.00

Kentia Belmoreana—Single Plants.

				Doz.	100	1,000
2¼-inch pots,	4 leaves,	8 to 10 in.	high	$1.50	$12.00	$100.00
3 "	5 "	12	"	2.50	18.00	150.00
4 "	5 "	15	"	5.00	40.00	
						Each
5 "	6 to 7 "	18 to 20	"			$1.00
6 "	6 "	24 to 28	"			1.50
7 "	6 to 7 "	28 to 30	"			2.00

Latania Borbonica.

A splendid lot of well furnished plants in 8-inch pots, $2.00 each.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

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Ferns in Flats

In Best Varieties For Fern Dishes.

$1.50 per 100

100,000 READY NOW

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F. DORNER & SONS CO.,

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Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.

CYCLAMEN, our own selected strain.

APLENIUM NIDUS AVIS (Bird's Nest Fern

Price list on application.

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VINCAS

	Per 100	Per 1000
Rooted cuttings		$10.00
Strong field rooted tips, one to three leads, 2¼ in. pots	$3.00	25.00
Carnations, rooted cuttings. White Enchantress and Beacon	2.50	20.00
Table Ferns, fine stock, 2¼ in	3.50	30.00

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ROOTED
Carnation Cuttings

600,000 Ready For Immediate Shipment

Finest rooted cuttings obtainable at remarkably low prices until we are sold out. Peter Reinberg's stock is known for its supreme quality everywhere and is the best kind for you to buy. Look over our list of offerings — all money makers, and order what you need immediately. Do it right now. **HURRY.**

	Per 100	Per 1000
White Enchantress	$2.00	$16.00
White Perfection	2.00	16.00
Enchantress	2.00	16.00
Rose Pink Enchantress	2.00	16.00
Ward	2.00	16.00
Beacon	2.00	18.00
Herald	2.00	16.00
Joy	2.00	16.00
Belle Washburn	4.00	30.00

SPECIFY PLANTS WHEN ORDERING.

Peter Reinberg

30 East Randolph Street, Chicago, Ill.

Rooted Carnation Cuttings Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches, are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it, it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. $6.00 per 100; $50.00 per 1000.

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
White Enchantress	2.50	20 00
White Wonder	3.00	25.00
DARK PINK		
Peerless Pink	2.50	20.00
C. W. Ward	2.50	20.00

FLESH PINK.	Per 100	Per 1000
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00

RED	Per 100	Per 1000
Aviator	$6.00	$50.00
Champion	3.00	25.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

BELLE WASHBURN

The New Red Carnation With An Unbeatable Record Behind It.

Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country.

This is purely a commercial carnation—very bright clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress of which it is a seedling.

Prices of rooted cuttings ready for delivery now and later, 25 or less at the rate of $8.00 per 100. 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100 and orders of 250 or more at the rate of $45.00 per 1000. All cuttings guaranteed strictly first class.

BASSETT & WASHBURN, Store and Office: 178 N. Wabash Ave. Greenhouses: Hinsdale, Ill. **Chicago**

100,000 GERANIUMS

Ready now, 2 and 2¼ in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberle, Buchner, etc., $2.50 per 100; $22.50 per 1,000.

2¼ in. Fuchsias, 15 varieties; Double Petunias, 12 varieties; Marguerites, 3 varieties; Lantanas, 8 varieties; $2.75 per 100; $25.00 per 1,000.

Alonzo J. Bryan, Wholesale Florist
Washington, New Jersey.

Mention the American Florist when writing

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

Wholesale Florist

Chrysanthemum Novelties my Specialty

Mention the American Florist when writing

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1000
Vinca Variegata, 2-in., $2.00 per 100	$20.00
S. A. Nutt, 2-in.	16.00
Rex Begonias, 3-in. per dozen	1.00

Satisfaction guaranteed.

ELMER RAWLINGS,
Wholesale Grower
ALLEGANY, NEW YORK

Mention the American Florist when writing

CUTTINGS

Carnations Carnations

As Carnation lovers well know, I have always had a penchant for growing fancy Carnations, and am

AT IT AGAIN

in a small way, but the quality we are growing at Eureka, Calif., is

BETTER THAN EVER.

Only a few varieties to offer but these are all right with us.

Matchless (Ward)	$3.00 per 100	$25.00 per 1000
Mrs. C. W. Ward (Ward)	3.00 per 100	25.00 per 1000
Alice (Fisher)	3.00 per 100	25.00 per 1000
Belle Washburn (Bassett & Washburn)	6.00 per 100	50.00 per 1000

NOVELTY FOR 1917 DELIVERY

Cottage Maid (Ward) $12.00 per 100 $100.00 per 1000

Beautiful sport of Mrs. C. W. Ward; rivals Pink Sensation in size and more brilliant in color

NOVELTY FOR 1918 DELIVERY

Crystal White (Ward) $12.00 per 100 $100.00 per 1000

As it grows with us at Eureka, Crystal White is all one can desire for a Fancy White Carnation. The color is there, the stem is there, the size is there, the substance is there, the fragrance, (pure strong Clove) is there, the vigor of growth, blooming, keeping and shipping qualities are all there and it is **PURE WHITE.**

Advance orders will be booked for 1918 delivery. Send your orders early. Pacific Coast Stock Is Limited.

We solicit orders from points west of Chicago only. Eastern territory can be better served from our Queens Carnation Houses.

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COTTAGE GARDENS NURSERIES, Inc.

C. W. WARD, President

EUREKA, ... CALIFORNIA.

Ready Reference Section.

10 CENTS PER LINE, NET.

AGERATUMS

Ageratum, White Cap, Blue Star, Topis Blue, $2.50 per 100. The Storrs & Harrison Co., Painesville, O.

AMARYLLIS.

TAIT'S SEEDLINGS, 2½ to 2¾ in. diameter, $20 per 100; 25 at same rate. 1¼ to 1¾ in. diameter, for growing on, $10 per 100; 50 at same rate. This is a cross bred strain from English, Holland and American stock. Send orders quick. Cash please.
C. S. TAIT.
Brunswick, Ga.

ASPARAGUS.

ASPARAGUS PLUMOSUS NANUS. Extra heavy 3-in., $4.50 per 100. SPRENGERI, extra heavy, $4.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus Sprengeri Seed, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

Asparagus Sprengeri, 3-in., $6 per 100; 4-in., $10 per 100. Plumosus, 2½-in., $3.50 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.00 per 1,000. VAUGHAN'S GREENHOUSES, Western Springs, Ill.

Asparagus plumosus, fine stock, $27.50 per 1,000; Sprengeri, $20 per 1,000. Albert M. Herr, Lancaster, Pa.

Asparagus plumosus, fine stock, $25 per 1,000. Albert M. Herr, Lancaster, Pa.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

Azalea Mollis. Handsome plants, 15-18 in. tall, 35-40 buds, $5.40 per doz., $40 per 100. Jackson & Perkins Co., Newark, New York.

BAY TREES.

BAY TREES—Write for wholesale price list. JULIUS ROEHRS CO., Rutherford, N. J.

BEGONIAS.

Begonias, tuberous rooted, fine stock, just received. Single, separate colors, $2.75 per 100; $25 per 1,000; single mixed, $2.50 per 100, $22.50 per 1,000. Double, separate colors, $4.25 per 100, $37.50 per 1,000; double mixed, $4 per 100, $33 per 1,000; 250 at 1,000 rates. S. S. Skidelsky & Company, 1004 Lincoln Bldg., Philadelphia, Pa.

Begonias. Glory of Cincinnati, Melior and Mrs. J. A. Peterson. Price list on application. J. A. Peterson & Sons, Westwood, Cincinnati, O.

REX BEGONIAS, mixed varieties, 3-in., $10 per 100; 4-in., 15c to 25c each; 6-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BOXWOOD.

BOXWOODS.

PYRAMIDS. Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b. Dundee, Ill. Write for prices on larger sizes.

BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.

THE D. HILL NURSERY CO., INC.
Box 404. Dundee, Ill.

BOXWOOD.

Boxwood. For varieties and prices, see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BOX TREES—Standards, Pyramids and Bush. Price list on demand. JULIUS ROEHRS CO., Rutherford, N. J.

BULBS.

Bulbs. Gladiolus, all first size. Mrs. Francis King, $14 per 1,000; Augusta, $13 per 1,000; America, $15 per 1,000; Florist XXX Mixed, $15 per 1,000; Panama, $30 per 1,000; Niagara, $40 per 1,000; Chicago White, $20 per 1,000; Mrs. F. Pendleton, $7.50 per 100; Myrtle, $10 per 100. Tuberoses, first size, 4-6 in., $9 per 1,000; medium size, 3-4 in., $5 per 1,000. Spanish Iris, 4 named varieties, $6 per 1,000. Chinese Narcissus, per mat (120 bulbs), $3. Lilium Formosum, L. Giganteum, Hardy Lilies, Begonias, Spiraea and Valley. For varieties, sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Dwarf double pearl tuberoses, Caladium, Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CANNAS.

Cannas. Yellow King Humbert, Firebird and King Humbert, 3 of each, $2; 6 of each, $3.75; 12 of each, $7. Vaughan's Seed Store, Chicago and New York.

Cannas, 2 to 3 eye roots. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

CARNATIONS.

CARNATIONS
STRONG, HEALTHY, WELL-ROOTED CUTTINGS

	Per 100	Per 1000
THENANTHOS, brilliant scarlet	$12.00	$100.00
Superb	12.00	100.00
Aviator, red	6.00	50.00
Nebraska	6.00	50.00
Belle Washburn	6.00	50.00
Beacon, red	3.00	25.00
Champion, red	2.50	20.00
Joy, red	2.50	20.00
Peerless Pink, pink	2.50	20.00
C. W. Ward, pink	2.50	20.00
Pink Sensation, pink	3.50	30.00
Mrs. Akehurst, pink	3.00	25.00
Miss Theo, pink	6.00	....
Good Cheer, pink	4.00	35.00
Matchless, white	2.50	20.00
White Enchantress, white	2.50	20.00
White Wonder, white	3.00	25.00
Enchantress, flesh pink	2.50	20.00
Enchantress Supreme, flesh pink	3.50	30.00
Alice, flesh pink	3.50	30.00
Benora, variegated	3.00	25.00
Winsor	2.50	20.00
Victory	2.50	20.00

25 at 100 rate, 250 at 1,000 rate

A. L. RANDALL CO.,
(Plant Department)
Wabash Av., at Lake St., Chicago, Ill.

Carnations, rooted cuttings, White Enchantress and Beacon, $2.50 per 100; $20 per 1,000. James Vick's Sons, Rochester, N. Y.

CARNATIONS.

CARNATIONS.
Standard and New Varieties.

	Per 100	Per 1000
White.		
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Enchantress Supreme	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
Peerless Pink	$2.50	$20.00
C. W. Ward	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Champion	3.00	25.00
Variegated.		
Benora	$3.00	$25.00

J. D. THOMPSON CARNATION CO.,
Joliet, Illinois

ROOTED CARNATION CUTTINGS.

Large supply of extra fine stock ready now. Our carnation cuttings are recognized everywhere as the best obtainable and are big value at the prices quoted.

	100	1,000
Champion	$2.50	$20.00
Victory	2.50	20.00
Bonfire	2.50	20.00
Carnegie	2.50	20.00
Enchantress	2.50	20.00
White Enchantress	2.50	20.00
Alice	3.00	25.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

FOR IMMEDIATE SHIPMENT.

We can save you money on strong rooted carnation cuttings.

	100	1,000
White Enchantress	$2.00	$17.50
White Perfection	2.00	15.00
Victory, red	2.00	15.00
Joy, red	2.00	15.00
Champion, red	2.00	15.00
Herald, red	2.00	15.00
C. W. Ward, dark pink	2.00	15.00
Afterglow, dark pink	2.00	15.00
Washington, rose pink	2.00	15.00
Dorothy Gordon, rose pink	2.00	15.00
Winsor, rose pink	2.00	13.00
Enchantress, light pink	2.00	14.00
Belle Washburn	5.00	45.00
Aviator, red	5.00	50.00
Nebraska, red	5.00	50.00

Look over your wants and send in your orders now while low prices are prevailing.

J. A. BUDLONG,
184 North Wabash Ave., Chicago.

Belle Washburn, the new red carnation with an unbeatable record behind it. Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country. This is purely a commercial carnation—very bright, clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress, of which it is a seedling. Prices of rooted cuttings ready for immediate delivery. 25 or less at the rate of $8.00 per 100; 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100, and orders of 250 or more at the rate of $45.00 per 1,000. All cuttings guaranteed strictly first class. Bassett & Washburn, 178 N. Wabash Ave., Chicago.

Rooted Carnation Cuttings. 100,000 Pink and White Enchantress. Extra fine stock, ready for immediate shipment, $1.75 per 100; $14 per 1,000. Percy Jones, 56 E. Randolph St., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CARNATIONS.

CARNATIONS.

Strong rooted cuttings from flowering wood only. Guaranteed clean and healthy.

	100	1,000
Nebraska, best of all scarlets	$5.00	$45.00
Belle Washburn	5.00	45.00
Good Cheer, fine new rose pink	6.00	50.00
Enchantress	2.00	17.50
Matchless	2.00	17.50
Mrs. Akehurst, good early rose-pink	2.00	17.50

See our ad for Verbenas elsewhere in these columns.

STUPPY FLORAL CO.,
St. Joseph, Mo.

ROOTED CARNATION CUTTINGS. A1 STOCK.

	100	1,000
White Enchantress	$2.00	$15.00
Pink Enchantress	2.00	15.00
Aviator (best Red)	6.00	50.00
Superb (flesh Pink)	12.00	100.00

ZECH & MANN,
30 East Randolph Street, Chicago.

Carnation cuttings. We are offering the following varieties of the best quality: Matchless, Mrs. C. W. Ward, Alice, $3 per 100, $25 per 1,000; Belle Washburn, $6 per 100, $50 per 1,000; Cottage Maid, $12 per 100, $100 per 1,000; Crystal White (1918 delivery), $12 per 100, $100 per 1,000. Cottage Gardens Nurseries, Inc., Eureka, Calif.

CARNATIONS—ROOTED CUTTINGS.

Enchantress, Rose Pink Enchantress, White Enchantress, May Day and Philadelphia, $2.50 per 100; $20.00 per 1,000.

Victory, $2.00 per 100; $18.00 per 1,000.

February deliveries. Cash from unknown parties.

THE COLUMBUS FLORAL COMPANY,
Columbus, Ohio.

Rooted carnation cuttings. A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

We can handle cut carnations to good advantage on consignment and will be pleased to hear from any grower who would like to ship to us. Can also use all other seasonable stock regularly. Checks weekly.

O. A. & L. A. TONNER,
30 E. Randolph St. Chicago.

Cool grown carnation rooted cuttings from plants of perfect health. Standard varieties, $15 to $20 per 1,000.

V. BEZDEK, Gross Point, Ill.

Carnation Cuttings. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St. Buffalo, N. Y.

Carnations, rooted cuttings, 600,000 ready for immediate shipment. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation Superb. Fine new flesh pink. Rooted cuttings. Delivery now. $12.00 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS

ALEX GUTTMAN.

Chrysanthemum (Dinda), the best early lavender-pink in the market. Blooms have been selling for $6.00 per dozen since middle of September. Stock plants, 75c each; $7.50 per dozen. GUTTMANN & RAYNOR, Inc., Wholesale Florists, 101 W. 28th St., New York, or Frank Dinda, Farmingdale, L. I., N. Y.

CHRYSANTHEMUMS, R. C., postpaid. Lavender Queen, 1c; Crystal Gem, Chrysolora, 1½c; Golden Queen, Marigold, Mistletoe, Elberon, Oconto, 2c; Odessa, 3c; Josephine Foley, 10c. Cash. Theo. D. Kuebler, R. F. D. 6, Evansville, Ind.

CINERARIA.

CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus, in beauty, as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it, $1.50 per doz., $10.00 per 100 from 2½ in., with plenty of fine cuttings on them.
C. Winterich, Cyclamen Specialist, Defiance, O.

Coleus. For varieties and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

COLEUS, 3-in stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

CYCLAMEN, strong seedlings, $4.00 per 100; $30.00 per 1,000. Transplanted, $5.00 per 100; $40.00 per 1,000.

Rococo Erecta, new, finest ever introduced (not to be compared with the old Rococo); to be well recommended for commercial growing. Strong seedlings, $5.00 per 100, $40.00 per 1,000. Transplanted, $6.00 per 100, $50.00 per 1,000.

ERNEST ROBER.
Wilmette, Illinois.

CYCLAMEN, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c, 6-in., 50c to 75c, 7-in., $1.00 to $1.50 each; full of buds and blooms. HENRY SMITH, Grand Rapids, Mich.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DAHLIAS

Standard cut flower varieties. Lyndhurst Farm, Hammonton, N. J.

DRACAENAS.

DRACAENA INDIVISA, 6-in. pots, $25 per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

FERNS.

Ferns in flats, in best varieties for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

Ferns. Nephrolepis Verona. Splendid fronds, stand up well, 2-in., $8 per 100, $72 per 1,000; 3-in., $12 per 100, $90 per 1,000. P. S. Randolph & Sons, R. D., Verona, Pa.

HARDY FERNS. Illustrated descriptive catalogue and wholesale price list mailed free on application. LUDVIG MOSBAK, Ferndale, Askov, Minnesota.

Fine Nephrolepis ferns. For varieties and prices see advertisement elsewhere in this issue. F. R. Pierson Co., Tarrytown, N. Y.

TABLE FERNS, best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

FERNS, BOSTON. Fine heavy 4-in., $14.00 per 100; 5-in., $18.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Table ferns, fine stock, 2¼-in., $3.50 per 100; $30 per 1,000. Jas. Vick's Sons, Rochester, N. Y.

FUCHSIAS.

FUCHSIAS. Mixed varieties, 6-in. pots, 25c, 7-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

GENISTAS.

GENISTAS. 4-in., 35c, 6-in., 50c, 7-in., 75c each. Nice stocky plants, ready for bloom. HENRY SMITH, Grand Rapids, Mich.

GERANIUMS.

Geraniums. S. A. Nutt, in 3-in. pots, extra strong, fall propagated, $3 per 100; $25 per 1,000. 500 at 1,000 rate. Cash with orders. R. Vincent, Jr., & Sons Co., White Marsh, Md.

100,000 geraniums, ready now, 2 and 2¼-in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberly, Buchner, etc., $2.50 per 100, $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

GERANIUMS.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Delivery April 3rd and later. Albert M. Herr, Lancaster, Pa.

GERANIUMS. American Beauty, 2 and 2½ in., 3c. Cash. Theo. D. Kuebler, R. F. D. 6, Evansville, Ind.

GOOSEBERRIES

Downing Gooseberries, 1 yr., No. 1, $3.00 per 100; $25.00 per 1,000; layers, $12 per 1,000. Superb and Progressive everbearing strawberries, $1.00 per 100; $8.00 per 1,000.

WM. MANDEL, Nurseryman,
Bloomington, Ill.

GREENS.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

Southern Wild Smilax, $2.00 per case. WINTERGREEN GARDENS, Marion, Ala.

HYACINTHS.

Hyacinths, daffodils and tulips, 3½-in. pots, $6.50 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

HYDRANGEAS.

HYDRANGEAS OTAKSA. 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

IRISES.

Irises. Catalogue now ready. Peterson Nursery, Stock Exchange Bldg., Chicago.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

From Storage.

Lily of the valley. Orders taken now for 1917 crop of German, Swedish and Dutch pips. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

NURSERY STOCK.

Nursery Stock. Forest tree seedlings, ornamental shrubs and lining out stock. Altheas, Berberry, Deutzias, Forsythias, Privets, Spiraeas, Weigelias, etc. Send for trade list. Forest Nursery Co., McMinnville, Tenn.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

PALMS.

	Doz.	100
Areca Lutescens, 2-in.	$1.00	$8.00

KENTIA BELMOREANA.

Size	Leaves	Height	Doz.	100
2-inch	4	8-inch	$1.50	$12.00
3-inch	4-5	8-10-inch	2.00	15.00
4-inch	4-5	12-14-inch	4.50	.....
5-inch	5-6	15-18-inch	9.00	.....

KENTIA FORSTERIANA.

Size	Leaves	Height	Doz.	100
2-inch	4	8-inch	$1.50	$12.00
3-inch	4-5	8-10-inch	2.00	15.00

THE GEO. WITTBOLD CO.,
745 Buckingham Place, Chicago.

Kentias. Our stock is larger than usual; all bright, clean stock. Kentia Belmoreana, Kentia Forsteriana. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

PALMS.

PALMS.

KENTIA FORSTERIANA—SINGLE PLANTS.

	Leaves		Each
6 inch pots	5-6	28 inches high...	$ 1.25
6 inch pots	6-7	32-34 inches high...	1.50
6 inch pots	6-7	34-36 inches high...	2.00
8 inch tubs	6-7	40-42 inches high...	3.50
8 inch tubs	6-7	42-46 inches high...	4.00
8 inch tubs	6-7	50 inches high...	5.00
9 inch tubs	6-7	52-56 inches high hv	7.00
10 inch tubs	6-7	60 inches high...	8.00
10 inch tubs	6-7	60-65 inches high...	12.00
15 inch tubs	6-7	8 feet high.....	40.00
15 inch tubs	6-7	9-10 feet high.....	50.00

KENTIA BELMOREANA—SINGLE PLANTS.

	Leaves		
2¼ inch pots	4	$1.50 per doz., $12 per 100	
		ins. high	Per Doz.
4 inch pots	5-6	16-18 45c each.....	$5.00
6 inch pots	5-6	24 each.....	1.25
6 inch pots	5-6	28 each.....	1.50
8 inch tubs	5-6	42 each.....	5.00

Specimen plants, 15-in. tubs, $75 each.

KENTIA FORSTERIANA—MADE UP PLANTS.

6 inch pots	3	26-28 inches high.....	$ 2.00
7 inch tubs	3	30-32 inches high.....	2.50
8 inch tubs	3	38 inches high.....	4.00
8 inch tubs	4	48-50 inches high.....	5.00
9 inch tubs	4	52 inches high.....	6.00
10 inch tubs	4	54 inches high.....	8.00
12 inch tubs	4	60-64 inches high.....	12.00
12 inch tubs	4	66 inches high.....	15.00
15 inch tubs	4	6-6½ ft. high, heavy..	25.00
15 inch tubs	4	75-80 inches high.....	30.00

ARECA LUTESCENS.

	Plants		Each
6 inch pots	4	bushy, 24-26 inches high.	$1.25

ASPIDISTRAS.

5 inch pots 10-12 leaves green.....$1.00
6 inch pots 16-20 leaves green..... 1.50
5 inch pots 10-12 leaves var..... 1.50

POEHLMANN BROS CO.,
Morton Grove. Illinois.

Kentias. For varieties and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 4-in., 35c each; 6-in., 75c to $1 each; 7-in., $1.25 each; 9-in. $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS. Easter Greeting, the best Easter and spring plant for bedding or pot culture. 2½-in., ready for 4-in., 9c each. Rooted cuttings, 3c. These plants are in A1 condition and guaranteed to be as good as any in the market. FELIX KRAMER, Blaine St., Niles, O.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15, 2-in., $5 per 100. Flowering plants, 6 to 8-in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PEONIES.

Peonies. Write for list. Peterson Nursery, Stock Exchange Bldg., Chicago.

PEPPERS.

Peppers. Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.
Peppers, Celestial, 4-in., $12.00 per 100; $100 per 1,000.
Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.
PYFER & OLSEM. Wilmette, Ill.

PRIMULAS.

OBCONICA PRIMULAS, 4-in., well grown stock just coming into bud and bloom, excellent pot plants for Easter and Mothers' day sale; fine assortment of color and shading, per 100, $10.00. Packed secure from frost, no charge for packing.
Also fine 2½-in. S. A. Nutt geraniums, now ready to shift. Per 100, $2.50.
Cash, Please.
JOSEPH H. CUNNINGHAM
Delaware, Ohio

PRIMULAS.

PRIMULA MALACOIDES.

	100	1,000
Extra fine stock.		
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM. Wilmette, Ill.

PRIMULAS, Obconica and Malacoides, 2¼-in., $3, 3-in., $5, 4-in., 12.50, 6-in., $25 per 100. Chinensis, 4-in., $12.50, 6-in., $25 per 100; 4 and 6-in. in bloom. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

California Privet. Finest quality in all sizes, from one to four feet. Polish or Iron Clad Privet in sizes from six inches to three feet. Write for spring trade list. J. T. Lovett, Inc., Little Silver, N. J.

Amoor River Privet, 2 to 3 ft., $2.00 per 100; $15.00 per 1,000. REYNOLDS NURSERY COMPANY, Winston-Salem, N. C.

ROSES.

ROOTED ROSE CUTTINGS.

	100	1,000
Sunburst	$3.50	$30.00
Richmond	2.50	20.00
Killarney	2.50	20.00
White Killarney	2.50	20.00
Ophelia	4.00	35.00

GEORGE REINBERG,
162 North Wabash Avenue. Chicago.

New Red Rose—Donald MacDonald. A new Hawlmark red rose sent out this year by Alex Dickson & Sons. It is a money-maker for the rose grower, as no pinching is necessary. Strong, grafted plants, $35 per 100; $300 per 1,000. Own root plants, $30 per 100; $250 per 1,000. Robert Scott & Son, Sharon Hill, Delaware Co., Pa.

Roses. Extra strong, field-grown climbing roses to bloom for Easter; also hybrid perpetual roses. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Roses. From 2½-in. pots, ready for shifting into 3½-in. and 4-in. pots and are splendid stock for growing on for spring sales. For varieties and prices see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

ROSES. American Beauty and other varieties, 6-in. pots for Easter forcing, 35c to 50c each. Kaiserin and Maryland, 2-in., $4, 3-in., $8 per 100. HENRY SMITH, Grand Rapids, Mich.

Roses, on Canina stocks. Write for prices and ask for the new Polyantha Mary Bruni. Royal Nurseries, Gratama Bros. & Co., Hoogeveen, Holland.

Roses. American Beauty Bench Plants, $8 per 100; $75 per 1,000. Ready now. Wm. Dittman, New Castle, Ind.

Roses: Pot-grown, 2¼ and 4-in. Field-grown, to pot 4 to 5-in. The Leedle Floral Co., Springfield, O.

SNAPDRAGONS.

SNAPDRAGONS. White, pink and yellow, 2-in. pots, $3 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

SURPRISE SEED OFFERS.
2,000 seeds, trees, shrubs, vines, ferns, 20 varieties, 100 each for $1.25; 200 seeds, Acacia Podalyriaefolia, 35c; 1,000 seeds smilax, 35c; 1,000 seeds Ampelopsis Veitchii, 50c; 700 palm seeds, 5 varieties, 50c.
GEO. LEAVER
P. O. Box 1049 Los Angeles, Calif.

ASPARAGUS LUTZII SEEDLINGS. $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Ia.

SEEDS.

Seeds. Beebe's Early Prolific Tomato. It is the earliest and most prolific of all tomatoes. Continues bearing from early in June until cut by frost. Pkt., 20c; oz., 75c; ¼ lb., $2. Write for catalogue, German or English. German Nurseries and Seed House, Beatrice, Neb.

Seeds. Asparagus Plumosus Nanus, greenhouse grown, 1,000, $3.50; 10,000, $32.50. California grown, 1,000, $2.50; 10,000, $22.50. Arthur T. Boddington Co., Inc., 128 Chambers St., New York.

Seeds. Dreer's reliable flower. For varieties and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, sweet peas, Spencers, grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds. Bean, cucumbers, muskmelon, watermelon, squash and sweet corn. Michigan-grown radish our specialty. S. M. Isbell & Co., Jackson, Mich.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Winter Orchid Flowering Sweet Pea. Price list now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, Tomato. For varieties and prices see advertisement elsewhere in this issue. J. Bolgiano & Son, Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Beet, sweet corn, garden bean, onion sets and seed potatoes. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Cucumber and Muskmelon. Pure stock, good deliveries and moderate prices. R. H. James, Rocky Ford, Colo.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds. Onion, lettuce, radish, etc. The Kimberlin Seed Co., Santa Clara, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Vegetable, flower and farm. Henry Mette, Quedlinburg, Germany.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

STRAWBERRY PLANTS.

Lowest prices for Progressive and Superb. Other varieties as low as $1.50 per 1,000. Catalog free. L. G. Tingle, Box 170, Pittsville, Md.

VEGETABLE PLANTS.

TOMATO PLANTS. Bonny Best, 2½-in. pots, 2c. Cash. Theo. D. Kuebler, R. F. D. 6, Evansville, Ind.

VERBENAS.

VERBENAS.
Large, well-rooted cuttings of Verbenas in eight good named varieties. Clean, healthy stock, free of mildew. Shipped under separate labels, but in collection only. $1.00 per 100, $9.00 per 1,000.
See our ad for carnations elsewhere in these columns.
STUPPY FLORAL CO.,
St. Joseph, Mo.

VINCAS.

Vincas, rooted cuttings, $10 per 100; strong field-rooted tips, one to three leads, 2¼-in., $3 per 100, $25 per 1,000. James Vick's Sons, Rochester, N. Y.

Vinca variegata, 2-in., $2 per 100; $20 per 1,000. Elmer Rawlings, Allegany, N. Y.

MISCELLANEOUS.

Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Choice landscape, decorative and forcing stock for florists' trade. For varieties see advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Munson, 1353 N. Clark St., Chicago.

Glass cloth. A transparent waterproof fabric for all forcing purposes. Sample, 3x6 feet, 50c prepaid. Turner Bros., Bladen, Nebraska.

Clay's fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Aetna Brand Tankage Fertilizer. Write for prices. Farmers' and Florists' Fertilizer Co., 809 Exchange Ave., Room 5, Chicago, Ill.

Use Evans' Challenge Vent Machine. Write for catalog. John A. Evans Co., Richmond, Ind.

Japanese miniature gardens, fern dishes, vases, flower pots, jardinieres, etc. Nippon Garden, Inc., 259 Fifth Ave., New York.

MISCELLANEOUS.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works, 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Baskets, pansy and verbena. For sizes and prices see advertisement elsewhere in this issue. G. P. Read, Inc., 199 Duane St., New York.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogues. Giblin & Co., Utica, N. Y.

Wizard brand manures. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $1.85; 50,000, $8.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Tile greenhouse benches. Write for circular. Camp Conduit Co., Cleveland, O.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

GREENHOUSE INSURANCE.

Cyclone and hail insurance; also insurance on growing crops while in the fields. The American Mutual Cyclone and Hail Insurance Co., Muncie, Ind.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. We design, manufacture and build greenhouses of every style and size. Building material of all kinds. American Greenhouse Mfg. Co., 1000 Masonic Temple, Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Greenhouse construction. Builders of greenhouses and conservatories of every description. Lord & Burnham Co., 42d Street Bldg., New York.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. Estimates on request. The Foley Greenhouse Mfg. Co., 31st and Spaulding Ave., Chicago.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, 75c per qt.; $2 per gal. Vermine, $1 per qt.; $3 per gal. Scaline, 75c per qt.; $1.50 per gal. Nikotiana, $1.50 per qt.; $4.50 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

POTS AND PANS.

Kramer's pot hangers, $1 per doz., by express. I. N. Kramer & Sons, Cedar Rapids, Iowa.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Pots. Hews' standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

Red pots. Geo. Keller & Sons, 2614-22 Herndon St., Chicago.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far. 35c for 1,000; 3,000 for $1, postage paid.
MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 85c; 500, $3; $5.50 per 1,000.
Pipe stems, about 6 feet, per 100, 60c; per 1,000, $5. Vaughan's Seed Store, Chicago.

WIRE WORK.

Florists' wire designs and fancy wire lamp shades. NORTHWESTERN WIRE WORKS, 228 13th Ave., N. E., Minneapolis, Minn.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

The Garland Guide Book No. 17

is about ready for distribution among our friends, the florists and vegetable growers. It shows only a small part of our 1916 construction, but gives a general idea of the class of greenhouses and conservatories we furnish. We will be pleased to mail you a copy upon request. Our engineers are ready to furnish estimates, and our President, his advice as a grower.

GARLAND MANUFACTURING COMPANY
DES PLAINES, LOUIS WITTBOLD, President. **ILLINOIS.**

A. HERRMANN
Baskets,
Florists' Supplies
404-412 East 34th St. NEW YORK

Massachusetts Agricultural College.

Professor Frank A. Waugh, head of the division of horticulture, has been appointed consulting landscape architect to the government forest service. He has been granted a six months' leave of absence from college work to make a tour of inspection of the Imperial valley in southern California.

Professor A. H. Nehrling gave a lecture on "Perennials We Should Grow," before the Massachusetts Horticultural Society, February 3. The lecture was well attended and interesting.

Professor A. K. Harrison gave a paper on "Native New England Plants Used for Ornamental Planting" before the Tuckerman Botanical Club, February 1.

Professor A. B. Beaumont, assistant in soil technology at Cornell, has been appointed associate professor of agronomy at the Massachusetts Agricultural College.

Short course students visited the range of Butler & Ullman at Northampton, February 3.

Emile Mardfin, Cornell, '16, has been secured to fill the position vacated by William Doran.

The department of floriculture has announced a very interesting programme in connection with farmers' week. Tuesday afternoon, March 27, Prof. F. A. Waugh will read a paper on "The Use of Native Plants," at 1 o'clock followed by an illustrated lecture on "Garden Flowers" by Professor A. H. Nehrling. At the Wednesday morning session the topics are: "Fertilizers for Greenhouse and Garden," by Professor F. W. Morse; "Ornamental Vines and Their Uses," by Professor C. H. Thompson, and "Landscape Gardening on the Farm," by Professor A. K. Harrison. At the Wednesday afternoon session, beginning at 1 o'clock, Dr. A. C. Beal, of Cornell University, will speak on "Garden Roses and Their Culture." A collection of spring flowering plants will be on exhibition in the greenhouse during farmers' week.

WASHINGTON, PA.—The Gardeners' and Florists' Club of Washington, Pa., was organized February 6, with the following officers: J. O. Minton, president; Charles McGowan, vice-president; Wm. J. Warrick, Jr., secretary-treasurer.

Greenhouse Construction
BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE, $1.50.

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. PRICE, $1.50.

American Florist Co., 440 S. Dearborn St., **Chicago**

Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.

EQUIP your greenhouses with

Advance Sash Operating Device

Catalog with full illustrations and description free.

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Richmond, Ind.

The Regan Printing House
LARGE RUNS OF
CATALOGUES
OUR SPECIALTY
WRITE FOR PRICES
527 Plymouth Place, CHICAGO
Mention the American Florist when writing

PERFECT HOUSES

Our houses are all model buildings. Up-to-date, strong, durable, perfectly made and perfectly built. Price right.

MASONIC TEMPLE BUILDING.
Mention the American Florist when writing

GLASS CLOTH

A transparent waterproof fabric, guaranteed to generate about the same warmth and light as glazed sash, or money back. For all forcing purposes. Sample 3x6 feet. 50c prepaid.
PLANT FORCERS.
TURNER BROS., Bladen, Nebraska

REFRIGERATORS
WRITE FOR CATALOG
Buchbinder Bros.
518 Milwaukee Ave., Chicago, Ill.

BOOKS FOR FLORISTS

The following books should be in every florist's and gardener's library. Send prices quoted and we send the books.

Mushroom Growing.—By B. M. Duggar. 260 pages, fully illustrated. Price, $1.50.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, $1.50.

The Goldfish.—By Hugo Mulertt. 160 pages, handsomely illustrated. Price, $2.

Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.

Landscape Gardening.—By Sam'l Maynard. 338 pages, 165 illustrations. Price, $1.50.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, $1.21.

The Rose.—By H. B. Ellwanger. Its cultivation, varieties, etc. A complete guide. Price, $1.25.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, $1.20.

The Book of Water Gardening.—By Peter Bisset. 200 pages and 139 illustrations. Price, $2.50.

Hedges, Windbreaks, Etc.—By E. P. Powell. 140 pages, with 22 illustrations. Price, 50 cents.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, $10.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, $1.50.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, $1.50.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, $1.50.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, $2.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, $6.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, $1.50.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, $1.25.

Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, $1.10.

The Vegetable Garden.—By Vilmorin-Andrieux & Co. Most complete book published. Profusely illustrated. 782 pages. Price, $6.

The American Flower Garden.—By Neltje Blanchan. Well bound. 368 pages and 92 illustrations. Price, $5.35.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 halftone illustrations and 15 plans and maps. Price, $2.

Vines and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, $1.10.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, $1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, $1.10.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, $1.50.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages. 60 illustrations. Price, $1.50.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50c.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, $4.30.

How to Grow Roses.—By Robert Pyle. 121 pages, illustrated. Price, $1.00.

American Florist Co.

440 S. Dearborn St., CHICAGO

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.

Quart, $1.00. Gallon, $2.50.

NIKOTIANA

A 12% nicotine solution properly diluted for fumigating or vaporizing.

Quart, $1.50. Gallon, $4.50.

Until further notice shipments on our products **Fungine, Vermine** and **Scaline** will be subject to conditions of the chemical market.

Prompt shipments can be guaranteed on **Aphine** and **Nikotiana.**

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USE WIZARD BRAND

CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded **CATTLE MANURE**

Pulverized **SHEEP MANURE**

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

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No. 32 Union Stock Yards, Chicago.

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Published weekly. The Largest, Brightest and Best British Trade publication. Also

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The American Mutual Cyclone and Hail Insurance Co.

OF MUNCIE, IND.

Writes **CYCLONE** and **HAIL** Insurance on Greenhouses and Growing Stock.

We are the **ONLY COMPANY** giving Florists and Vegetable Growers the combined protection.

Our **ASSESSABLE CAPITAL** ending Nov. 30th, 1916, **$1,258,500.00.**

For Application and Rates, address

OSCAR E. ANDERSON, Secretary

Office: Suite 2, Jones Block, Muncie, Ind.

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NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN

For Spraying.

APHIS PUNK

For Fumigating.

Ask Your Dealer for it.

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Aetna Brand Tankage Fertilizer

Is the best balanced fertilizer manufactured. It contains the ten salts constituting soil. It is giving satisfactory results wherever used.

Farmers' and Florists' Fertilizer Co.

809 Exchange Ave., Room 5. Tel. Drover 1932. U. S. YARDS. CHICAGO, ILL.

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ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

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This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."

CHILWELL NURSERIES, LOWDHAM, Notts, England.

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Established 1765 Incorporated 1904

HEWS STRONG RED POROUS POTS

POT MAKERS FOR A CENTURY AND A HALF. | Standard, Azalea, Bulb, Orchid, Fern, Hanging, Embossed, Rose, Carnation, Palm, Cyclamen, Cut Flower. Special Shapes to Order. Chicken Founts, Pigeon Nests. Bean Pots, Etc. | WORLD'S LARGEST MANUFACTURERS.

A. H. HEWS & Co., Inc., Cambridge, Mass. WAREHOUSES: Cambridge, Mass. New York, N. Y.

Syracuse Red Pots Standard Pots Azalea Pots, Pans

A large stock ready for immediate shipments. Our catalogue will tell you all about them.

SYRACUSE POTTERY
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SYRACUSE, - - N. Y.

Mention the American Florist when writing

Kramer's Pot Hangers

For sale by Wholesale Seedsmen, Florists and Supply Dealers.
Price, $1.00 per dozen by express. Sample dozen by mail, $1.25.

I. N. KRAMER & SON, Cedar Rapids, Ia.

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TILE GREENHOUSE BENCHES

When erecting your next bench, why not build with material that will last? Our Clay Tile Benches need no replacing, and the cost is very little more than wood. Are now furnishing our new beveled rounding corner 9-inch width Floor Tile. Write for particulars.
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GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices.
2614-2622 Herndon St,
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Dirt Bands and Pots

Before you buy write for samples and prices
Address– MODERN MFG. CO.,
P. O. Box 2854
543 N. Lawrence St., Philadelphia, Pa.

Mention the American Florist when writing

1,000 Letterheads, 8½x11 } $4.75
1,000 Envelopes, 6¾ size }

CASH WITH ORDER—No C. O. D.

Proof will be submitted for approval. Stock, 20-lb. white bond on both letterhead and envelope—one color ink. Satisfaction guaranteed.

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Reference: American Florist Co.

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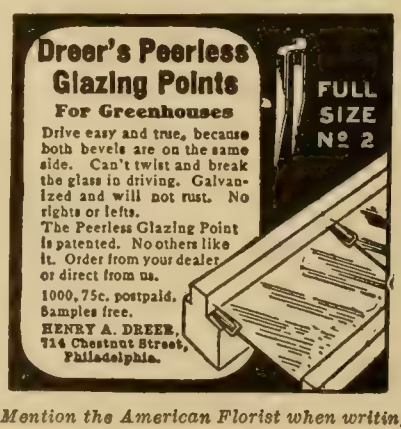

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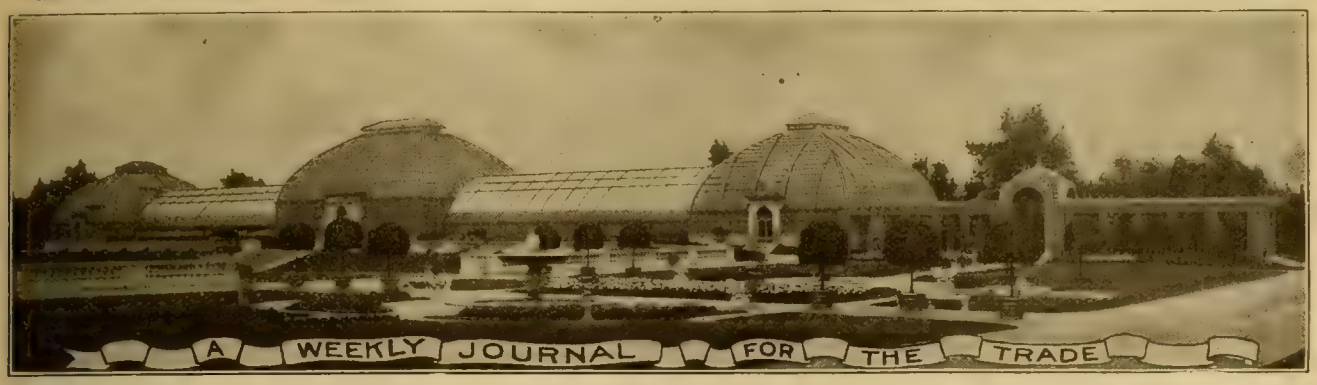

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR, Houston, Texas, President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., 1918. J. F. AMMANN, Edwardsville, Ill., President; W. J. VESEY, JR., Ft. Wayne, Ind., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition Philadelphia, March 20-23, 1917. S. S. PENNOCK, Philadelphia, Pa., President; LOUIS REUTER, Westerly, R. I., Vice-President; BENJAMIN HAMMOND, Beacon, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y. Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Azaleas.

The azaleas for spring flowering and Easter will soon need attention. If they have been in cold pits they should be brought into cool houses, and those that have been kept in cool houses will need spacing out and a careful going over. March and April being nearer their natural time of blooming than those brought into flower early in the winter, the plants will not have to be forced as hard and are much better brought along in a cooler temperature. The plants, however, that bloom later will require more attention, especially in regard to pinching out the soft growths that start around the cluster of buds. This should be done as early as possible and with great care, so as not to injure or break the buds. These soft growths grow very rapidly at this time and if they attain any length quickly draw the nourishment from the stem and blast the buds, so it will require constant attention to keep them pinched off. They should be looked over at least once a week and all young shoots removed. Give the plants plenty of room so as to allow a good circulation of air, that the plants can dry off after syringing. These plants are often crowded together as closely as possible, but this invariably results in the loss of much foliage and the plant grows out of shape.

What to do with the plants that have flowered is often a question. Many growers assert that a better and earlier plant can be produced the second year than can be bought abroad and imported, but to do this the plant must be given good culture and not placed in some out-of-the-way corner where it suffers for lack of air, light and water. Whatever trimming into shape the plant requires should be done now, and the plant given an opportunity to start a new growth. As early as it is safe from all frosts the plants can be plunged outside in a frame and during the summer a mulch should be spread over the soil to prevent too much evaporation. Frequent syringings may be required during hot weather to keep down red spider, these plants being quickly infested with these insects in certain localities and they quickly ruin the foliage. Like all hard-wooded stock, be sure they do not get dry. They do not show it as quickly as the soft-wooded plants and often when it is seen it is too late to remedy the injury done.

Dahlias.

The forcing of early dahlias has been practiced successfully by growers the last few years, and roots started at this time will produce flowers for Memorial day and during June. A good deep bench, in a house not too warm, should be selected, and while the plants are great feeders in the open ground, it is better not to have the soil too rich in the houses, for the plants grow very tall inside, and with a rich soil make a strong, rampant growth, which will not bloom as early. They can be fed when the buds begin to form by giving them a mulch of half-decayed manure, which will materially assist the flowering and also provide a covering that will prevent evaporation. They will require but little attention except that long, strong stakes will be necessary to keep the plants growing erect, to which they should be firmly tied, and then disbudded to produce the better blooms. Any varieties of which it is desired to increase the stock can be planted in the house and the young growths made into cuttings, which root easily at this time.

Cannas.

One of the most decorative beds for summer, especially if it is of large size, is a bed of blooming cannas, for they are very showy and will bloom throughout the summer until frost cuts them down, and the varieties have been greatly improved during the last decade. To make the best showing the plants should be started early enough to have good, strong stock at bedding-out time in May and June. The plants should be started by March 1 and now is the time to procure stock of varieties of which the grower is short or which he has not on hand. The clumps when removed from the winter storage should have all the old soil shaken off, the dried up stalk and roots cut away. They are then cut up into small pieces and if the stock is plentiful two or three

eyes can be left to each piece, but where stock is short they are cut up to single eyes, although with single eyes many weak plants will be produced. Often the clumps have started into growth and where this has happened the eyes should be sorted, those already started being planted together and the dormant eyes by themselves. Have boxes all ready and place an inch of soil on the bottom and then place the divisions on this closely together and cover with light, sifted soil and then water thoroughly. Keep the varieties separate and properly labeled, each box to contain but one variety and the name plainly marked on the box, for labels are often lost or misplaced. Place the boxes in a warm location—where hot water heating is used they can be placed on the return pipes. In two or three weeks the plants will have made sufficient roots to be placed in 3½ or 4-inch pots, when they can be grown on in a house with a temperature of 50° to 60°. In planting cannas outside it should always be remembered that they are very tender and should not be set out until all danger of late frost is past.

Marguerites.

As the warm days of spring approach the marguerite plants will bloom profusely and those in pots will have, to a great extent, exhausted the plant food in the soil, so to keep up the size of the flower and length of stem watering with liquid manure will be necessary. Liquid cow manure can be safely used in frequent waterings with no danger of any injury if the plants are in a healthy condition. The flowers should be cut daily and placed in water; they will keep much longer than if allowed to remain on the plants, where they quickly fade if not picked when the warm spring days come on. This should be prevented, for it not only gives the plant an untidy appearance but takes the strength of the plants and the following flowers are often much shorter in stem. A few well bloomed plants are very decorative at Easter, especially in churches, where they make a splendid showing. Propagation for next year's stock should now be carried on; the cuttings root easily and there are plenty to be obtained at this time. As soon as rooted they should be grown on in good soil, and to secure the best results another year given the best of culture.

Early Annuals.

During the warm days of June the carnations deteriorate very rapidly and there is often a great need for some flower to take their place, and an early bench of asters is a great boon at such a time, especially for those who have a good call for funeral work. Seed planted during February and grown in pots or flats until after Easter can be then transplanted to the benches in which the Easter crops are grown and they will be in bloom at the time when most desired. A good strain of early flowering varieties, either Comet or Victoria, should be selected and with good care a paying crop is assured. A sowing of candytuft by March 1 will also produce plants that can be benched after Easter in the same manner and a good cut for Memorial day be had. The strains of White Giant candytuft now offered make splendid spikes for the filling in of sprays at that great flower day. There are many annuals that can be grown for early spring blooming that are greatly appreciated by the trade, among which might be mentioned calendulas, nasturtiums, scabiosa, sweet sultans and bachelor's buttons.

THE RETAIL TRADE

Conducted by Robt. Kift, Philadelphia, Pa.

St. Patrick's Day.

While St. Patrick's day is not very remunerative to the retail florist, yet it offers an opportunity for a feature display that, if well planned and arranged with the various novelties of the day, has a decorative and advertising value in calling attention to the store that is worth far more than it costs.

The shamrock is the essential feature—real genuine shamrock—and there are at least four or five kinds of clover that are each called the "real thing." The shamrock of "Old Ireland" is the small-leaved clover of America, and that is all there is to it. It is raised by some growers in large quantities. One department store in Philadelphia presents every buyer of "Paddys day" week with a plant of the shamrock in a two-inch rose pot, giving away over 60,000 of these, which are grown for them by contract.

Poehlmann Bros. Co.'s St. Patrick's Day Harp. Wrapped with Green Frieze. Chenille Strings. Height 48 Inches. For Store Window Display.

Some florists grow plants cool in one-inch pots and find a ready sale for this miniature size. Pans the shape of the shamrock leaf are filled with the growing plants, and when decorated with crepe paper and ribbons are very attractive. Paddy's stovepipe hats, hods and wheelbarrows are also filled with the growing stock and found quite salable. An Irish harp, cut out of wood with a scroll saw, nailed to a block base with a band of birch bark, which provides space to be filled with shamrock, is then gilded and strung with silver cord. This is a very finished and good selling novelty.

One of the most popular arrangements is made with fair-sized "murphies." These are scooped out sufficiently to hold a plant, soil and all, in or out of the pot as there is room, but the pot should be pushed down so as to be concealed. When finished and tied with a green ribbon, they will readily bring from 50 cents to 75 cents each. Some of the trade have made quite a feature of these decorated potatoes the past few years, having a special box in which they can be safely sent by mail. Clay pipes, the bowl filled with shamrocks and a green bow on the handle, are quite taking.

All these novelties should be gotten ready and displayed in a well arranged window at least a week before the 17th; in fact, to exhibit a few things of this kind for two weeks before, with a green shamrock-shaped card with the date, March 17, in white letters, or a white card with a green border, the date in green letters, is sure to attract attention.

The "greened" carnations and other flowers have become, we suppose, inseparably connected with the day, but with their green smear they are a nuisance and never satisfactory. In the first place cornations are generally kept on the plants so long that they promptly go to sleep after being "dosed." When sufficiently colored they should be at once removed from the dye, thoroughly washed and kept in clear water.

The day is celebrated by many more or less elaborate dinners, at which the decorations are in keeping with the celebration. Green chiffon bands, tufted at the corners and pinned to the cloth just inside the plate line, are effective. Shamrock pans, nicely decorated with ribbon, make a good decoration of the center space. A vase or two of greened carnations, with asparagus sprays, help in the color scheme. Greened carnation corsages would ruin a dress, but they can be made of Pink Killarney roses and a pot or two of shamrocks, with the soil washed from the roots, worked in with them, tied with a green ribbon and a small silk Irish flag, and they have a real Paddy's day look.

Every pot of shamrock that is sold individually should have a green crepe paper cover, tied on with green ribor tape. Such decoration costs but a trifle and adds much to the appearance of the plant. For the decoration of the window a green standing harp, made of leucothoe leaves, each pinned on separately to present a neat outline, and illuminated with small green electric lights, will make an attractive feature. The Poehlmann Brothers Co., of Chicago, offer this season a large harp four feet in height as a window piece. This is wrapped with green frieze and has chenille strings. It is a distinct reminder of Paddy's day.

Cleveland Flower Shops.

Local florists have the retailing of both flowers and plants down to a science in this large Ohio city. The stores are up-to-date in every particular, equipped with all the most modern fixtures, display tables, cases for bric-a-brac, refrigerators, etc. The show windows are always attractively decorated, particularly on floral holidays, when one store vies with another in original and novel arrangements. The J. M. Gasser Co., Smith & Fetters Co., Jones-Russell Co., and C. W. Wagner, all in the central retail district on Euclid avenue, have stores that are high class in every respect.

The J. M. Gasser Co., of which R. L. Brown is manager, carries a large line

ROSE MRS. CHAS. RUSSELL AT FRENCH & SALM'S, UNION GROVE, WIS., DECEMBER 19, 1916.

of flowering plants, which are well displayed in the front of the store on tables, pedestals and in groups, all the pots being tied with vari-colored crepe paper or in jardinieres or basket covers. A large show refrigerator is kept filled with the best the season affords. Cases are filled with brick-a-brac, flower holders, vases—all the latest in this line. A valentine display has been on for two weeks before the day; about everything in the line was shown. Heart shaped baskets and birch bark hearts, bound with corsage cords in various colors, the tassels finishing at the top, were tacked to a block, and with a large bunch of violets or other corsage flowers were very appropriate. A Gasser idea was a heart-shaped handle of red chenille, which, attached to a small basket, was as pretty as any of the novelties of the day. A miniature greenhouse, 6½ x11 and about six inches in height, looked like a good seller. Small ferns or partridge berries will grow nicely in these. A large work and store room in the rear relieved the store proper of this litter. In the commodious basement there were also large stocks of baskets and other accessories, all in systematic arrangement. A large line of Easter plant baskets, and also quantities of the smaller tumbler baskets, had just been received. The window decoration, which attracted great attention, was a facsimile of their large range at Rocky River. There were twenty-four greenhouses, all made with glass roofs, and filled with small artificial flowers. The boiler house and houses of the superintendent and others were also shown. It presented a birds-eye view of the whole establishment and was a very clever idea. The large sign that stated it contains 342,600 feet of glass, and that it was the largest greenhouse establishment in Ohio, had great advertising value.

The Jones-Russell Co.'s store is most conspicuous, being at the point where Euclid avenue is crossed diagonally by Huron road. Their store is all windows—three large ones on each side, with a rounded window at the point which contained a large fountain. This is truly a daylight store. Tables with plants and cut flowers were features, the narrow ledges of the windows all being filled with salable flowering stock. Hanging baskets of ivies were very decorative, while a large tree of artificial apple blossoms was sign that stated it contains 342,600 feet very showy. In the basement connected with the store by a marble staircase, was much more roomy than the store, what might be termed a gift shop was fitted up with all kinds of baskets, fancy pottery and florists' bric-a-brac. It was a very attractive room which Mr. Jones said had been a great addition to the store. Opening from this were the work rooms, with auxiliary ice boxes. The packing and shipping department is also located here. Many retail stores could adopt this basement gift room idea with profit.

The Smith & Fetters Co., one of the pioneer firms of the craft, have an elegant store, handsomely fitted with white enameled fixtures and crystal electric lights. Photographs of handsome church wedding and other decorations adorn the walls. The window contained lilacs, azaleas, and flats of well flowered tulips, nicely tied with crepe paper and ribbons. The flower case was well stocked with choice roses, but the special features were vases of calendulas and corn flowers; also, some of the handsomest sprays of acacia, of a variety similar to pubescens, that had ever been seen here. These were in fine condition and had been shipped from Mr. Smith's home in Los Angeles, Calif. If such stock can be depended on to carry safely from that sunny clime, the greenhouse men of the middle west will have more than bugs and cold weather to bother them before many moons.

C. W. Wagner, also on Euclid avenue, has a commodious store with a greenhouse in the rear. Enameled white fixtures, refrigerator, show cases and tables, all nicely arranged, give this show room a very up-to-date appearance. There was a selected stock of flowers and blooming plants, among the latter being some pans of splendidly colored Murillo tulips. The window was nicely decorated with Valentine novelties in made-up baskets and boxes, and azaleas.

Westman & Getz's shop at 5923 Euclid avenue is a very nicely arranged store. Quite an assortment of plants are carried here, each pot covered with crepe paper or helping to sell a jardiniere or fancy pot of some kind. Up-to-date bric-a-brac is also a feature. Some exceptional pansies were in the cut flower stock. Miss Hester Getz is manager and the bright, fresh appearance of the stock and its arrangement reflects her ability.

A. Graham & Son, 5523 Euclid avenue, have a well furnished store with the "champion florist bowler" of the United States in charge. Charlie seems as much at home in the store as on the alleys and has enjoyed a very good business this season. Very good primulas and cyclamens from their greenhouses vied with the valentines in the decorated window.

The business of The Flower Shoppe, Misses Dunn and Barney, proprietors, 12374 Superior avenue, is not yet a year old, but bears every evidence of prosperity, with their neatly fitted up store, filled with a variety of plants, baskets, pottery, vases and flower holders, every article invitingly displayed and salable. Both the owners are competent women, who are in the business for a livelihood and feel very much encouraged. Already a Ford car has been added to the equipment out of the earnings.

The Kirchner Floral Co., Ninetieth street and Superior avenue, makes a specialty of funeral work. It also enjoys a good family trade. The large window contained choice azaleas and valentine novelties.

Timothy Smith, at Forty-sixth street and Euclid avenue, has a well arranged and very light corner store. A full line of plants is carried for his family trade, he being in the residential district. Business was reported excellent.

Aster Trouble Viewed by Experts.

When things go wrong it is well to get to the bottom of the trouble, and if possible determine the cause. Last fall, George W. Kerr, the well-known specialist of W. Atlee Burpee & Co., Philadelphia, told us of his experience as discovered at their trial grounds, and from there we journeyed to Rochester, N. Y., where are situated the famous nurseries of James Vick's Sons, where the growing of asters is a specialty and where the acreage devoted to them is probably almost as much as that of all the other growers of this flower in the United States combined. This is the aster country, the moderate day temperature and the cool nights being ideal for their growth. Here are about 125 acres under cultivation, all planted for seed. Of the most popular sorts, solid blocks of five or more acres are seen, many of these, considering the season being in very good growth. The tarnished bug was seen in some sections, but one had to look close to discover it, the general view showing row after row of perfect plants. The plants of late-branching varieties, among them being the King, Peerless Pink, Hohenzoellern and the Comets, were all seen loaded with flowers that would readily bring top prices in the market as cut blooms.

The writer had the pleasure of being shown over the extensive grounds, about 350 acres, by W. H. Dildine, a member of the firm, who is an expert on all that pertains to this popular garden flower. Almost all the varieties grown were originated or improved by constant selection from the extensive fields here. Beginning with Vick's Snowdrift, a pure white, also in lavender and pink, we have the first to flower. Then follows Queen of the Market, Royal, Imperial, early non-lateral branching; Triumph, Comet, Rochester, Pink Enchantress, Perfection, King, both upright and branching, Mikado and late branching, Improved Late Hozenzoellern, late upright, and Vick's Autumn Glory. All of the above are Vick's introductions, selections and improvements on the best they could find.

In going over the fields, numberless wire stakes were seen in all the various blocks, designating the best plants from which seed was to be taken for their own sowing next year. In this way they are continually striving to keep up and improve the stocks. Every year something new appears in some of the blocks that is different and at times shows improvement; this is tried another year and oftimes two or three and, when fixed and found of exceptional merit, is introduced. The Rochester is a distinctly improved flower of the Comet type from which it originated. Mikado is an improved Hohenzoellern, fixed, and sure to come true.

Asters should be sown in their season. The Queen of the Market, planted late, will come into flower in July when it is only four inches high. All young asters have to go into the ground when ready, to get the best results. The early varieties are started in hotbeds in late March and planted out in the field early in May. They use a planting machine or transplanter drawn by two horses with a driver, two men sitting behind on a low platform, which just clears the ground, who drop or place plants alternately in a small furrow made by the machine, which also draws soil in to cover up the roots. Seven acres a day is the capacity of this machine. The later plantings are from seed sown outside in prepared beds. The rows are three feet apart to allow for horse cultivation. The soil is first prepared with a liberal coating of manure, and with vetch, barley and other green crops ploughed under. Branching varieties require more room in the rows than the upright sorts.

The greatest insect enemy to the aster is the tarnished bug. This is a small sucking insect, most destructive in dry weather. It attacks first the center or heart of the young growing plant and later the buds as they appear, sucking the juices out so that those attacked are ruined and very often the whole plant. There appears so far to be no insecticide that is at all efficient. Yellows, most prevalent in wet weather, appear to Mr. Dildine to be the result of a sort of plant indigestion, the plant not being able to assimilate its food properly. Root aphis, troublesome in some places, had never bothered them.

The seed is gathered in November, even after quite hard frosts, and sometimes they have to knock the snow off the heads before it is all in; it has to be dried thoroughly before cleaning and much of it must be ready before January to fill wholesale orders.

The present season has been bad on account of the excessive wet spring; they have had to dynamite a ditch which ordinarily had drained a portion of their grounds to make it considerably deeper. One of their large early fields had to be prepared, as the young stock was suffering to be set out; it was ploughed in mud, harrowed in mud, the plants were set out in mud, and the result was mud, as the plants died. A later plowing and planting came along and gave them a partial crop of these early varieties.

Many other varieties of plants for seed are grown by the acre, notably Phlox Drummondi, which was in splendid shape, and mignonette and Shirley poppies were seen in quantity, showing great vigor. Taken altogether, it was seed growing on a very large scale; up to date in every particular—an inspiration for any visitor of the craft.

George Clark, seed expert of Henry A. Dreer, Inc., Philadelphia, Pa., is also an aster enthusiast; the company has large acreages of asters in the vicinity of Rochester. In one of their fields, amongst a block of Crego's Pink, there developed a number of plants of a new and very valuable pink variety, an improvement on Mary Semple, of such decided merit that it is now to be found in all aster stocks. This was in 1910. It was sent out by them the following year under the name Dreer's Peerless Pink. Although very distinct, identically the same sort came with Elmer D. Smith & Co., of Adrian, Mich., the same year, which was a very unusual occurrence.

In speaking of the various types and varieties Mr. Clark said that there were probably over 1,000 varieties, types and colors catalogued by the various seedsmen, while a list of 100 would almost cover all the desirable sorts, after cutting out many of the duplicated and undesirable kinds. The multiplications of varieties of all kinds of plants grown from seed is enormous and is very confusing to the trade generally.

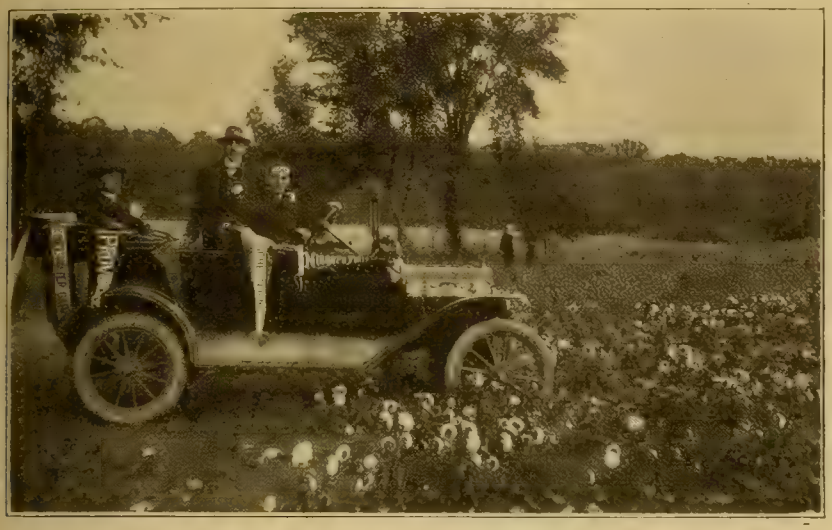
Growers, who have had bad luck with asters this season, should not lay it up against the plant for next year, for Mr. Clark's experience has been that there was one good year in five, three fair years and one bad, mostly owing to unfavorable climatic conditions. They are therefore likely to be very good next season. This firm has on file a letter from a customer in Maryland, who, because her asters had done so well this year, wrote thanking them for sending her such good seed. Mr. Clark also cited an instance of two growers in New Jersey. One of these planted his stock outside, which proved a total failure; the other grew his in a frame, raising the sash as they reached it, and secured a splendid crop of long stemmed flowers which brought the top market prices. Both received seed from the same package. In many places in the flower beds around the farmers' houses, Mr. Clark had this season seen splendid results and attributed it to their being watered during the dry weather of summer. Asters, until established, will not stand continued rain or a protracted drouth.

As to insects, nothing seemed to affect the tarnished bug. Root aphis is

PHLOX DRUMMONDII BY THE ACRE AT VICK'S, ROCHESTER, N. Y.

killed with a solution of tobacco water made from soaking stems in hot water and applying when diluted with cold water the day it is made, as it soon ferments and is then of no value.

Young plants of asters are like cabbages, they must be set out whenever ready and kept growing, as a check is sure to produce very unsatisfactory results. The field asters should be cultivated freely to keep up a mulch



ASTERS AT VICK'S, ROCHESTER, N. Y.
Herman Zimmer, James M. Thoirs and Raymond Thoirs of Camden, N. J., in the Auto.

but not too deep, as the roots run near the surface and would be injured. Air slaked lime and wood ashes mixed with the soil at time of planting is a protection against stem rot. There is little danger from any disease if the plants get a good start and are given rich, fresh soil.

Asters as well as other crops are largely grown for seed in California, where there are now a hundred acres given to seed culture as compared to ten a few years ago. K.

New York Federation of Societies.

ITHACA MEETING, FEBRUARY 15, 1917.

A most enthusiastic meeting of the New York Federation of Horticultural Societies and Floral Clubs was held in connection with farmers' week. Of the 10 federated societies and clubs, nine sent delegates. Because of the scheduled meeting coming on St. Valentine's day, it was considered better to postpone the luncheon and official meeting of the federation from Wednesday, February 14, until the following day. During the morning and afternoon the delegrates of the federation attended lectures and viewed the exhibit prepared by students in the department of floriculture of Cornell University. At noon a luncheon was given by the department for the various delegates in attendance; 30 were seated at the tables. At four o'clock the business meeting of the federation was held. At this it was voted to amend the constitution so that four meetings will be held during the coming year—the annual meeting at Syracuse in connection with the state fair; a winter meeting at Ithaca, during farmers' week; a third meeting at New York, during the annual flower show, and a fourth meeting to be held with some affiliated society, upon the call of the president. An invitation was accepted from Dr. Bates of the Syracuse Rose Society for the federation to hold a meeting in Syracuse at the time of the next annual exhibition of the society.

A discussion took place regarding the progress of a bill for the erection of a horticultural building on the New York state fair grounds. After discussion it was decided to appoint a committee, with a joint committee of the New York State Vegetable Growers' Association and with members from horticultural organizations to confer with various officials at Albany influential in appropriations. It was voted to instruct this committee to make every effort possible to impress these officials with the need of an immediate appropriation for starting the development of the plans for a horticultural building. It was the feeling of the federation that such a building was absolutely essential for the best development of the horticultural interests of the state of New York.

It was also moved that the question of the introduction of a bill in the legislature asking for a range of glass for investigational use in flower growing and vegetable culture at Cornell University be referred to the same committee, with power.

It was voted that the president appoint a committee of three to work with the commissioner of agriculture and the superintendent of the New York state fair in revising the premium list.

W. F. Bultman, of Syracuse, presented an application from the Syracuse Florists' Association for membership in the federation. This association was voted into membership.

The report of the treasurer showed a balance on hand of $206.40.

The following is a list of those in attendance at this meeting of the federation.

C. S. Wilson, Albany.
Earl A. Bates, Syracuse.
George E. Thorpe, Syracuse.
Edmund M. Mills, Syracuse.
Anton Schultheis, College Point.
H. B. Stringer, Rochester.
A. S. A. Secker, Rochester.
George Arnold, Ensenore.
A. C. Beal, Ithaca.
Bert Hill, Wilkes-Barre, Pa.
C. B. Ogston, Rochester.
Werner F. Bultman, Syracuse.
W. A. Adams, Buffalo.
Henry H. Elbers, Buffalo.
Albert Reichert, Buffalo.
Earle Stevens, Buffalo.
E. C. Brucker, Buffalo.
Peter Hoffman, Buffalo.
Kenneth R. Boynton, New York City.
Joseph E. Tansey, Tuxedo Park.
Frederick C. Danker, Albany.
C. L. Thayer, Ithaca.
D. Lumsden, Ithaca.
F. R. Pierson, Tarrytown.
E. A. White, Ithaca.
Mark Palmer, Buffalo.
J. H. Dunlop, Richmond Hill, Ont.
Frank Dunlop, Richmond Hill, Ont.

E. A. WHITE, Sec'y.

N. Y. and N. J. Ass'n. of Plant Growers.

The tenth annual dinner of the New York and New Jersey Association of Plant Growers was held in the green room at the Hotel McAlpin February 17, 1917. The attendance exceeded all expectations. The guests were seated at round tables which permitted dancing between the courses. This feature was greatly enjoyed by the majority present. After a hearty dinner, the president, J. H. Fiesser, who acted as toastmaster, called upon a number of speakers, including F. R. Pierson, Anton Schultheis, A. L. Miller, James McHutchison, George E. M. Stumpp, William H. Siebrecht, Sr. and Jr. Immediately after the speeches were over the dancing was again indulged in and continued much later than the plant growers usually dance.

ASTER VICK'S KING.

New York Florists' Club.

The monthly meeting of the club was held on the night of February 12, President Stumpp in the chair. Notwithstanding the severe cold, there was a large attendance.

Secretary Young reported good progress relating to the spring flower show, arrangements being practically complete. Orders have been taken for over 10,000 trade tickets. Only a small amount of space is now available in the trade section. In addition to trade tickets, a special ticket will be issued for schools, colleges and other institutions. Not less than 25 of these tickets will be sold to any one person at 25 cents each.

Arthur Herrington also spoke on the show. A new and novel exhibit will be a cactus garden from the Brooklyn park department. All applications for space for large groups must be made to the secretary by March 1.

President Stumpp appointed committees for the convention of the Society of American Florists, as follows:

Advertising and publicity—E. C. Vick, chairman; J. Harrison Dick, J. H. Pepper, Jos. Lane.

Decorating—J. H. Kervan, chairman; Leo Klein, P. Gerlaird, Louis Hanfling, Jr., H. C. Riedel.

Sports—C. W. Scott, chairman; C. Buckholtz, Peter Jacobson, W. P. Ford, John Miesem, R. J. Irwin, Jos. S. Fenrich.

Souvenir programme—T. B. DeForest, chairman; Geo. Hildenbrand, Leonard Barron, L. C. W. Tuthill, Wm. McCallom.

Executive—G. E. M. Stumpp, chairman; Frank R. Pierson, P. B. Rigby, E. C. Vick, C. W. Scott, F. H. Traendly, A. L. Miller, Walter F. Sheridan, J. H. Kervan, T. B. DeForest, J. G. Esler.

Ways and means—F. R. Pierson, chairman; Patrick O'Mara, A. L. Miller, J. B. Deamud, T. A. Havemeyer, W. A. Manda, Wallace R. Pierson, W. R. Cobb, C. W. Scott, F. H. Traendly, John Canning, P. W. Popp, E. C. Vick, Julius Roehrs, Robert Simpson, F. L. Atkins, Chas. Weathered, A. S. Burns, Jr., Eugene Dailledouze, A. L. Don, C. H. Totty.

Entertainment—A. L. Miller, chairman; Chas. Schenck, Jos. A. Manda, Emil Schloss, J. G. Esler, Philip Cox, M. Daly, Wm. Reed, P. J. Smith, J. B. Nugent, W. G. Badgley.

President's reception—Frank H. Traendly, chairman; Frank R. Pierson, Patrick O'Mara, Eugene Dailledouze, Thos. Roland.

Transportation—J. G. Esler, W. H. Maynard, H. E. Froment, J. A. Shaw.

Ladies' entertainment—P. Kessler, chairman; Edward Sceery, Alfred Kottmiller, J. Fourett.

Reception—P. B. Rigby, chairman; C. H. Totty, R. J. Irwin, W. F. Sheridan, Louis Dupuy, Anton Schultheis, Harry Bunyard, W. H. Duckham, Herman Warendorff, F. L. Atkins, P. Ouwerkerk, J. K. Allen, Chas. H. Brown.

Hotels—C. H. Brown, chairman; Robert Koehne, G. W. Crawbuck, A. M. Henshaw, F. W. Armitage, W. A. Sperling, W. F. Sheridan.

There were a number of meritorious exhibits. The Cottage Gardens Co., Inc., Queens, N. Y., exhibited Carnation Cottage Maid. Carnations grown by S. J. Goddard, Framingham, Mass., F. Dorner & Son productions, were exhibited as follows: Laddie, light pink; Rosalia, scarlet; Doris, crimson. Ira G. Marvin, Wilkes-Barre, Pa., exhibited Carnation Cornell. Floral Hill Garden, Chatham, N. J. (G. F. Neipp, Prop.), staged pink carnation, Lucy, and a collection of seedlings. John F. Marsden, Far Rockaway, N. Y., showed pink carnation, Mrs. John F. Marsden. Guttman & Raynor, Inc., New York, exhibited Rose September Morn and sport of Mrs. Paul Euler, grown by Florex Gardens, North Wales, Pa. Robert Simpson, Clifton, N. J., had a pink sport of rose, J. L. Mock. M. Matheron, Baldwin, L. I., N. Y., exhibited Carnation Olive Whitman. Frank B. Abrams, Blue Point, L. I., N. Y., exhibited pink sport of Enchantress, darker than Enchantress.

D. M. Roth gave a talk on memory training. Visitors were Richard Vincent, Jr., of Whitemarsh, Md., and G. L. Stillman of Westerly, R. I., who were in the city on business relating to the dahlia society.

The following were elected members of the club: Peter Henderson, 187 Bergen avenue, Jersey City, N. J.; J. Ebb Weir, Jr., Jamesport, L. I.; Walter Hunter, Grand avenue, Englewood, N. J.; Curt Thimm, Roslyn, N. Y.; Geno Masson, 119 West 28th street, New York; David B. Thom, 101 Henry street, Brooklyn, N. Y.; Al. Warendorf, 1193 Broadway, New York; Charles Voit, 761 Fifth avenue, New York; Thomas Tobin, 138 West 49th street, New York; W. T. Homburg, 205 West 101st street, New York; Karl Landolt, 525 West 135th street, New York; Ernest Stumpp, 316 East 67th street, New York; Henry Hoffman, 1289 Second avenue, New York; Hamilton Henry, 1056 Boston Road, Bronx, New York; William Coleman Fogarty, 444 East 58th street, New York; Charles B. Hanft, 692 Madison avenue, New York; L. B. Wertheimer, 19 East 24th street, New York; Otto Korb, 30 East 42nd street, New York; James Stuart, Mamaroneck, N. Y. A. F. F.

Boston.

PRICES ADVANCED FOR VALENTINE TRADE.

Market conditions during the past week showed little change with the exception that St. Valentine's day ran up prices on a number of varieties of stock, such as violets, sweet peas, primroses and other small flowers. Red carnations also advanced to $4 per 100. Roses also sold better, being quoted at $4 per 100 and up. Ophelia, Ward, Russell and Hadley are the leaders. Violets are rather on the short side as far as quantity is concerned and have been moving very satisfactorily. Sweet peas, although plentiful, continue to command good prices. The supply of bulbous stock has shortened somewhat, although not enough to make an impression on the market. Easter lilies are in fair supply and are quoted at $10 per 100. Lily of the valley is scarce, but the demand for this item is light.

NOTES.

A visit to the establishment of Wm. R. Nicholson at Framingham, showed everything to be in a flourishing condition. The carnations, as usual, were of fine quality and a few new varieties were seen, the finest of these being Belle Washburn, a red introduced by Bassett & Washburn, Chicago, that appeared exceptionally good. One of the noticeable things at this range is the clever manner in which every foot of space is utilized to the best advantage. An instance of this is the large carnation houses in which sweet peas are planted along the edges of the benches and trained up on strings. Under the benches in one carnation house 5,000 Easter lily bulbs are just coming through the soil, which will be moved to the space now occupied by the young carnations when the latter are planted out. This crop is expected to be in just right for Memorial day. One thousand boxes of gypsophila are grown on shelves fastened to the supporting pipes in the houses. One bench is devoted to a strain of mignonette, nearly white in color and each flower of enormous size. This is the result of careful selection and is as near to perfection as can be imagined. Godfrey callas, the finest seen in the Boston market, are grown on shelves in one of the houses. Other quality crops include wall flowers, marguerites and freesias.

George Barr, of South Natick, has proved himself to be the "champ. fisherman," having caught 35 pounds of the finny tribe through the ice, February 18.

Wm. Sim, of Cliftondale, has a fine crop of his new colored primroses. He is now shipping excellent roses and carnations.

Donald Carmichael, of Wellesley, is laid up with the grippe. F. L. W.

A HAWAIIAN PARTY AT C. FRAUENFELDER'S, CHICAGO.
Reading from Left to Right: A. Grimm, S. Seligman, Miss Margeret Eubank, Miss Edna Frauenfelder, C. Frauenfelder, Frank Gorly.

Milwaukee.

BUSINESS VERY SATISFACTORY.

All in all, business last week was good. The reports from the local wholesalers are that the amount of business done for St. Valentine's day was very satisfactory, the main call being for sweet peas, violets, forget-me-nots, calendulas and bulbous stock, all of which, in most cases, were in crop. Red roses and carnations also fared well in the extra demand. By the end of the week counters were practically clean, which would indicate that the call was equal to the supply.

NOTES.

In speaking of the amount of business done for St. Valentine's day, Will Zimmerman claims that this year showed an increase of 100 per cent over the corresponding period last year.

Growers and retailers should not forget the next meeting of the local florists' club, March 1, for we promise to have quite a display of new and standard varieties of carnations.

The weather was warm a few days last week and the supply of most cut flowers will increase from now on, so that a shortage will not be likely for some time to come.

Alexander Klokner had the decoration for the annual bachelors' ball, one of the most prominent hops by some of our "400" held at the Deutcher club, February 16.

After an absence of two months, during which time he was suffering with rheumatism, Fred Holton was again back of the counter at the Holton & Hunkel Co., February 19.

J. M. Fox & Son, Inc., were very busy making corsage bouquets February 16, due to the bachelors' ball.

Oscar Galin has fully recovered from his recent sickness and is again back at work at the A. F. Kellner Co.

The C. C. Pollworth Co. are cutting choice Russell roses and carnations daily.

Gust Rusch & Co. report shipping trade away ahead of the local demand. E. O.

Cincinnati.

DEMAND STEADY; SUPPLY BETTER.

Better weather conditions than for the past several weeks are now at hand, and as a result there has been a substantial increase in receipts of flowers. The demand for stock is steady and active. Shipping business is good. Roses are more plentiful but still more could be used were they available. The supply of carnations remains somewhat short. Sweet peas are fairly plentiful and have been having a good market. Daffodils, jonquils, tulips and hyacinths are in good supply, and generally are excellent in quality. Receipts in Easter lilies are equal to the present demand for them. Callas and rubrum lilies are in fair supply. The same is true of lily of the valley and orchids. Violets are fairly plentiful, but have a weak market. The supply of Asparagus plumosus and Sprengeri is very short.

NOTES.

Some of the plate glass and mirrors in C. J. Jones' place were shattered by bullets fired in a duel between a police officer and a burglar last week.

The Cincinnati Cut Flower Exchange has been getting in some excellent hyacinths that have been selling very readily.

C. E. Critchell has been getting in a fine lot of daffodils.

Visitors: Jos. Hill and John Evans, Richmond, Ind.; J. T. Herdegen, Aurora, Ind., and J. R. Goldman, Middletown, O. H.

OBITUARY.

Rev. W. T. Hutchins.

In the death of the Rev. W. T. Hutchins, a great lover of flowers has passed away, a horticulturist whose success with sweet peas gave him a world-wide reputation. Not only was Mr. Hutchins a lover of flowers, but he was also a worker and was never happier than when watching and caring for the favorites of his garden. He was a great fancier of sweet peas; their dainty, exquisitely shaded blossoms fascinated him, new varieties and strains were eagerly given a trial and all the literature on their history and growth became as an open book

The Late Rev. W. T. Hutchins.

to him. His success led many to ask his advice as to varieties and methods of cultivation. He saved seed for which he found eager purchasers, the proceeds being devoted to the missionary work of his church.

In his desire to have others enjoy the beauties of the sweet pea, he wrote many cultural articles for the local press and soon came to be looked upon as an authority on this subject. He early found in the late W. Atlee Burpee, a staunch friend and admirer, one who appreciated his worth and at whose request he wrote a book of cultural directions, "All About Sweet Peas," containing as well a list of the best varieties of that date. This is the first known book devoted entirely to the subject, and was used by Mr. Burpee in his business, being sent broadcast to his customers.

He became a valued exhibitor at the meetings of the Massachusetts Horticultural Society in Boston, where his enthusiasm and beautiful displays did much to encourage the cultivation of the sweet pea. He visited England in 1890 and again in 1894. His fame as a lover of the flower had preceded him and he was most cordially welcomed. At this time and for a number of years he was a most valued contributor to THE AMERICAN FLORIST. Regarding new varieties, methods of culture, diseases, and on everything pertaining to the sweet pea, he was an acknowledged authority. On his return from an early visit to California and later after a residence of seven years there, to regain his health, he spent several days with the editor of this paper visiting the parks and large establishments in Chicago.

On account of failing health he was obliged to give up his activity in this line, but still continued his calling as a minister of the gospel. As late as February 1 a postal was received in this office from him in which he said: "I am going to be broken up awhile. I cannot bear the severe winters and am going to Florida. Shall preach in summers I hope. THE FLORIST has long been a joy to me and a familiar friend."

Mr. Hutchins will always be remembered as an American pioneer in the improvement of the sweet pea. Although not able to take an active part in the great progress of the past 10 years, he lived to see and enjoy the wonderful flowers of today for which the earnest efforts of he and his fellow enthusiasts laid the foundation.

Mr. Hutchins studied for the ministry, graduating from Yale in 1876. He was at first a Congregationalist, but later became a Unitarian. His churches were in Allington and Indian Orchard, Mass. His latest charge was at Francestown, N. H, He had just passed his 68th birthday. He leaves a son. Mrs. A. M. Sykes, an elder sister, also survives, at whose house in New Haven, Conn., the burial services were held. The casket was covered with sweet peas, wreaths and clusters of the flower so dear to him.

Mrs. Thomas Allen.

Mrs. Thomas Allen, a well-known florist of Bangor, Me., died at her home in that city, February 7, aged 89 years.

Mrs. Allen was born in Coachford, Ireland, and had been a resident of Bangor since 1846. She entered the florist business in 1888, upon the death of her husband, and with the co-operation of her daughters and son, Edward, built up a prosperous business with a retail store and range of glass. The deceased was possessed of exceptional executive ability and her genial and sympathetic disposition won for her a host of friends, to whom her death will be a personal loss.

John Goranson.

John Goranson, well-known florist of Joliet, Ill., and a member of the firm of Larson & Goranson, of that city, died February 16, aged 43 years. He is survived by his widow, his mother, one brother and one sister in Sweden. He was a member of the Modern Woodmen of America and of the North Star Benefit Association. The funeral tributes which accompanied him to his last resting place were numerous and handsome.

PORT DOVER, ONT.—A new house being erected by Thos. A. Ivey & Sons, Ltd., one of the largest in Canada, will be completed about March 1.

BALTIMORE, MD.—A city beautiful campaign is being planned by the Woman's Civic League through its home garden committee.

LOUISVILLE, KY.—State Forester Barton has advised the planting of hardy trees and shrubs along the Dixie highway in this state.

POINT CHAUTAUQUA, N. Y.—Chas. H. Maynard has taken the position of superintendent of the H. C. Fry estate here.

NEWPORT, R. I.—The Newport Garden Club will hold no midsummer show this year.

WOBURN, MASS.—Arnold & Fisher will add two houses, each 40x300 feet, to their range this spring.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexi co, $1.00 year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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TINFOIL is quoted in thousand pound lots by manufacturers at 13 cents per pound.

FLORISTS of Germany and Austria have enjoyed unusual prosperity since the outbreak of the war on account of the cessation of cut flower imports from France and other countries.

WE are in receipt of the proceedings of the Thirty-second annual convention of the Society of American Florists, held at Houston, Tex., August 15-17, 1916, an elaborate book of 444 pages.

DUTCH bulbous stock has been very plentiful in the Chicago wholesale cut flower market and the producers claim the prices are so low they do not realize enough to pay for the bulbs, this notwithstanding the fact that Dutch bulbs sold last fall at lower prices than usual and Dutch nurserymen propose considerable advance in prices for next fall.

Personal.

R. T. Brown, of the Cottage Gardens Co., Queens, N. Y., stopped off at Chicago a few hours February 20, enroute to Eureka, Calif.

St. Valentine's Day.

St. Valentine's day trade was the best on record for that day throughout the entire country. The special St. Valentine's day posterettes and posters issued by the Chicago Florists' Club are credited with increasing the business very materially in most cases where they were liberally used. Violets, as usual, were the favorites and there was a good demand for plant and flower baskets.

Popularity of the Carnation.

There has been recently an expression by many in the trade concerning the popularity of the carnation, which is thought by some to be losing out in the competition with short roses and the general excellence of the orchid sweet peas. E. G. Hill stated at the banquet of the American Carnation Society at Indianapolis, February 1, that while he was optimistic as to the future of the carnation, he and other rose growers had never before experienced such a demand for roses in all the popular varieties, as for this spring's delivery. He felt that men who had been successful with carnations should not give them up, as they would still find them a paying crop.

Judging by quoted prices, the Chicago market has suffered most in the competition of the carnation with other flowers, but in Boston and Philadelphia, prices have held up very well, with a good demand for all grades of stock. Wm. Nicholson, in speaking of the Boston market, said carnations were in very good demand at top prices. The Leo Niessen Co., of Philadelphia, thinks the carnation is all right and has found a ready sale for all its stock this season at good figures. Strout's, Inc., of Biddeford, Me., who grow carnations exclusively, are well satisfied with the season's demand and prices. The consensus of opinion, in discussing the marketing of carnations at the recent convention, was that there would be very little complaint as to their keeping qualities, if growers and dealers would adopt standard methods in handling and caring for their stock.

National Rose and Peony Gardens.

Flower lovers are being asked by the Office of Horticultural Investigations of the United States department of agriculture to contribute to the test gardens at Arlington, Va., just across the Potomac from Washington, D. C., roses and peonies of varieties not now represented in the government collections. It is the hope of the department to assemble at the Arlington gardens as nearly complete collections of varieties of the two flowers as possible. These collections will be used for comparison and study of conditions under which they thrive best, and also as a basis for plant breeding work. At the present time approximately 700 varieties of roses and 400 varieties of peonies are growing in the Arlington gardens. These represent about one-half the varieties of each of the flowers believed to exist in the United States.

The department of agriculture is creating the test gardens in cooperation with the American Rose Society and the American Peony Society. The rose garden was begun in 1915. The peony collection was started last fall. The majority of the plants have been contributed by nurserymen and florists, though many have been given by amateurs. Express or postal charges are paid by the contributors. Plants should be sent during the dormant season, which lasts from fall to late April. Pot plants may be sent successfully as late as the last of May.

Persons who believe they have varieties of roses or peonies not represented in the Arlington gardens and who wish to contribute to the collections should first write to the office of Horticultural Investigations, Washington, D. C., offering specific varieties or requesting a list of the varieties desired.

Hammond's Gold Medal Preparations.

Recognizing the value of the insecticides manufactured by Hammond's Paint & Slug Shot Works, Beacon, N. Y., whose products are acknowledged as standard throughout the world, the international jury of award of the Panama-Pacific exposition, held at San Francisco, has awarded that firm a gold medal, the highest recognition possible. Benjamin Hammond, the well-known head of the business, which under his able direction has grown to large proportions from a very modest beginning, has long been recognized as one of the foremost authorities on insecticides, having devoted the greater part of his life to research work in that line.

In addition to "Greenhouse White" paint, recognized throughout the country as a leader in its class, equally well known insecticide products of the company include Slug Shot, Grape Dust, Thrip Juice and Hammond's Copper Solution.

Handy Tobacco Stem Burner.

A very simple and inexpensive device or holder for tobacco stems when smoking the houses, consists of a roll of cellar window wire, 18 inches in length and eight inches in diameter, open at both ends. Fill this with damp stems to within a couple of inches of either end. Dip a wad of dry sphagnum moss, about the size of a golf ball (or if you do not play golf, a small peach will do for comparison), in coal oil, squeeze it out and place in middle of greenhouse walk, light it and stand the holder over the blaze. This is the invention of G. W. Rankin, foreman of the Leedle Floral Co., of Springfield, O., and he has found it very efficient.

British Gleanings.

Ruhleben, the German camp for British prisoners near Berlin, has a full-fledged horticultural society with course of lectures, etc.. The secretary is T. Howat, Ruhleben Horticultural Society, Bar 5, Box 15.

R. Richards, one of the old school florists of Bristol, died January 20, 1917, aged 79 years. His son, well known in the English and American trade, H. R. Richards, is now located at Los Angeles, Calif.

The Chelsea and Holland house shows have been abandoned this year owing to the shortage of labor and difficulties of transport.

A national organization of florists was organized at Essex hall, London, January 15, to protect the interests of this trade.

Spaghnum, it now appears, was used in surgery by the ancients, and is therefore no modern invention.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By young lady florist; good saleswoman and designer; knowledge of bookkeeping; salary reasonable. Best reference. Chicago preferred. Address
Key 760, care American Florist.

Situation Wanted—Young married man wants permanent position in store; twelve years experience. General store work. At reference.
Phone— LANGSTAFF,
Lake View 1651. 723 Roscoe St., Chicago.

Help Wanted—Rose house helpers and section men who have done some grafting. Apply
POEHLMANN BROS. CO.,
Plant B. Morton Grove, Ill.

Help Wanted — Estimator for greenhouse building work iron and wood material, glass, fittings, etc. Good, steady opening for right man.
GREENHOUSE SUPPLY CO.,
751 Greene Ave., Brooklyn, N. Y.

Help Wanted—A rose, carnation and general plant grower, able to help out on funeral work. Must be of good habits and industrious and able to make good. A good chance for a good man. State where and how long on last places. State wages.
C. C. WONNEMAN,
Mexico, Mo.

Help Wanted — Good all around greenhouse man to invest not less than $1,500 and take full charge of greenhouse business; is paying better than 40% on investment and growing very fast. Salary to start $75 per month and house rent free. For further particulars address
LAMAR GREENHOUSE CO., Lamar, Colo.

Help Wanted—Grower of Carnations, Asters, gladiolus, bedding plants and bulb stock. Must be experienced and competent to take full charge of small commercial plant. Give reference, where you have worked and salary desired
E. C. LUDWIG FLORAL CO.,
710 E Diamond St. North Side, Pittsburgh, Pa.

For Sale—New greenhouses for sale on easy terms of payment; to close estate.
J. SCOTT MATTHEWS,
1st Nat'l Bank Bldg., Chicago.

For Sale — Greenhouses and nursery, 10 000 feet of glass, in a live western city; 25,000 inhabitants. Have a good shipping trade. Write for particulars. Address
Key 751, care American Florist.

Help Wanted

Salesmen; attractive and profitable side line for salesmen, calling on florists, gardeners and private estates. Address

Key 758 care American Florist.

Help Wanted

Beauty or rose grower with $3,000 to $5,000 to become a partner and assume full responsibility of a large greenhouse plant shipping its product into the Chicago market. This is a chance of a lifetime for some deserving man to connect with one of the best and most substantial houses.

Key 759, care American Florist.

HELP WANTED

Experienced vegetable growers for permanent positions. Steady employment. Single men preferred. Write for particulars.

C. F. APPLEGATE,
Mt. Pleasant, Iowa.

Superintendent Wanted

For planting and landscape work on the land of a large water supply company in the east. A quite good salary will be paid right at the start to the proper man. Must have had experience in carrying out forestry and landscape work; also must be industrious, energetic and of good character. Address

Key 752, care American Florist.

FINE PAYING

RETAIL STORE FOR SALE

In the heart of the leading Wisconsin city at a big bargain Long established and fine paying business. Part down and reasonable terms to the right party. Further particulars if desired. Address

Key 749, care American Florist.

FOR SALE

An attractive, well equipped flower shop, advantageously located in one of Chicago's most prosperous suburbs is offered for sale. This is a splendid opportunity for a live florist, accustomed to catering to high class city trade, to acquire a well established business. Good reason for selling.

THE WARRINGTON FLOWER SHOP,
Warrington Theatre Bldg., OAK PARK, ILL.

FOR SALE

On account of unforseen circumstances I am compelled to sell a new Moninger 50x250 foot greenhouse that has not been erected. Also new No 9 Kroeschell hot water boiler complete. For full information with blue prints, address

JOHN B. SMITH
Ridge Road, ROYAL OAK, MICH

For Sale or Rent

Seventy-five thousand feet of glass near Chicago. Satisfactory terms to responsible parties. For further particulars, address

Key 761, care American Florist.

Well Established

CHICAGO LOOP FLOWER STORE

Will sell or lease—none but responsible parties need apply. Immediate action necessary.

Key 762, care American Florist.

NEW EDITION—Issued August, 1916.

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen
OF THE
UNITED STATES AND CANADA.

Price $3.00, Postpaid.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO.

A Rare Opportunity

to Buy or Lease one of the most up-to-date Retail Stores in the country in a city of 300,000; also a range of Glass of 65,000 square feet.

This business has been established for over 30 years and is without doubt an opportunity seldom presented. A money maker from start. Reason for selling, ill health. The owner will retain a part interest with any individual or corporation that takes this up, if so desired, but does not want any responsibility in the manangement. An opening for two or more live young men; only persons qualified to handle such a proposition need make application. For futher particulars apply to

Key 757, care American Florist.

Mrs. Sarah Yeats

THE NEW QUEEN OF RED ROSES

The color is a new and brilliant red. The petals are large (see illustration) and soft and velvety in texture.

Leaves are large, well shaped and rich green in color.

Its shipping and keeping qualities are remarkable—A dozen specimen roses were brought by train from Champaign to Chicago, taken to several places, inspected and finally left lying on a desk in our office. Though in bloom when finally put in water and placed in our refrigerator, we found them closed to buds in the morning.

Send Your Order Now.

"Mrs. Sarah Yeats" is not an experimental rose, but one that has been successfully produced under ordinary greenhouse conditions.

This photographic reproduction shows the actual size of the bloom on the **"MRS. SARAH YEATS"** rose.

Stems run from 18 to 42 inches long without pinching.

Thrifty plants in 2¼-in. pots. Orders now being filled in the order of their receipt.

PRICES

Per dozen,	**$ 4.00**
Per 100,	**30.00**
Per 1000,	**250.00**

ORDERS FILLED IN ROTATION.

A. L. RANDALL CO., WABASH AVE. AT LAKE ST. **CHICAGO**

Nashville, Tenn.

PLANTS POPULAR AS VALENTINES.

The present supply of stock, while it could not be called abundant, shows improvement, the principal items being carnations, bulbous stock, lilies and a limited number of roses. The St. Valentine business was very satisfactory with a greater call for pot plants than cut flowers. The quality of the stock was all that could be desired.

NOTES.

A striking funeral design was sent by the park commissioners to the funeral of the late Maj. E. C. Lewis. It was a large reproduction of the parthenon in Centennial park, which is a replica in size and style of the parthenon of ancient Greece, and was built for the Tennessee centennial exposition, under Major Lewis' direction, 20 years ago. It still stands a monument to his memory. The floral copy was very large in size; the roof and walls made of white carnations and Roman hyacinths, the eaves and frieze of deep red hyacinths, the columns of pink carnations and the base of ferns and greens. The piece was made at the Centennial park greenhouses. Other beautiful designs were sent, although the funeral notice said it was the request of the dead man that there be "no flowers," but his prominence in railroad, municipal and civic circles caused the request to be disregarded and the tributes were magnificent.

The approach of the Lenten season will make very little difference in the social circles in this city or affect the floral trade. M. C. D.

For a Complete List of the NEWEST and BEST

ROSES, CARNATIONS CHRYSANTHEMUMS

and Other Stock,

Send for a copy of our LATEST PLANT BULLETIN.

P M QUALITY

S. S. PENNOCK-MEEHAN COMPANY,

"THE" WHOLESALE FLORISTS,

1608 to 1620 Ludlow St., PHILADELPHIA, PA.

Why We Can Offer

DORMANT ROOTS

Mild Winter
Cheap Coal
No Risk Freezing

CANNA BARGAINS

Grown Cheap
Pay on Long Time
Cheap Labor,
handling, packing, etc.

You Get Benefit—February Offer

KING HUMBERT, King of the Leaders, 3 cents.

CHAS. HENDERSON
FLORENCE VAUGHAN
MADAM CROZY

2 Cents

MILWAUKEE
VENUS
EXPRESS

All other Standard Sorts Cheap for This Month and the

New Cracker Jack YELLOW KING HUMBERT, each 35c, Get It Now.

The Above Prices for Florist-Growers Only, Not Dealers.

We have imported from a Belgian grower, with a reputation for QUALITY FLOWERS, Begonias as below:

BEGONIA BULBS

Start now to make strong plants for May and June.

	Per 100	Per 1000
SINGLE SORTS—White, Scarlet, Yellow, Pink	$3.00	$25.00
Single Frilled	5.00	45.00
Single Butterfly	5.50	50.00
Single Mixed Colors	2.60	23.00
DOUBLE SORTS—White, Scarlet, Yellow, Pink	4.00	35.00
Double Frilled	6.50	60.00
Double Butterfly	6.50	60.00
Double Mixed Colors	3.50	32.00

AMERICAN-GROWN

GLADIOLUS BULBS

Double your returns by planting between the carnations as a catch crop. Grown by us.

	Per 1000
Mrs. Francis King, 1st Size	$14.00
Augusta, 1st Size	13.00
America, 1st Size	15.00
Chicago White, First Early	20.00
Florist XXX Mixed, 1st Size	15.00
Panama	30.00
Niagara	40.00
Mrs. F. Pendleton	Per 100, 7.50
Myrtle	Per 100, 10.00

See our Spring "Book for Florists" Named List.

Spiraea (Clumps)

Best kinds grown. Prices reduced.	Per 100
America, Lilac Rose	$8.50
Avalanche, White	9.00
Gladstone, White	8.00
Queen Alexandra, Pink	8.50

True Dwarf Pearl Tuberose

First Size, 4-6 inches	Per 1000	$8.50
Medium Size, 3-4 inches	Per 1000	5.00

Carload Lots—Frost Free—Ready

Lily of the Valley

	Per 1000
Pips, Hamburg, Holland Grown	$20.00

This stock proved very satisfactory last year.

Fortin's Valley, largest	per 100	2.75

Spanish Iris

	Per 1000
Named varieties, 4 separate colors	$6.00

LILY BULBS

Lilium Giganteum (New Crop)

	Per 1000
6 to 8-inch (Case of 400, $12.50)	$30.00
7 to 9-inch (Case of 300, 15.00)	45.00
8 to 9-inch	65.00
9 to 10-inch (Case of 200, $16.00)	77.50

Hardy Lilies—Splendid Solid Bulbs

	Per 100	Per 1000
Lilium Auratum (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
Lilium Rubrum, 8-9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00

Lilium Formosum

	Per 1000
6 to 8-inch, (350 to case) regular strain	$35.00
6 to 8-inch, (350 to case) true black stem variety	40.00

Montbretias

Splendid roots for starting now in benches or pots. These early flowers bring good prices.

	Per 100	1000
Extra fine mixed, orange, yellow and red shades	$1.50	$12.00

NEW YORK **VAUGHAN'S SEED STORE** CHICAGO

Our Spring "BOOK FOR FLORISTS" Should Hang at Your Desk.

Carnations-Roses-Bulb Sto

Russell, Sweet Peas, Cattleyas, Valley, Beauties, Cecile Brunner

FOLLOWING IS OUR CURRENT PRICE LIST:

AMERICAN BEAUTIES.	Per doz.
Specials	$6.00
36 to 40 inches	$5.00
30 inches	4.00
24 to 28 inches	3.00

RUSSELLS.	Per doz.
Extra Long	$6.00
Long	$4.00 to 5.00
Medium	$2.50 to 3.00
Short	1.00 to 2.00

		Per 100
Milady, Richmonds, Brilliants, Sunbursts, Ophelia	Long	12.00 to 15.00
	Medium	8.00 to 10.00
	Short	5.00 to 6.00
Aaron Wards, White Killarney, Killarney	Long	$12.00 to $15.00
	Medium	8.00 to 10.00
	Short	5.00 to 6.00

Extra long special roses we charge accordingly.

MINIATURE ROSES.	Per 100
George Elgar	$3.00
Cecile Brunner	3.00
Baby Doll	4.00
Firefiame	$4.00 to 6.00

ORCHIDS.	Per doz.
Cattleyas	$5.00, $6.00
Cypripediums	2.00

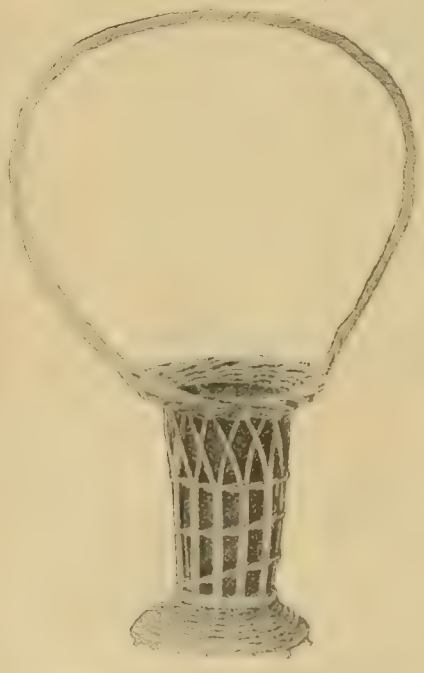
CARNATIONS.	Per 100
Fancy	$4.00
Our selection	3.00
Splits	1.50

VALLEY.	Per 100
Fancy	$7.00
Firsts	6.00
Seconds	5.00

MISCELLANEOUS CUT FLOWE	P
Jonquils, Daffodils	
Freesia, long strong stocks	3.0 o
Tulips	3.0 o
Romans	
Easter Lilies	
Violets	
Sweet Peas	1.0 o
Snapdragon ..... per doz.	1.5 o

GREEN GOODS.	
Smilax ..... per doz.	
Sprengeri, per bunch, 50c, 75c, $1.00	
Adiantum	
Adiantum Hybridium	
Farleyense	$10.0 o
Galax gr. and br.	
Galax, gr. and br. ..... per 1,000	
Leucothoe	
Mexican Ivy	
Ferns	
Ferns ..... per 1,000	
Boxwood, per bu., 25c ..... case	
Wild Smilax, ... per case	

SUPPLY DEPARTMENT



48-in. HARP, Fine Design, made of Green Frieze, $5.00 ea

Splendid Article for St. Patrick's Day Window Display.

HUGHES' SHAMROCK B(X)

Two Plants to Each Box

$3.50 per Dozen **$25.00 per Hun(re)**

Green Dye

The color the Irish love so well

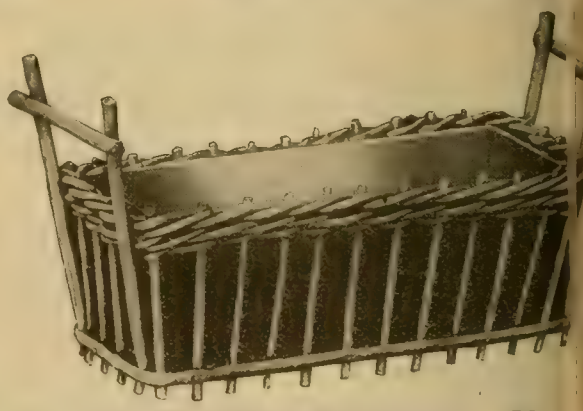
$1.50 per package

Sphagnum Moss

Can supply you with all you need at **$1.25** per bale.

Greening Pins

10-lb. box for **$2.00.**



Our Leader—No. 224—$6.00 per Doz.

No. 207—Two-Tone Bulb Basket, 60c

POEHLMA

72-74 E. Randolph St.,

ROSE PLANTS

GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

ED—2½-inch Russell .....$150.00 per 1000
of 5000 or more..... 145.00 per 1000
ED—2½-inch Ophelia, Aaron
l, Milady, Killarney, White Kil-
y, Brilliant, Cecile Brunner,
nond ..... 120.00 per 1000
of 5000 or more..... 110.00 per 1000
ese prices are absolutely net cash.
r 3½-inch stock an additional $50.00
per 1000 will be charged.

OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner .....$7.00 per 100; 65.00 per 1000
Lots of 5000 or more..... 62.50 per 1000
Sunburst, own root....$10.00 per 100; 90.00 per 1000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

CHRYSANTHEMUM ADVERTISEMENT WILL APPEAR IN LATER ISSUES.

Miscellaneous Plants

GARDENIA VEITCHII PLANTS, strong, healthy 2-inch stock, **$7.00 per 100**

NUS VEITCHII—4-inch..... $0.35 each
h .....60c, .75 each
h ..... 1.00 each
h ..... 1.50 each
h ..... 2.00 each
NS—5-inch ..... .60 each
ER PLANTS—
h.....50c, 75c, $1.00, $1.50, 2.00 each
ISH IVY—4-inch.....$15.00 per 100
AGUS PLUMOSUS—2½-inch pots 3.50 per 100
h pots ..... 8.00 per 100
h made-up pots..... 35.00 per 100

ASPARAGUS SPRENGERI—3-inch pots.. 7.00 per 100
4-inch pots ..... 10.00 per 100
TABLE FERNS—2½-inch pots..... $4.00 per 100
3-inch pots ..... 8.00 per 100
4-inch pots ..... 15.00 per 100
BOSTON and ROOSEVELT FERNS—5-inch. $0.35 each
AUCUBAS—
Well berried.....$1.00, $1.25, $1.50 to 3.00 each
CYCLAMENS—4-inch ..... .25 each
5-inch ..... .50 each
HYACINTHS—4-inch ..... .12 each
In pans .....50c, .75 each
FREESIAS—In pans..... .75 each

alms Western Headquarters Palms

and most complete stock offered in the West, in a healthy, strong and clean condition.

FORSTERIANA SINGLE PLANTS
s $1.50 per doz., $12.00 per 100, $100.00 per thousand.

Leaves			Each
5-6	26-28	inches high	$ 1.25
6-7	30-32	inches high	1.50
6-7	34-36	inches high	2.00
6-7	40-42	inches high	3.50
6-7	42-46	inches high	4.00
6-7	50	inches high	5.00
6-7	52-54	inches high, heavy	7.00
6-7	54-60	inches high, heavy	8.00
6-7	60-64	inches high, heavy	12.00
6-7	8	feet high, heavy	40.00
6-7	9-10	feet high, heavy	50.00

BELMOREANA SINGLE PLANTS.

eaves			doz.	100	1,000
s			$1.50	$12	$100
5	10-12	inches high	2.50	$18	$150
					Each
5-6	16	inches high	5.00	40.00	.45
5-6	22	inches high			$1.25
5-6	26-28	inches high			1.50
5-6	42	inches high			5.00

plants, 15 inch tubs, $75.00 each.

KENTIA FORSTERIANA MADE UP PLANTS.

Plants			Each
6 inch pots	3	26 inches high	$ 2.00
7 inch tubs	3	30-32 inches high	2.50
8 inch tubs	3	38 inches high	4.00
8 inch tubs	4	46-48 inches high	5.00
9 inch tubs	4	52 inches high	6.00
10 inch tubs	4	54 inches high	8.00
12 inch tubs	4	55-60 inches high	12.00
12 inch tubs	4	66 inches high	15.00
15 inch tubs	4	72-78 inches high, heavy	25.00
15 inch tubs	4	75-80 inches high, heavy	30.00

ARECA LUTESCENS.

Plants			Each
6 inch pots	4 bushy	24-26 inches high	$1.25
7 inch tubs	4	30 inches high	2.50

ASPIDISTRAS.

5 inch pots, 10-12 leaves, green.....$1.00
6 inch pots, 16-20 leaves, green..... 1.50
5 inch pots, 10-12 leaves, vari..... 1.50

PHOENIX ROEBELENII.

4 inch pots, 50 cents each; 5-inch pots.....$1.00

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, 90c per doz.....$7.00 per 100

LIVISTONA ALTISSIMA.

2¼ inch pots, $1.00 per doz.....$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots.....50c each

STEVENSONIA GRANDIFOLIA.

4 inch pots .....50c each

DRACAENAS.

	Each	Doz.	100
5 inch Amabilis	$0.90	$10.00	$80.00
5 inch Imperialis	1.00	12.00	
6 inch Fragrans	1.00	10.00	
5 inch Baptistii	1.00	10.00	
5 inch Terminalis	.60	7.00	
4 inch "	.40	4.20	
3 inch "	.25		22.00
5 inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

A Nominal Charge is Made for Packing.

BROS. CO.

g Distance Phone, Randolph 35. **CHICAGO, ILL.**

BIG DROP IN ROSE PRICES

BULB STOCK IN IMMENSE SUPPLY AT LOWER PRICES.

AMERICAN BEAUTIES

Our cut consists mostly of medium and shorter length stems, but very fine flowers.	Per doz.
Extra specials, extra long stems	$6.00 to $8.00
Stems 30 inches	4.00 to 5.00
Stems 18 to 24 inches	2.00 to 3.00
Stems 12 to 18 inches	1.00 to 1.50
Shorter lengths	50 to .75

RUSSELLS—The best in this market.	Per doz.
Specials, extra long	$2.50
Long	2.00
Good medium	1.50
Good short	75 to 1.00

RED ROSES

Rhea Reid and Richmond	Per 100
Long	$10.00 to $12.00
Good medium	6.00 to 8.00
Good short	4.00 to 5.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$10.00 to $12.00
Good medium stems	6.00 to 8.00
Good short stems	4.00 to 5.00

Pink and White Killarney, Brilliant	Per 100
Long	$10.00
Good medium	$6.00 to 8.00
Good short	4.00 to 5.00

OUR SELECTION. Assorted Roses one-half white, in lots of 200 or more, at the rate of ..... $4.00 per 100

Cecile Brunner, bunch of 25 buds $0.75

Baby Doll, bunch of 25 buds $0.50

CARNATIONS

All colors, per 100 ..... $3.00 to 4.00

BULB STOCK

TULIPS	Per 100,	$2.00 to $4.00
PAPER WHITES	Per 100,	3.00
JONQUILS AND DAFFODILS	Per 100,	2.00 to 3.00
VALLEY	Per 100,	6.00

GREENS

ASPARAGUS and SPRENGERI	Per 100,	2.00 to 3.00
GALAX, Green or Bronze	Per 1000,	1.25
CHOICE COMMON FERNS	Per 1000,	3.00

All other seasonable stock at market prices.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

BUSINESS CONTINUES GOOD.

Business has been good the past week and stock in general has cleaned up nicely every day, especially as far as roses are concerned. While the receipts of roses appear to be considerably larger the demand seems to keep pace with the supply and there is hardly ever any surplus when the stores close for the day. The quality of the roses in general is all that can be desired and this is especially true of Ophelia, Sunburst and Mrs. Chas. Russell. American Beauty roses are a trifle more plentiful, but the demand is still so heavy that it is impossible to fill anywhere near all the orders for this variety. Carnations have moved better this week than anyone expected they would and Monday, February 19, found the market completely cleaned up in this line. Sweet peas are in large supply but continue to be in brisk demand at good prices, although at times it is necessary to move some in large lots at lower figures, so as to keep them from accumulating too much. Orchids and gardenias are moving nicely and the same holds true for lily of the valley. Lilies and callas are moving at satisfactory prices and each day finds the supply pretty well taken up. Violets have not moved as well as they might this week, which is probably due to the extra large supply of sweet peas. Bulbous stock is seen everywhere in mammoth supply and is hard to move at anywhere near reasonable prices, consequently, the majority of it, especially as far as tulips are concerned, are sold to all the available buyers at department store prices. Freesia is selling at fair figures. Jonquils seem to move at better prices than anything else in the bulb line, and this holds true since the opening of the season. Mignonette is in good supply but the receipts of stevia are not as heavy as they have been. Some fine snapdragons are included in the many offerings and sell well. Calendulas are in good supply but always clean up well at very satisfactory prices. Daisies, cornflowers, stocks and feverfew are to be had. Greens of all kinds are in good demand. especially Asparagus plumosus, which is in short supply. The city trade has been very good the past week, and in fact the best it has been since the Christmas holidays. The out-of-town demand was also extra heavy. Considerable stock was shipped to New Orleans, La., for the Mardi Gras carnival, which accounted somewhat for the cleanup in roses and carnations early in the week.

NOTES.

Kennicott Bros. Co. has leased the E. C. Amling Co.'s old quarters in the LeMoyne building at 174 North Wabash avenue, directly across the street from the E. C. Amling Co.'s present establishment, and in the same building with the A. L. Randall Co., J. A. Budlong, Chicago Flower Growers' Association, Bassett & Washburn and the American Bulb Co. Kennicott Bros. Co. are this city's oldest wholesale commission florists and the business has been in continuous operation nearly thirty-six years, having been established in 1881 and incorporated in 1892. H. B. Kennicott, son of the founder, is president, and J. E. Pollworth is the secretary. F. Kennicott Reilly, head of the Reilly & Britton Co., well-known publishers, is the vice-president. This concern recently increased its capital stock from $10,000 to $25,000, first mention of which was made exclusively in a previous issue of THE AMERICAN FLORIST. The Kennicott

My Friend Bill

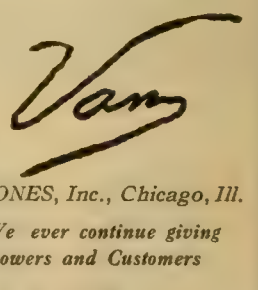
Says:

He profits most WHO serves best.

Bill Also Says:

that it is often the man who does another a good turn without thought of profit

WHO REAPS THE GREATEST REWARD



PERCY JONES, Inc., Chicago, Ill.

P. S. We ever continue giving our Growers and Customers

100% "Service"

IN BUSINESS
OVER
34 YEARS.

H. B. KENNICOTT, Pres.
F. K. REILLY, Vice-Pres.
J. E. POLLWORTH, Secy.

KEEPING TIME WITH PROGRESS

In the news columns of this paper announcement is made of our moving into the former location of the E. C. Amling Company.

For years we have been crowded for some suitable available space for us to do business and our new quarters meets our requirements most admirably.

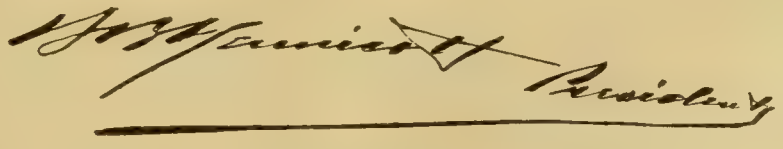
For the making of this move, we owe to our growers our thanks for their loyalty and to them greatest credit is due. Our group of growers are as one in the co-operation with the management of this business.

To our Retailers we have noted their continuous and added patronage that has brought about our marked increase in business.

To give complete satisfaction to the growers and to the Retailers we believe we have made a move in the Right Direction. With our new surroundings we will make a most complete showing of Cut Flowers.

The Personal Service of the Kennicott Bros. Co., is distinct from that of any other service in this market.

When we have moved and settled down—to growers and retailers—we say, "Come right in,"—we are in business to serve you.



Beauties -- Roses -- Carnations

Current Price List-- Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per Doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00

RICHMOND.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short stems	4.00

MRS. CHAS. RUSSELL.	Per 100
Fancy stock	$10.00 to $20.00

PINK KILLARNEY, WHITE KILLARNEY, KILLARNEY BRILLIANT, SUNBURST, OPHELIA.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short Stems	4.00

MINIATURE ROSES.	Per 100
Baby Doll	$2.00
Elgar	2.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy White and Pink	$2.50 to $3.00
Good	1.50 to 2.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	2.50
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.25

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

Bros. Co. has been located at 163 North Wabash avenue for the past ten years and the new move is a step forward and gives them much better facilities to handle their increasing trade. Arrangements for moving are well under way and from present indications the concern will be comfortably located in its new home in time to handle the Easter trade. Kennicott Bros. Co. still have a lease on their present quarters, which will be sublet as soon as it is vacated.

The local wholesale florists held a banquet in the Walnut room of the Hotel Sherman, Thursday evening, February 15, when they organized under the name of the Chicago Wholesale Cut Flower Association. August Poehlmann was elected president; Paul Klingsporn, vice-president; Philip C. Schupp, treasurer, and A. C. Kohlbrand, secretary. The object of the association is to better trade conditions in general and the first step that is likely to be taken will be to consult with the express companies in regard to bettering their service, especially around the holidays, which will eliminate any unnecessary delay such as was experienced last Christmas, when many packages reached their destination several days late. The attendance at the banquet was a pleasant surprise to everyone, twenty-five being present, making it the largest gathering of its kind ever held in this city. A special meeting will be held next Thursday, March 1, after which the association will meet regularly on the second Thursday following the first Monday of each month.

Poehlmann Bros. Co. will have a fine supply of plants to offer for Easter this year, especially baby ramblers, rhododendrons, azaleas, hydrangeas and lilac, which are in the best of condition at present, thanks to able management of Tom Conlon, superintendent of the plant department. This firm is planning on renting the second floor of the Stewart building, 40x160 feet, in East Randolph street, adjoining its present quarters on the west, which will be used by the supply department that has grown to such proportions that additional space is needed. By cutting an arch in the east wall of the present quarters it will be possible to connect the supply department with the cut flower section.

IT'S TULIP TIME IN CHICAGO

Especially at our store. Our supply never was so large—nor was the stock as fine—or the variety as great. All those who can use Tulips in quantity will find it to their advantage to place their orders with us.

FREESIAS ROMAN HYACINTHS SNAPDRAGONS
JONQUILS DUTCH HYACINTHS DAFFODILS
VIOLETS PUSSY WILLOWS VALLEY
STEVIA MIGNONETTE DAISIES
CALENDULAS STOCKS

ALSO OUR USUAL COMPLETE LINE OF ROSES, CARNATIONS, GREENS, ETC.

ORDER HERE—YOU CAN'T DO BETTER ELSEWHERE—OFTEN NOT NEARLY AS GOOD

The Chicago Flower Growers' Association

Wholesale Growers of Cut Flowers and Plants

182 N. Wabash Ave., L. D. PHONE— RANDOLPH 631 **CHICAGO**

Mention the American Florist when writing

Kyle & Foerster are showing a very fancy grade of sweet peas at their store this season, which are said to be a new strain and originated with the Deerfield Nurseries. One variety in particular, a most beautiful red, is making a big hit with the city buyers.

Felix Reichling, Herbert Hansen and L. Hoeckner and wife were the guests of Mr. and Mrs. Osterman of the Daily News at the Showmen's League's dance and banquet at the Congress Hotel, February 20.

Mrs. Henry Kruchten, who was operated upon recently for appendicitis, was able to leave the hospital for home this week.

Eric Johnson, manager of the A. L. Randall Co.'s cut flower department, is back from a business visit to Detroit, Mich.

Carnation Dye

Much the best dye on the market for St. Patrick's day. A packet will color from 75 to 100 carnation. **Per pkt., 25c;** postpaid on receipt of price.

Chas. W. McKellar

22 E. Randolph St., CHICAGO

C. C. Pollworth, of Milwaukee, Wis., was here on business this week.

CARNATIONS

Heavy Crop of all the Best Old and Newer Varieties in Red, White and Pink.

Buy Direct From The Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

	Per doz.
AMERICAN BEAUTIES	
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

	Per 100
RICHMOND	
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

	Per 100
MILADY	
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

		Per 100
Killarney, **White Killarney**, **Killarney Brilliant**, **Sunburst**, **My Maryland**, **Ophelia**	Specials	$12.00
	Select	10.00
	Medium	$6.00 to 8.00
	Short	4.00 to 5.00

	Per 100
ROSES, OUR SELECTION	$5.00
Carnations, fancy	$3.00 to 4.00
Freesias	3.00 to 4.00
Harrisii	$12.50 to 15.00
Jonquils	3.00 to 4.00
Stevia	1.50 to 2.00
Sweet Peas	1.50 to 2.00
Tulips	3.00 to 4.00
Valley	6.00
Violets	1.00 to 1.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Ferns, per 1000	$3.00
Galax, bronze and green, per 1000, $1.25	
Leucothoe Sprays	75c to 1.00
Smilax	per doz. strings 2.00 to 2.50

2,000,000 Feet of Modern Glass

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

WHY

send several wires to receive back a reply "impossible to fill," **when a wire sent to us will bring you the goods.** We have a **large supply** in spite of the fact that many wholesalers have but little with which to fill their orders.

We are able to take care of any orders that reach us before 4 p. m. each day.

If you want good stock and good treatment

Send Your Orders for

ROSES, CARNATIONS

Valley, Sweet Peas, Lilies, Narcissi, Jonquils, Violets, Calendulas, Snapdragons, Freesia, Stevia, Tulips, Mignonette, Daisies, Pansies, Feverfew, Romans and all other seasonable stock; also Greens such as Ferns, Asparagus Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood

To Chicago's Most Up-to-date and best located Wholesale Cut Flower House

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

OUR CUSTOMERS
ARE
STANDING BY US!

So why not join the ranks of our satisfied buyers? Our line of Cut Flowers and Greens is complete in every respect and our prices are so reasonable, and our supply so large, that we can take the best possible care of all your orders.

TRY US NOW.

A. T. PYFER & CO.

—Wholesale Florists—

30 E. Randolph St., CHICAGO, ILL.

Long Distance Telephone—Central 3373.

Zech & Mann are strong on roses, which are in good demand, and are cleaning up nicely every day. The shipping trade is exceptionally heavy at this house and the city demand is so good and has kept Allie Zech so busy that somehow or other he manages to get two Thursdays in every week.

John Fuhrmann, 3164 North Clark street, has the sympathy of the trade in the loss of his wife, whose death occurred February 14. The funeral was held from the residence the following Friday afternoon with services at St. Paul's church and interment at Rosehill cemetery.

Wietor Bros. report business as very brisk with a good call for both roses and carnations. The demand for stock was so brisk at this establihment Monday, February 19, that extra shipments were called in from the greenhouses, so that all the orders could be filled in full.

J. A. Budlong is handling a large supply of fancy Mrs. Chas. Russell roses which are second to none in quality as far as this market is concerned. This firm had a nice lot of orders from New Orleans for Mardi Gras week.

F. O. Franzen, 5319 North Clark street, will open a new branch store in the near future at 900 Belmont avenue. Buchbinder Bros. will furnish the complete set of store fixtures, including the refrigerator.

H. Van Gelder says that the sales at Percy Jones' store last week were surprisingly good and that the seven days' business was the best that the firm ever experienced outside of the Christmas holidays.

John Michelsen of the E. C. Amling Co. says that jonquils have sold unusually well so far this season compared to tulips and other offerings in bulbous stock.

A. T. Pyfer & Co. are having a good run on calendulas, which they are handling in quantiiy in addition to their always complete line of other stock.

A. L. Vaughan & Co. report that business since the first of the year has been very good and that the total sales are away ahead of the same period of 1916.

The Chicago Flower Growers' Association is handling a tremendous supply of bulbous stock, particularly tulips in a large number of varieties.

Wm. F. Schofield, 734 North State street, is the proud father of a baby boy which arrived at his home February 18.

Samuel Seligman, of the American Bulb Co., writes the he has postponed his business trip to Japan indefinitely.

Frank McCabe, of the A. L. Randall Co., is in New York, where he has an exhibit at the Hotel Imperial.

A. H. Schneider of Oak Park has been confined to his home for over a week with a severe cold.

H. E. Elliott, of Oak Park, is up and around again after being on the sick list for three weeks.

John Schoepfle, 903 Belmont avenue, has placed an order for a new Reo delivery truck.

Mrs. Herman Schiller is at the St. Joseph's hospital, where she underwent an operation.

Erne & Company, successors to Erne & Klingel, are handling a splendid grade of narcissi.

Duncan Robertson is now with Wm. F. Schofield, the North State street florist.

C. E. Gullett and wife of Lincoln visited friends here this week.

Henry Streiff is back in the employ of George Perdikas.

EVENLY BALANCED
QUALITY PRICE

TULIPS, $3.00 to $4.00 per 100.

JONQUILS $3.00 to $4.00 per 100.

FANCY CALLAS $2.00 per Dozen.

SUPPLIES

Corsage Shields, Pins, Baskets, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads, Etc.

O. A. & L. A. Tonner

30 E. Randolph Street, Phone, Central 6284. CHICAGO, ILL.

Mention the American Florist when writing

Original St. Patrick's Green Carnation Absorber

Enough powder to make one to two quarts of fluid..... **50c**

Enough powder to make two to four quarts of fluid..... **$1.00**

ABSOLUTELY THE BEST

Satisfaction guaranteed or money cheerfully refunded.

ERNE & COMPANY

Successors to

ERNE & KLINGEL

30 E. Randolph St., Chicago.

This is the right place to buy your Cut Flowers and Greens at. Try us on anything you need. Just now we are handling exceptionally large quantities of Spring flowers, particularly Tulips, Jonquils, Freesias, Etc. Our supply of **ORCHIDS** is the largest and most complete in the Great Central Market.

CURRENT PRICE LIST—Subject to Change without notice.

AMERICAN BEAUTY	Per doz.
Extra long stems	$6.00 to $8.00
Stems 48 inches	5.00
Stems 30 to 36 inches	4.00
Stems 24 inches	3.00
Stems 18 to 20 inches	2.00
Stems 12 inches	1.50
Short Stems	100, $6.00

MRS CHAS. RUSSELL	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES	
Richmond, special	$12.00
" select	10.00
" medium	8.00
" short	$4.00 to 6.00
Milady, special	$12.00
" select	10.00
" medium	8.00
" short	$4.00 to 6.00
Killarney Brilliant, special	$12.00
" " select	10.00
" " medium	8.00
" " short	$4.00 to 6.00
Ophelia, special	$12.00
" select	10.00
" medium	8.00
" short	$4.00 to 6.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	6.00
" " short	4.00
Killarney, special	10.00
" select	8.00
" medium	6.00
" short	4.00
Mrs. Ward, special	12.00
" " select	10.00
" " medium	8.00
" " short	$4.00 to 6.00
Sunburst, special	12.00
" select	10.00
" medium	8.00
" short	$5.00 to 6.00
Cecile Brunner	2.00
Elgar	2.00
Baby Doll	2.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	
Fancy	$4.00
Good	$2.00 to 3.00

ORCHIDS.	Per doz.
Cattleyas	$5.00 to $6.00

MISCELLANEOUS.	Per 100
Violets	$0.75 to $1.00
Valley	6.00
Easter Lilies ...per doz.	1.50 to 2.00
Stevia	2.00
Calendulas	3.00 to 4.00
Daisies	1.00 to 2.00
Paper Whites	3.00
Snapdragons ...per bunch	.75
Mignonette	6.00
Callas ...per doz.	1.50 to 2.00
Sweet Peas	1.00 to 1.50
Jonquils	3.00 to 4.00
Tulips	3.00 to 4.00
Freesias	3.00 to 4.00

GREENS.	
Asp. plumosus...per string	$0.50 to $0.75
Asp. plumosus sprays...bunch	.35 to .50
Sprengeri ...per bunch	.35 to .50
Adiantum ...per 100	.75 to 1.00
Smilax, choice...per doz.	1.50 to 2.00
Fancy ferns ...per 1,000	3.00
Galax leaves ...per 1,000	1.25
Wild Smilax ...per case	5.00
Boxwood ..per lb., 25c; 50-lb. case..	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave, Chicago

Mention the American Florist when writing

Large Supply of All Seasonable CUT FLOWERS AND GREENS.

ERNE & COMPANY

Successors to

ERNE & KLINGEL

WHOLESALE FLORISTS

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Mention the American Florist when writing

ZECH & MANN

Chicago Headquarters
RUSSELL-OPHELIA

Positively the largest and finest supply obtainable in the Chicago market. Also large quantity of fine Ward, Sunburst, Milady, Killarney and White Killarney roses.

OUR SPECIALS
SWEET PEAS--VIOLETS

Valley, Freesias, Tulips, Jonquils and
All Other Seasonable Cut Flowers.

Greens of all kinds.

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

30 E. Randolph St., L. D. Phones Central 3283 3284 Automatic, 42-965 Chicago

Peter Reinberg contributed an article headed "German-American Second to None in Loyalty" to the Chicago Herald, which appeared with his portrait in the February 15 issue and was read with much interest by many in the trade. Emil Reichling, superintendent of the Reinberg Greenhouses, has just finished planting three more houses of Mrs. Chas. Russell roses which will replace the American Beauty at this establishment next season.

C. L. Washburn received a postal card this week from California signed by E. C. Amling, H. N. Bruns, Harold Amling and E. B. Washburn, which was mailed from "Arbo Lita,' where Bassett & Washburn's greenhouses are located. Bassett & Washburn have just bought 14 additional acres of land adjoining their holdings there and will enlarge the business accordingly.

Andrew Chronis says that the Alpha Floral Co.'s sales last week were the largest in the history of the firm, covering a period of over eight years. The St. Valentine's day sales had much to do with the big increase and the article that sold best on this occasion was a $2 corsage consisting of 100 violets and an orchid which was featured as a leader.

Miss Marguerite McNulty was one of the young society ladies who were the guests of D. W. Griffith at the Colonial Theatre Thursday evening, February 15, where "Intolerance," one of his most recent moving picture productions, is now being shown. A tea party was held in the afternoon and everyone present had a most delightful time.

The Briggs Floral Co. has added a Ford truck to its delivery service. This firm is doing a fine business at both of its stores and reports a splendid St. Valentine's day trade which exceeded all expectations. Bulbous stock, sweet peas and violets had the call.

Robert Northam, Frank Hagen and Leo Gannon had their pictures taken together last week, a proof of which is in the possession of Chas. Erne. Fred Nichols is a little bit peeved because he was not invited along, so the plates will be destroyed and a new group photograph taken.

Miss Alice White and Reinhold Schiller, manager of Schiller's loop store, were married Wednesday, February 21. The happy young couple are on their way to New York, where they will spend their honeymoon. Ed. Eisner is in charge of the store during Mr. Schiller's absence.

Wiltgen & Freres opened for business at 173 North Wabash avenue, February 19, with a fine line of stock, and are well pleased with the start they have made. They treated all their customers to a fine smoke on the opening day.

H. C. Blewitt of Des Plaines is in heavy crop with sweet peas and so far has had no trouble in disposing of them at very satisfactory prices. He markets all of his stock at A. L. Vaughan & Co.'s store.

The three stores of Schiller the florist had all the business they could conveniently handle for St. Valentine's day, which showed an increase in sales of 50 per cent over last year.

Edward Jobson, an extensive grower of mushrooms at 5358 North Western avenue, was found dead in bed early February 21. The cause of death was said to be heart failure.

R. J. Mohr, formerly with A. Lange and recently with A. L. Randall Co., has accepted a position as manager of the Central Floral Co.'s store at 132 North State street.

Carl Ehrhardt has his range of greenhouses at Park Ridge planted entirely to pansies and violets.

C. L. Washburn will celebrate the fifty-ninth anniversary of his birthday February 27.

Fred Price of the J. A. Budlong force has been on the sick list for several days.

George Manos and wife are spending a few weeks at Lakeworth, Fla.

C. Gladioli Claussen is back from a business trip to Pittsburgh, Pa.

Visitors: A. E. Kunderd, Goshen, Ind.; Edwin J. Fancourt, of the S. S. Pennock - Meehan Co., Philadelphia, Pa.; Paul Berkowitz, of H. Bayersdorfer & Co., Philadelphia, Pa.

EDWARDSVILLE, ILL.—Mrs. Anna Jaeger, of St. Louis, Mo., mother of J. F. Ammann, who has been seriously ill, is now fairly on the way to recovery. Mrs. Jaeger is in her seventy-ninth year.

JANESVILLE, WIS.—Edward Amerpohl's greenhouse establishment was visited by fire February 12; damage about $5,000.

My Friend Bill

Says:

a knocker is about as useful as a gambler to any community—neither builds—creates—or adds to—Neither is of any benefit to mankind.

And In The End

*he is known for what he really is, and, then he realizes, when it is too late, that, he has lost everything—**Respect of His Fellowmen.***

You are invited to join us in giving everybody

100%
Service

Van

PERCY JONES, Inc., Chicago, Ill.

Announcement

We have established a new Wholesale Cut Flower House in the great central Chicago market, which means an added convenience to the out-of-town buyer. Our facilities are such and our line of Cut Flowers and Greens is so complete that we can supply and satisfy the most exacting retailer. No matter how large or how small your order may be it will receive the prompt and personal attention of both heads of the firm who have been in the wholesale market for the past fourteen years. We most sincerely solicit a trial order to convince you of our high grade stock and superior service.

WILTGEN & FRERES

173 N. Wabash Ave., Chicago

JOSEPH E. WILTGEN — Telephone Randolph 1975 — MICHAEL F. FRERES

Kansas City, Mo.

VALENTINE SALES AND PRICES GOOD.

The St. Valentine's day demand was far ahead of other years, with higher averages per sale. Cut stock was in fair supply but fell behind early and the sale of pot plants jumped in the lead. The quality of the rose stock was of the very best and prices were high. Carnations moved at from three to five cents wholesale and were plentiful, while sweet peas and violets were prominent in the basket arrangements and corsages. Bulbous stock also moved well. Begonias, cyclamens, rhododendrons, primroses, lilacs and cinerarias were the leaders in the plant section. Funeral work has been heavy.

NOTES.

Geo. M. Kellogg Flower & Plant Co. cleaned up on cut flowers early and had a wonderful sale on pot plants. This firm is now cutting fine string smilax. Arthur Lewis has deserted the ranks of the single men, and is receiving the best wishes of his many friends as a benedict.

Samuel Murray reports he did not have a sufficient number of pot plants to meet an unusually splendid valentine call. Corsages, vase bouquets and baskets all moved exceptionally well. It was the heaviest run of business for the occasion in the history of his establishment.

The Alpha Floral Co. had a splendid week's business in all departments. This firm has added two Fords to its delivery service. They have also introduced a profit-sharing system with employes. $223 being distributed during January.

W. J. Barnes' St. Valentine day demand was better than in any previous year and resulted in a cleanup of a large supply of pot plants and cut flowers. Corsages, fancy baskets, etc., were very popular.

Wm. L. Rock Flower Co. sold out clean. They carried a fine assortment of made-up plants and baskets and had a very heavy call for bouquets. Corsages were especially popular for valentines.

H. Kusik & Co. report the best St. Valentine's day trade in their history. Stock fell short of the demand in several items. The supply has cleaned up daily during the past week.

A. F. Barbe reports excellent trade for St. Valentine's day, with splendid stock to care for it. Pot plants of good quality were the best sellers.

Arthur Newell's valentine business was 30 per cent better than last year. Pot plants and novelties went best. Funeral work has been good.

T. J. Noll & Co. report a shortage of roses. The valentine trade, both local and out-of-town, was the best ever.

E. J. B.

Send for our new Folder—Now ready

Novelties of All Kinds

H. Bayersdorfer & Co.

1127 Arch Street, Philadelphia, Pa.

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

New York Bowling.

The New York florists' bowling team rolled the following scores February 15:

Alex Donaldson	154	180	163
Fenrich	136	169	203
Valentine	177	154	150
Miesem	180	168	164
Ford	145	191	130
Jacobson	179	148	173
Kakuda	136	145	135

Willow Bulb Baskets

Open weaved as illustrated, finished in any high-grade two-tone colors.

$7.20 per dozen

The same basket finished in enamel.

$6.00 per dozen

Liners are included in each offer—Order today.

Do you want our new Spring Catalog?

RAEDLEIN BASKET CO., 713 Milwaukee Ave., Chicago

St. Louis, Mo.

VALENTINE BUSINESS GOOD.

The increase in business for St. Valentine's day was most satisfactory. From all indications the public in this city is becoming more accustomed to the appropriateness of flowers for gifts. The market was well supplied with seasonable stock, with the exception of roses, American Beauty and Russell being especially scarce, and prices advanced sharply. Quotations for the former varied from 25 cents to 60 cents each and a limited supply of Ophelia sold quickly at from 8 cents to 15 cents. Killarneys had a fairly good call at from 8 to 10 cents. Richmond and Milady moved well at good prices. The carnation supply was plentiful, but a cleanup resulted at $4 for light colors and $5 for dark. The quality of same was very good. Daffodils, Purity freesias, Paper Whites and poeticus are exceptionally good stock, but are the cheapest priced flowers offered. Excellent sweet peas are seen, the Spencers selling at $2 per 100 for the best, shorter grades going at $1 and $1.50. Common varieties are quoted at 75 cents. There is an abundant supply of violets. Early in the day the price is $1 per 100, but before closing time they are cleaned out at 40 and 50 cents. The supply of lily of the valley is sufficient to meet the demand. Prices are fairly satisfactory. The supply of orchids is equal to requirements at $7.50 per dozen. There is a scarcity of greens.

February 19.—The market at this writing is in poor condition. The supply is limited and the demand heavy. Roses continue scarce and the carnation supply is insufficient. Under these conditions bulbous stock moves well at advanced prices.

NOTES.

The final arrangements for the great flower show to be held in this city March 15-18 are completed. The decorations will be in the hands of Dave Geddis and the show committee has appropriated $2,000 for the purpose. The finest decorations ever seen in this city are planned.

W. C. Smith Wholesale Floral Co. had very fine Richmond and Killarney roses for the Valentine demand.

Spring flowers and sweet peas are much in demand at the Windler Wholesale Floral Co.

H. G. Berning reports highly satisfactory returns from his valentine trade, the call for violets and carnations being especially heavy.

Plant sales in the St. Valentine's trade this year were double those of any previous year.

Visitor: Robert Newcomb of American Bulb Co., Chicago.

X. Y. Z.

GREEN

Cyaceine Flower Coloring for St. Patrick's Day

We have handled this coloring for the past three years and find it to be the most satisfactory green coloring in the market and have never known it to injure flowers in any way, not even destroying their fragrance.

We offer this to you at 50c per package (enough for one or two quarts and will color from 100 to 300 carnations) or three packages for $1.25 postpaid.

Special discounts on large quantities.

It is impossible to get any more coloring imported, therefore order early.

A. T. PYFER & COMPANY, 30 E. Randolph St., Chicago, Ill.

Mention the American Florist when writing

SPECIAL NOTICE TO FLORISTS!!!

You can get what you need here in Sweet Peas, Violets and Spring Flowers.

A trial order will be appreciated.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 **CHICAGO.**

Fort Wayne, Ind.

HEAVY ST. VALENTINE'S DAY DEMAND.

Despite the fact that the temperature was from 16 to 18 degrees below zero, the St. Valentine's day business exceeded that of any previous year, with corsages and spring flowers most in demand. Roses also had a heavy call and bulbous stock, both plants and cut flowers, sold well. Heart shaped boxes and novelties were also popular. There was a general shortage of carnations but sweet peas were plentiful, the fancy varieties bringing 25 and 35 cents per dozen. Since St. Valentine's day flowers for social functions have been in demand. The call for funeral work has also been good.

NOTES.

A. J. Lanternier & Co. had a handsomely decorated valentine window, featuring baskets of sweet peas and roses and violet corsages in boxes. This firm has been very busy with funeral work and have recently had some exceptionally fine Ophelia roses on display. Clem Lanternier, who has been ill for some time, is improved sufficiently to be at the store again.

Miss Mildred Flick, daughter of Mrs. Alice Flick-Shive, of the Flick Floral Company, announced her engagement to Mr. Charles S. Buchanan at a dinner February 17, at which the tables were very artistically decorated. Miss Flick is very well known as a decorator of much ability and has been connected with the Flick Floral Co. for several years.

The Flick Floral Co. has been very busy during the past week with decorations. At a recent reception this firm supplied 35 corsages of orchids, violets and roses. At a banquet at the St. Anthony hotel 16 tables were decorated with roses, snapdragons and spring flowers.

Dick Vesey, son of Judge W. J. Vesey, of the firm of W. J. & M. S. Vesey, has been elected a member of the state legislature.

City Forester Carl J. Getz addressed the Rotary club, February 14, the subject of his very interesting talk being, "Bark."

H. K.

NORFOLK, VA.—At a banquet tendered his employes by Grandy, The Florist, January 17, announcement was made that in the future all employes would share in the profits of the business.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978.

Mention the American Florist when writing

ZECH & MANN

Wholesale Florists

30 East Randolph St., - - Chicago

Telephone Central 3284

Mention the American Florist when writing

HOERBER BROS.

Wholesale Growers of Cut Flowers

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. Store: 162 N. Wabash Ave. Chicago

Mention the American Florist when writing

George Reinberg

Wholesale Florist

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$7 00@$8 00
" " 36-in.	5 00@ 6 00
" " 30-in.	3 00@ 4 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short.....per 100,	6 00@ 8 00
" Mrs. Chas. Russell	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	4 00@15 00
" Killarney	4 00@12 00
" White Killarney	4 00@12 00
" Richmond	5 00@15 00
" Prince de Bulgarie	5 00@15 00
" Rhea Reid	5 00@15 00
" My Maryland	4 00@12 00
" Mrs. Geo. Shawyer	5 00@15 00
" Milady	5 00@15 00
" Sunburst	5 00@15 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	5 00@15 00
" Ophelia	5 00@15 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	5 00@15 00
" Tipperary	4 00@12 00
" Francis Scott Key	5 00@15 00
" Bayard Thayer	5 00@20 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	2 00@ 4 00
Cattleyas.....per doz.,	6 00
Freesias	2 00@ 4 00
Gardenias....$2 00@$4 00 per doz.	
Sweet Peas	1 00@ 2 00
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons.....$1 00 per doz.	
Violets	75@ 1 50
Lilium Harrisii	12 50@15 00
Valley	4 00@ 6 00
Jonquils	3 00@ 4 00
Daffodils	3 00@ 4 00
Romans	3 00@ 4 00
Mignonette	6 00@ 8 00
Bouvardia	4 00@ 8 00
Pansies.....per bunch,	10c@15c
Stevia.....per 100	1 50@2 00
Paper Whites..per 100	2 00@3 00
Adiantum Croweanum	1 00
Ferns..... per 1000,	2 50@ 3 00
Galax..... "	1 00@1 25
Leucothoe	75
Mexican Ivy...per 1000,	5 00@6 00
Plumosus Strings..each,	60@ 75
Smilax.....per doz.,	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c lb., per case	8 00
Wild Smilax.....per case,	$5 00

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

For St. Patrick's Day

Large green frieze (60 yds.).....$1.00
Medium green frieze (60 yds.)... .75

St. Patrick's Carnation Fluid

(For coloring carnations green) 75c per 1½ quart quantity.

GEO. H. ANGERMUELLER,

Wholesale Florist

1324 Pine St., St. Louis, Mo.

Mention the American Florist when writing

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

Mention the American Florist when writing

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.

Evergreen, Ala.

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

ACACIA

For something very choice in yellow for decorative purposes, recommend Acacia.

$2.50 per bunch.

LILAC

We can fill your order for Lilac at any time, no matter what quantity you need.

$1.50 per bunch.

GARDENIAS

They are inexpensive now and every retailer can afford to keep them them in stock.

$10.00-$25.00 per 100.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

W. Q. Potter Co.

(Successor to McCallum Co.)

—Wholesale Florists—

421 High St., Cleveland, O.

Manufacturers and Importers of Florists' Supplies.

Philadelphia.

VALENTINE DEMAND BARELY NOTICEABLE.

Business during the early part of last week was not up to the usual standard, but with warmer temperatures the past few days the demand increased and Saturday found most of the wholesale houses fairly well cleaned up. St. Valentine's day did not make any noticeable increase in the call for flowers. Roses were in fair supply and have moved well. The receipts of carnations have increased but the quality is good and fair prices are maintained. The same may be said of sweet peas. Orchids are seen in larger numbers and are moving rather slowly. There is a fairly good call for lilies, which are quite abundant. The supply of lily of the valley is moderate. Violets are plentiful, but the cold weather has affected them more than any other flower, and they are not much in demand. The freesia supply has shortened and in consequence the arrivals move readily. The supply of callas, as well as daffodils and tulips, is becoming more plentiful. There is only a moderate call for miscellaneous stock, of which the quantity on hand is more than ample. The receipts of greens, especially Asparagus plumosus, is none too large, due to frosts the early part of the week.

NOTES.

The essay committee of the florists' club has arranged for a representative of the Wells-Fargo Express Co. to be present at the next meeting, March 6, and answer questions regarding the service for flowers and plants. All members are requested to be present and find out why shipments are not delivered on time, especially during the holiday rush periods.

Asparagus plumosus must be a very precious article these days. At least that is the impression the writer formed when, on entering the Philadelphia Wholesale Cut Flower Exchange, he saw George Cooke take a shipment that had just arrived and place it in the safe.

Sidney H. Bayersdorfer of H. Bayersdorfer & Co., reports that the demand for this firm's Valentine "kiddies" far exceeded their expectations.

W. J. Muth of the King Construction Co.'s staff has been laid up with the grippe.

Ben Colflesh is reported a victim of the grippe. F. C.

BALTIMORE, MD.—The Gardeners and Florists' Club has nominated the following officers for the ensuing year: For president. F. C. Bauer and A. G. Fiedler; for vice-president, Geo. W. Stisser; for secretary, N. F. Flitton and Wm. F. Ekas; for financial secretary, Geo. Talbot; for treasurer, F. G. Burger.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

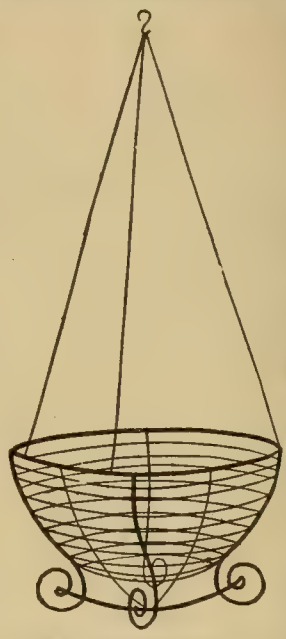
Wholesale Flower Markets

CINCINNATI, Feb. 21.	Per 100
American Beauty, per doz...1 00@	6 00
Roses, Killarney	3 00@12 00
" Mrs. Chas. Russell	8 00@10 00
" Ophelia	8 00@12 00
" Richmond	4 00@15 00
" Sunburst	4 00@12 00
Carnations	4 00@ 5 00
Lilium Giganteum	12 50
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Narcissus	3 00
Violets	50@ 1 00
Sweet Peas	50@ 1 50
Jonquils and Daffodils	3 00@ 4 00
Tulips	4 00

BOSTON, Feb. 21.	Per 100
Roses, Beauty	20 00@60 00
" Killarney Queen	4 00@12 00
" White and Pink Killarney	4 00@12 00
" Double White Killarney	4 00@12 00
" Killarney Brilliant	6 00@16 00
" Hadley	6 00@16 00
" Cardinal	4 00@10 00
" Mock	8 00@16 00
" Mrs. Chas. Russell	8 00@16 00
" Sunburst	8 00@16 00
" Taft	4 00@12 00
" Milady	4 00@10 00
" Ward and Hillingdon	4 00@10 00
" My Maryland	3 00@12 00
Cattleyas	35 00@50 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 5 00
Paper White	2 50@ 3 00

BUFFALO, Feb. 21.		Per 100
Beauty Special..per doz.,	$6.00	
" Fancy.... "	4.00	
" Extra.... "	3.00	
" 1st..... "	2 00	
" 2nd..... "	50c@1.00	
Roses, Killarney		4 00@12 00
" My Maryland		4 00@12 00
" Sunburst		4 00@12 00
" Ward		4 00@ 6 00
" Ophelia		5 00@15 00
" Russell		10 00@20 00
" Stanley		6 00@12 00
" Mock		6 00@ 8 00
" Shawyer		4 00@12 00
Lily of the Valley		5 00@ 6 00
Lilies		10 00@12 00
Cattleyas		40 00@50 00
Carnations		3 00@ 4 00
Violets		40@ 50
Asparagus Sprengeri	35@ 50	
Ferns	per 1000, 2 50	
Smilax		15 00@20 00
Stevia		1 00@ 1 50

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1.35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order,)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for	$ 1.25
5 Bales (25 bundles) for	6.00
10 Bales (50 bundles) for	11.00

H. G. BERNING,

1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, P

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers and Greens

RIGE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Cut Boxwood Sprays

Used extensively as Greens in Funeral Work, etc.

Any amount, 12c per pound.

McCALLUM CO.

Pittsburgh, Pa.

Mention the American Florist when writing

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Philadelphia, Pa.

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE GROWERS

116-118 Seventh Street

PITTSBURGH, - PA.

Mention the American Florist when writing

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., **Milwaukee, Wis.**

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.

Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.

FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN, Wholesale Florist. 1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Feb. 21.

	Per 100
Roses, Beauty, special	30 00@50 00
" " fancy	20 00@30 00
" " extra	15 00@20 00
" " shorter grades	10 00@12 00
" Mrs. Chas. Russell	10 00@30 00
" Prima Donna	10 00@20 00
" Killarney	6 00@15 00
" White Killarney	6 00@15 00
" Liberty	10 00@30 00
" Hadley	10 00@25 00
" Sunburst	8 00@15 00
" Ophelia	6 00@15 00
" Hoosier Beauty	10 00@25 00
Carnations	4 00@ 6 00
Cattleyas, each, $0 35@ 75	
Lilium Longiflorum	10 00@15 00
Valley	4 00@ 6 00
Calendulas	3 00@ 6 00
Daisies, yellow	2 00@ 3 00
Violets, single and double	50@ 1 00
Sweet Peas	1 00@ 2 50
Freesias	4 00@ 6 00

PITTSBURGH, Feb. 21.

	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	4 00@12 00
" My Maryland	4 00@12 00
" Sunburst	4 00@12 00
" Mrs. Aaron Ward	4 00@12 00
Cattleyas	75 00
Lilium Giganteum	12 00
Carnations	3 00@ 4 00
Lily of the Valley	6 00
Snapdragons	5 00
Paper Whites	3 00
Violets	50
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, Feb. 21.

	Per 100
Roses, Killarney and W. Killarney	5 00@12 00
" Ward	5 00@ 8 00
" Mrs. Chas. Russell	10 00@35 00
" Ophelia	6 00@12 00
" Hoosier Beauty	5 00@12 00
Lilies, per doz., 1 50@ 2 00	
Cattleyas, per doz., 6 00	
Carnations	3 00@ 4 00
Rubrums	5 00
Valley	4 00@ 6 00
Violets	75@ 1 00
Stevia	2 00
Sweet Peas	75@ 1 50

DAVID WELCH EDWARD J. WELCH

WELCHS'

WHOLESALE AND COMMISSION FLORISTS

FLORISTS' SUPPLIES

280 and 282 Devonshire St., BOSTON, MASS.

Consignments of Beauties, Lilies of the Valley, Orchids and all other flowers received daily.

Telephone—Fort Hill 1964, 1965.

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, VIOLETS, EASTER LILIES and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

A good opening for a few more growers of cut flowers.

1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, Feb. 21.

	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	4 00@10 00
Carnations	3 00@ 5 00
Valley	4 00@ 6 00
Lillies	12 50
Orchids	50 00@ 60 00
Ferns	per 1000. 3 00

New York.

SURPLUS MOVED BY STREETMEN.

The business of the past week was not encouraging, and with Lent drawing near, the outlook is gloomy. Excepting roses, there seems to be a surplus of all stocks. Even in roses, special American Beauty is the only variety that is scarce, for there has been a general increase in the supply of tea roses, but thus far, the slump in prices has not been so noteworthy as in other stocks. In some of the retail stores it was stated that St. Valentine's day brought considerable business. Be that as it may, it had no perceptible effect in the wholesale district. Bulbous stock, carnations, sweet peas and violets in particular, keep piling up and are hard to move. On February 15 we noticed in one block at least half a dozen street merchants loaded up with violets, sweet peas, freesias and lily of the valley. In other parts of the city the street men were equally active, and since the stock keeps pouring into the market, it is better to let the street men have it than that it should be a total loss. The great Shakespeare must have had, in addition to a great knowledge of human nature, a considerable knowledge of flowers, for he wrote:

"For sweetest things turn sourest by
their deeds;
Lilies that fester, smell far worse than
weeds."

There was zero weather, February 12-13, and though it checked buying, it had little effect on the supply of stock, except that some of it arrived in a frozen condition. The cold weather was to a considerable extent the cause of so many violets going to the street merchants. There are various causes for the dullness in the florist business. Money is proverbially timid and quick to hide at the approach of danger, and then there is the high cost of living." There is an abundant supply of lilies, lily of the valley and cattleyas. Fine stock of Formosum lilies wholesales at 12 cents per flower, but there are short and inferior lilies on the market at 6 cents per flower. There is always a demand for good lily of the valley, but short and inferior stock is going to the street men. There is a large supply of cattleyas on the market and some of the retail stores are offering fair blooms at 50 cents each. An occasional shipment of iris arrives, but it is scarcely a factor. Mignonette, callas, calendulas, pansies, daisies, anemones and various other minor stocks are arriving in considerable quantities. The retail stores are arquantities. The retail stores are carrying good stocks of plants, acacias, rhododendrons, azaleas, primulas and chorizemas, being noteworthy. There is also an abundant supply of tulips, narcissus and hyacinths in pots and pans. There is a fair trade in such stock.

February 19.—The market is fairly active this morning. Roses are holding up well, $1 per flower being paid for special American Beauties and 75 cents for Hadley. In other roses there is no material change. Flamingo tulips bring $4 per 100, but inferior varieties are very cheap; so is the bulk of the narcissus stock. Carnations bring from $2 to $3 per 100 with an occasiional sale of novelties at $4. In lilies, good formosums wholesale at 12 cents per flower, but inferior stock goes at six to eight cents. The best gardenias bring $4 and $5 per dozen; the best orchids 60 cents per flower. The only way to clean up violets is to let the street men have them, and 40 cents per 100 is the top price for specials. Good lily of the valley is going fairly well, but short and inferior stock is very slow.

NOTES.

Assemblyman Leininger, of Queens Borough, has introduced a bill, at Albany, to legalize the sale of flowers on Easter and the Sundays nearest Christmas, also on any other Sunday between 9 a. m. and 5 p. m. and New Years and Memorial days, from flower stores near cemeteries. While little attention has ever been paid it by florists, they are included in the present Sunday closing law and it is within police power to close them on Sunday.

C. H. Totty spent a few hours in this city on February 19 on his return from Syracuse, N. Y., where on the evening of February 16 he delivered an address to the Amateur Rose Society of Syracuse. He is much in demand as a lecturer to horticultural clubs and societies, is a good talker and what is better, always has a thorough command of his subject.

The well-known florists' supply firm of Reed & Keller, 122 West 25th street, has incorporated as follows: Capital, $50,000; incorporators, W. N. Reed, 272 Clinton place, Hackensack, N. J.; S. Keller, 327 West 25th street; F. Keller, Jr., 322 East 141st street, New York.

James Halikias, buyer for C. C. Trepel, was recently married to Miss Amelia Christatos, a sister to M. Christatos, of the firm of Christatos & Koster. Many friends of the happy couple attended the wedding and the attending festivities and there was a jolly good time.

Leonard Vaughan, of Vaughan's Seed Store, Chicago, has for several weeks been at Vaughan's Seed Store in this city. He attended the meeting of the florists' club, February 12.

Guttman & Raynor, Inc., are receiving regular shipments of the new rose, September Morn. This rose, a sport of Prima Donna (Mrs. Paul Euler), is a fine shade of pink and sells well.

At Wm. P. Ford's we have recently noticed very fine stock in Hadley and Killarney Brilliant roses, also fine stock in carnations, Flamingo tulips and other bulbous stock.

Max Schling states that he had a good St. Valentine's day trade. He had a large stock of ladies' slippers, tastefully filled with flowers, which sold well.

Wm. Sullivan, a well-known salesman, is now with the Beechwood Heights Nurseries at 57 West 28th street.

At the store of the Boulevard Floral Co. we noticed many fine features and business was said to have been good.

P. F. Kessler, in the Cut Flower Exchange, is handling a fine stock of Flamingo tulips, also good lilies.

Manager Perry of the Dard's store, stated that their St. Valentine's day business was excellent.

Goldstein & Futterman, 102 West 28th street, are receiving a good stock of iris.

Frank McCabe, representing the A. L. Randall Co., of Chicago, is spending a few days in this city, visiting the trade, and makes a good impression.

P. J. Smith is handling exceptionally fine Hadley roses and formosum lilies.

A. F. F.

Pittsburgh, Pa.

GOOD INCREASE IN VALENTINE SALES.

Local florists report an increase in St. Valentine's day business of about 50 per cent over sales of previous years. Stock was plentiful and of good quality and prices were moderate, both conducive to a large volume of trade. Violets did not move as well as expected and many retailers had a surplus on hand when the shops closed at night. The great demand was for sweet peas, freesias, daffodils and tulips. Roses are now more plentiful and the supply will increase from now on. The weather continues cold with the thermometer close to zero.

NOTES.

Peter Hopman, of New Galilee, Pa., was a visitor to this city last week, looking for Dutch bulbs. He is cutting very good Ophelia and Ward roses at his range.

Murray McGrew, of the G. P. Weaklen Co., has the deep sympathy of the trade in the death of his wife, which occurred February 15. G. M.

OUR MOTTO: The Best the Market Affords.

Valley

Orders taken now for 1917 Crop of German - Swedish - Dutch Pips.

CHAS. SCHWAKE & CO., Inc., 90-92 West Broadway, New York.

HENTZ & NASH INC. N.Y. WHOLESALE COMMISION FLORISTS GROWER AGENT 55 and 57 West 26th St.

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Have twenty-two years' experience behind us and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.

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25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
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WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
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All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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53 W. 28th St., NEW YORK
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WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, Feb. 21.

	Per 100
Roses, Beauty, special	75 00@100 00
" " extra and fancy	40 00@50 00
" " No 1 and No 2	6 00@15 00
" September Morn	6 00@25 00
" Prima Donna	5 00@20 00
" Alice Stanley	5 00@15 00
" Mrs Geo. Shawyer	4 00@15 00
" Double White Killarney	5 00@12 00
" Killarney, Special	12 00
" " No 1 and No 2	4 00@ 6 00
" " Queen	4 00@15 00
" " Brilliant	4 00@15 00
" Aaron Ward	6 00@15 00
" Richmond	4 00@12 00
" Sunburst	4 00@15 00
" J L Mock	5 00@20 00
" Ophelia	4 00@15 00
" Mrs. Chas. Russell	5 00@20 00
" Hadley	6 00@50 00
" Hoosier Beauty	4 00@12 00
Cattleya Orchids, special	60 00
" inferior grades	25 00@35 00
Oncidiums.....per flower, 6c to 8c	
Rubrums	6 00@ 8 00
Lilies, Longiflorum and Formosum	8 00@12 00
Lily of the Valley	2 00@ 6 00
Carnations	2 00@ 3 00
Mingonnette .....per doz	50@ 1 00
White Lilac.....per bunch	1 00
Gardenias.....per doz.	2 00@ 5 00
Sweet Peas	25@ 50
Sweet Peas, Spencers	1 00@ 1 50
Snapdragons	8 00@16 00
Violets	25@ 40
Yellow Narcissus	1 00@ 3 00
Paper White Narcissus	1 50@ 2 50
Tulips	1 50@ 4 00
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus....doz bchs.	2 50@ 3 00
Smilax .....doz. strings	75@ 1 25
Freesias	1 00@ 2 00
Iris	3 00@ 4 00

United Cut Flower Co., Inc.
WHOLESALERS
111 West 28th St., New York
Telephones: Farragut 4422 4423

HOUSE OF FERNS
Phone, Madison Square 4051.
41 West 28th St., NEW YORK
Asparagus Plumosus Nanus A Specialty.
RETTA E. RANKIN, Manager.

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, New York City
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.

WM. KESSLER,
Successor to Kessler Bros.
113 W. 28th St., NEW YORK
CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut Shipments Everywhere
Prompt and satisfactory. Consignments solicited

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 26th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising
V. S. DORVAL, Secretary.

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FRESH CUT EVERGREENS
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Telephones: Farragut 2164-5893
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George B. Hart
Wholesale Florist
24-30 Stone St., Rochester, N.Y.

Nippon Garden, Inc.
Successors to Satow & Suzuki
259 Fifth Avenue New York
Greenhouses: Woodside, L. I.
Telephone: Madison Square 8950
We are headquarters for Japanese Miniature Gardens, Fern Dishes, Vases, Flower Pots, Jardinieres and Dwarf Plants. A great stock of Fern Monkeys and Fern Balls.

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HERMAN WEISS
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M. C. Ford
121 WEST 28th STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

A Big Cut in Prices But No Cut in Quality

This is your opportunity to buy the regular "Arnold Quality" boxes at a price far below present market values. As long as they last our present stock will be sold at prices listed below. We are unable to guarantee the filling of all orders as many of our sizes are exhausted. We will, however, fill all orders in rotation as they come in. Place your order now, thus making sure that you get yours.

WHITE GLAZE
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.60
8x 5x5 "	4.25
10x 6x5½ "	5.00
12x 8x5½ "	6.45
14x10x8 "	10.65

For Cut Flowers

16x 4 x3 2" covers	$ 3.80
20x 4 x3 "	4.25
18x 5 x3 "	4.25
21x 5 x3 "	5.00
24x 5 x3½ "	5.35
30x 5 x3½ "	6.45
36x 5½x3½ "	8.05
18x 6 x3½ "	5.20
21x 7 x3½ "	5.65
21x 8 4x "	6.60
24x 8 x4 "	7.50
24x 8 x5 "	8.20
28x 8 x5 "	9.25
36x 8 x5 Telescope	12.80
40x 8 x5 "	15.65
42x 8 x5 "	18.75
36x10 x5 "	15.65
42x10 x5 "	21.35
48x10 x5 "	25.60

VIOLET GLAZE
For Violets and Corsages

7x 4x4 2" covers	$ 3.80
10x 6x5½ "	5.25
14x10x8 "	11.25

PLAIN VIOLET
Made of Moisture Proof Board for Violets and Corsages

7x4x4 2" covers	$2.65
8x5x5 "	3.35
10x6x5½ "	3.80
12x8x5½ "	5.25

MIST GRAY
For Violets and Corsages Per 100

7x 4x4 2" covers	$ 3.60
8x 5x5 "	3.90
10x 6x5½ "	4.30
14x10x8 "	8.50
15x 6x5 "	5.00

For Cut Flowers

16x 4x3 2" covers	$ 2.65
18x 5x3 "	3.05
28x 6x4 "	5.00
18x 6x4 "	4.30
21x 7x3½ "	4.60
21x 8x4 "	4.95
24x 8x4 "	5.50
28x 8x4 "	6.20
28x 8x5 "	7.10
36x 8x5 Telescope	9.90
42x 8x5 "	15.65
48x 8x5 "	17.80
30x10x5 "	9.90
42x10x5 "	18.50
48x10x5 "	21.35

For Designs and Sprays

30x12x6 Telescope	$14.25
36x12x6 "	17.10
20x12x8 "	14.25
12x12x8 "	12.80
14x14x8 "	13.50
16x16x8 "	14.25
20x20x8 "	18.50
24x24x8 "	21.35
28x28x8 "	27.00
24x14x8 "	17.80
30x14x8 "	20.60
36x14x8 "	22.75
40x14x8 "	24.85

MIST BROWN
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.80
8x 5x5 "	4.15
10x 6x5½ "	4.50
12x 8x5½ "	5.25
14x10x8 "	9.00
15x 6x5 "	5.25

For Cut Flowers

16x 4x3 2" covers	$ 2.80
20x 4x3 "	3.25
18x 5x3 "	3.25
21x 5x3 "	3.80
36x 5½x3½ "	6.75
21x 7x3½ "	4.85
24x 8x4 "	5.80
28x 8x4 "	6.30
36x 8x5 Telescope	10.55
40x 8x5 "	13.50
42x 8x5 "	16.45
36x10x5 "	13.50
42x10x5 "	19.55
48x10x5 "	22.50

For Designs and Sprays

30x12x6 Telescope	$15.00
36x12x6 "	18.00
20x12x8 "	15.00
16x16x8 "	14.75
28x28x8 "	28.50
24x14x8 "	18.75
30x14x8 "	21.75
36x14x8 "	24.05
40x14x8 "	26.30
32x32x8 "	37.55

MANILA
For Cut Flowers and Designs

	Per 100
16x 4x3 2" covers	$ 2.50
20x 4x3 "	2.90
18x 5x3 "	2.90
21x 5x3 "	3.40
36x 5½x3½ "	6.05
18x 6x4 "	4.05
21x 7x3½ "	4.40
21x 8x4 "	4.75
24x 8x4 "	5.20
24x 8x5 "	5.65
36x 8x5 Telescope	9.45
40x 8x5 "	12.15
42x 8x5 "	14.70
30x10x5 "	9.45
36x10x5 "	12.15
42x10x5 "	17.55
48x10x5 "	20.20
40x10x6 "	20.20
28x 8x6 "	8.10
30x12x6 "	13.50
36x12x6 "	16.20
24x14x8 "	17.55
30x14x8 "	20.20
36x14x8 "	21.95
40x14x8 "	24.05

SAMPLES WILL BE SENT AND SPECIAL TRADE AND CASH DISCOUNTS QUOTED PROMPTLY ON REQUEST.

SPECIALS

We will sell these boxes at the prices listed as long as they last. We have only a few left. At the prices offered they will not last long, so place your order at once if you want your share. They are all the regular well-known "Arnold Quality" boxes. Special trade and cash discounts will be gladly quoted upon request.

PALM GREEN
For Violets and Corsages

	Per 100
7x 4x4 2" cover	$ 3.80
15x 6x5 Telescope	5.25
15x 7x6½ "	7.45

For Cut Flowers and Designs

18x 5x3 2" cover	$ 3.25
12x12x8 Telescope	14.85
24x24x8 "	22.50
28x22x8 "	26.00
28x28x8 "	28.50

The "Old Favorite" Palm Green. Place your order now before they are all gone. The Designs and Violet sizes are a great bargain.

PEERLESS GREEN
For Cut Flowers and Designs

	Per 100
21x 8x4 2" covers	$ 4.65
28x 8x4 "	5.60
18x 5x3 Telescope	2.90
21x 5x3 "	3.35
28x 8x5 "	6.70
30x10x5 "	9.25
30x12x6 "	12.30
36x12x6 "	16.00

A very good looking shade of Light Green, slightly lighter weight quality than the Palm Green, but a very good box for local deliveries and a bargain at the prices offered.

PARCEL POST CONTAINERS Per 100

24x 5x4 2½" cover	$ 4.50
30x 5x4 "	5.00
28x 6x4 "	6.00
24x 8x4 "	5.75
28x 8x5 "	6.50
30x12x6 3" "	15.50
36x14x8 "	20.00
40x14x8 "	21.00
42x17x8 "	24.00
24x24x8 "	20.00
26x17x10 4" "	22.00
24x20x10 "	22.00
24x24x10 "	24.00
30x30x9 "	31.00

For Baskets and Potted Plants

12x12x15	$12.00
15x15x20	20.00
18x18x20	25.00
19x19x30	33.50

The ideal packer for shipping. You will find these a great help in having your flowers arrive in fine condition. Waterproofed inside and out.

GREEN MARBLE CUT FLOWER BOXES

Size	Per 100
7x 4x4	$3.60
8x 5x5	3.90
10x 6x5½	4.30
15x 6x5	6.00
12x 8x5½	5.25
14x10x8	9.00
16x 4x3	3.25
20x 4x3	$4.00
18x 5x3	4.00
21x 5x3	4.50
24x 5x3½	5.00
30x 5x3½	5.75
36x 5½x3½	7.00
21x 7x3½	5.25
24x 8x4	$6.50
24x 8x5	7.00
28x 8x4	7.50
28x 8x5	8.00
36x 8x5 Telescope	11.00
40x 8x5 "	13.00
42x 8x5 "	16.00
30x10x5 Telescope	$11.50
36x10x5 "	13.50
42x10x5 "	19.00
48x10x5 "	22.00
24x10x10 3" cover	17.00
30x10x10 "	20.00
36x12x7 "	18.50
24x12x10 "	18.00

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1302 W. Division St.,

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When cash is received with order we will allow a special 5 per cent discount in addition to regular trade discounts allowed.

North Shore Horticultural Society.

The first annual banquet of the North Shore Horticultural Society which was held in Anderson hall, Lake Forest, Ill., proved to be a most enjoyable affair, covers being laid for 60, the tables being attractively decorated with carnations and sweet peas. Frank Kuehne, superintendent of the A. B. Dick estate, introduced Mayor Lewis, who felicitated the society upon the good influences of the organization as evidenced in Lake Forest and vicinity. John Tiplady, superintendent to Mrs. McCormick, thanked Mayor Lewis for his words of appreciation and was followed by Frank Kuehne, who in a few well chosen words presented E. Bollinger, on behalf of the society, with a handsome combination electric desk lamp, in appreciation of that gentleman's faithful service and efficient work during the six years that he has served the society in the capacity of secretary. Mr. Bollinger responded and graciously thanked his colleagues for this mark of esteem and courtesy.

Following the banquet, dancing was enjoyed, the entire evening proving a splendid success and a credit to the committee in charge.

E. B

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Nat. M. Kingsley
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Telegraph orders filled on short notice in St. Louis and rest of Missouri.

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NEW ORLEANS
ROSES ORCHIDS VIOLETS
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Flowers or Design Work.

Delivered in Albany and vicinity on telegraphic order.

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Deliveries to steamers and all Eastern Points.

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Adjoining Plaza Hotel

Member of the Florists' Telegraph Delivery.

Original Decorations a Specialty.

Branch:
THE VANDERBILT HOTEL

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For Rhode Island and Connecticut

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To out-of-town florists: We are in the Heart of **NEW YORK**

And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

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We cover all points in Maine.

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TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

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LARGEST FLOWER STORE IN THE CITY

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1874.

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Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Seattle's Leading Flower Shop

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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536 SOUTH SALINA STREET

General designs—All flowers in season

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Alpha Floral Co., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Archias Floral Co., Sedalia, Mo.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Broadway Florist, The, Los Angeles, Calif.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago, Ill.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave. and L., Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Quebec.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
Forter, Edward A., Cincinnati, O.
Foster, Fred, St. Louis, Mo.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Furrows & Co., Guthrie, Okla.
Galvin, Thos. F., Inc., New York.
Gasser, J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Hanft Bros., Madison Av., at 62nd St., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., New York.
Hatcher, John C., Amsterdam, N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Hencle, Miles S., Syracuse, N. Y.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison Ave. and 76th St., New York.
Higgins, N. F., Springfield, Mass.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Howard & Smith, Los Angeles, Calif.
Huscroft's Flower Shop, Steubenville, O.
Jahn, Hugo H., Brooklyn, N. Y.
Johnston & Co., T. J., Providence, R. I.
Joseph's, 233-235 Grant Ave., San Francisco.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kerr Floral Co., Robt. C., Houston, Tex.
Kirchner, Chas. F., Cleveland, O.
Kottmiller, New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 25 E. Madison St., Chicago.
Leborius, J. J., Duluth, Minn.
London Flower Shop, Ltd., Philadelphia, Pa.
Mangel, Chicago.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McConnell, Alex., New York.
Metairie Ridge Nursery Co., New Orleans, La.
Miami Floral Co., Miami, Fla.
Mullanphy Florists, St. Louis, Mo.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
Palmer, W. J., & Sons, Buffalo.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Pikes Peak Flo. Co., Colorado Springs, Colo.
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Pyfer & Olsem, Wilmette, Ill.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Reuter's, New London and Norwich, Conn.
Robbins, F. A., Augusta, Me.
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Saake, O. C., Los Angeles, Calif.
Schiller the Florist, 2221 W. Madison, Chicago.
Schling, Max, 22 W. 59th St., New York.
Schmidt, Chas. L., Harrisburg, Pa.
Sekenger, Adam, Bangor, Me.
Sekl Bros. & Co., Los Angeles, Calif.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Van Meter Flower Shop, Springfield, O.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Whitted Floral Co., Minneapolis, Minn.
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Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

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Only the Best **Dunlop's**

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Main and McKinney Phone, Preston 160

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Mail and Telegraph Orders carefully executed.

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Orders promptly filled.

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Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No Orders too large, none too small.

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WE SOLIC TELEGRAPH ORDERS.
Regular Trade Discount.
215 W. FOURTH STREET.

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Artistic Floral Work and Long Stem Beauties Our Specialty.

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We solicit telegraph orders. Regular trade disct.
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Flowers delivered in city and state on short notice
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ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan

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484 St. Catherines St., West
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Every order receives prompt and careful attention

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BEST FLOWERS for EVERY OCCASION.

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"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

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132 North State Street, CHICAGO, ILL.

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We deliver in Maine and all New England points.

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THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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and all NEW ENGLAND POINTS. T. J. JOHNSTON & CO. 107 WASHINGTON ST., PROVIDENCE

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The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

THE California freesia crop is reported hurt by frost.

VISITED CHICAGO: F. E. Osborn, of the Sioux City Seed & Nursery Co., Sioux City, Ia.

EASTERN mail order houses report trade at this date running 10 per cent ahead in numbers.

GRAIN insurance rates to the United Kingdom have been reduced two per cent and are eight per cent.

SEEDSMEN in close touch with the mail trade, both east and west, predict a great trade for the coming spring.

CHICAGO.—Prices for grass seed on the Board of Trade Feb. 21 were as follows: Timothy, $4.00 to $5.50 per 100 pounds.

KNOXVILLE, TENN.—D. R. Mayo, well known seedsman, who was stricken February 15 in a trial when his word was disputed, died February 16.

SAGINAW, MICH.—A. T. Ferrell, of A. T. Ferrell & Co., has been laid up with a severe cold. Mr. Ferrell's mother is seriously ill at his home.

DUTCH marine insurance companies have notified Holland nurserymen that after February 1 they would write no more policies on American shipments.

KELWAY & SON, Langport, Eng., have issued quite an extensive and well illustrated wholesale seed list, a highly creditable production under wartime difficulties.

MADISON, WIS.—John J. Garland, secretary of the state agricultural experiment station, has resigned his position, having acquired an interest in an Ohio seed firm.

IT is reported the cargo of the Holland-America liner, New Amsterdam, has been transferred to a freight boat whose sailing without risk of submarine attack is said to be assured.

EXPORT freight rates to Europe are almost prohibitive on horticultural products because of heavy demand for space in carrying ammunition and foodstuffs. The cost to export a barrel of tuberoses is said to be over $8.

KINGSVILLE, ONT.—Nearly $2,000 in awards were distributed at the Ontario corn exhibition which closed here February 17. An interesting feature was an address on corn breeding by Professor Harper, of the University of Indiana.

CANNERS' SEED PRICES.—At the Cleveland convention of the National Canners, held February 5-12, Alaska peas were offered as low as $5.50 per bushel, but $6.50 was the prevailing idea of value. Sweet corn ranged from 15 to 20 cents per pound, such kinds as Country Gentleman and Evergreen varieties. Beans, green podded sorts, were 12 to 15 cents per pound, wax kinds 20 to 25 cents per pound, very few of the latter being offered.

Dutch Bulb Sales.

Growers of Dutch bulbs last autumn instituted for the first time auction sales of bulbs in many leading bulb centers, changing locations on different days of each week. This resulted in more competition than ever before among leading exporting wholesalers, and a more uniform average market price to the grower. This plan had formerly been carried out in vegetable sales, with satisfactory results. Entire stocks of bulbs offered were brought to the selling places, not samples merely, and at the close of the day's sales, growers received the cash for stock sold. These sales were open to all, growers or dealers.

French Bulbs.

Toulon, January 25.—White Romans, because of the poor crop in 1916, both as to quantity and quality, and on account of increasing shortage of field labor, poor storing of planting stock, lack of careful planting and tillage in right soil, the 1917 crop will be necessarily still poorer.

Narcissus Paper White, because the smaller size bulbs 12 to 13 centimeter were disposed of last year in order to cover the supposed shortage of the size larger, 13-centimeter and up, this size will, of course, be missing in the new crop. Material difficulties connected with the harvesting again will probably result in reductions in the quantities available.

With regard to other items the crop is not likely to vary much from last year. Because of the crop shortages predicted above and constantly increasing expense and costs of all kinds, the prices of last season should be maintained or increased.

Catalogues Received

Vaughan's Seed Store, general retail catalogue, seeds, bulbs and supplies, also "Book for Florists"; G. H. Hunkel Co., Milwaukee, Wis., seeds; Schultz's Seed Store, Washington, D. C., seeds; The Geo. H. Mellen Co., Springfield, O., seeds; C. C. Hoy Co., New York, seeds; J. K. Alexander, East Bridgewater, Mass., dahlias; A. E. Kunderd, Goshen, Ind., gladiolus; Harrison's Nursery, Berlin, Md., nursery stock; Wm. Elliott & Sons, New York, seeds; Currie Bros. Co., Milwaukee, Wis., seeds; Robert Nicholson, Dallas, Tex., seeds; J. D. Long, Boulder, Colo., seeds; Danish Seed Import, Minneapolis, Minn., wholesale seed list; B. Hammond Tracy, Wenham, Mass., gladioli; "The Modern Gladiolus Growers," John H. Umpleby, Lake View, N. Y., gladioli; Scott Brothers, Elmsford, N. Y., chrysanthemums; Audubon Nursery, Wilmington, N. C., nursery stock; Jackson & Perkins Co., Newark, N. Y., plants; Henry W. Turner, Montebello, Calif., roses; J. M. Thorburn & Co., New York, trade list seeds and bulbs; Beckert's Seed Store, Pittsburgh, Pa., seeds; James Vick's Sons, Rochester, N. Y., seeds and "Fruit & Ornamental Tree Book;" Thos. J. Grey Co., Boston, Mass., seeds; The Imlay Co., Zanesville, O., seeds, plants and flowers; Thornton Brothers, Lawrence, Mass., seeds; C. C. Hoy Co., New York, seeds; The I. W. Scott Co., Pittsburgh, Pa., seeds; F. W. Kelsey Nursery Co., New York, nursery stock; Spring Hill Nurseries, Tippecanoe City, O., plants, trees and shrubs; The D. Hill Nursery Co., evergreens; Frank Wild Floral Co., Sarcoxie, Mo., German Iris; Elmer D. Smith & Co., Adrian, Mich., chrysanthemums; Garland Mfg. Co., Des Plaines, Ill., Greenhouse Construction; Joseph Breck & Sons, Boston, Mass., seeds; Ames Implement & Seed Co., Boston, Mass., seeds; State Nursery & Seed Co., Helena, Mont., seeds, plants, trees, etc.; John Connon Co., Hamilton, Ont., plants, bulbs, trees, etc.; Roman J. Irwin, New York, plants, cuttings, bulbs, etc.; Fraser Nursery Co., Huntsville, Ala., nursery stock; Martin Kohankie, Painesville, O., wholesale list, nursery stock.

Warnaar & Co., Sassenheim, Holland, dahlias; Hurst & Son, London, Eng., seeds; Bertrand W. Deal, Brooklands, Kelvedon, Eng., seeds; Kelway & Son, Langport, Eng., seeds.

SANTA ANA, CALIF.—The Haven Seed Co. reports contract bookings on tomato seeds considerably advanced over 1916, both as to time of season and quantity. To take care of this increase the company has leased the Paine Ranch of 100 acres on South Main street. The soil is well adapted to the tomato and is now being put in shape for the crop. The ranch has an excellent well and is equipped with an electric pumping plant for irrigation purposes. Weather conditions in this locality have been ideal for farm work this winter and the rainfall has been sufficient to date to make the crop outlook satisfactory.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Dwarf Tuberoses

Dwarf Double Pearl Tuberoses—
Special prices on application.

Caladium Esculentum Bulbs.

LILIUM MULTIFLORUM
7 to 9, 9 to 10, and 10 to 11.
Attractive prices on application.

LILIUM FORMOSUM
7 to 9, 9 to 10—(**Black Stem.**)

Please tell us how many you can use and we shall make prices accordingly.

Selected strains of **Ageratum, Alyssum Aster, Begonia Erfordii, Calendula Meteor, Prince of Orange, Candytuft, Celosia, Centaurea, Cobaea Scandens, Cosmos, Lobelia, Gypsophila, Petunia** and **Verbena.** Special prices on above on application.

J. M. THORBURN & CO.
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NEW YORK CITY.

JAPANESE LILY BULBS

SAITAMA ENGEI & CO., Ltd.

Toyono, Nr. Kasukabe,
Saitama-ken, Japan.

Write for Lily Bulbs for this fall season delivery.

We are growers of the Lily Bulbs of fine quality on large scale.

Special price for large quantities on application.

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Bean Growers for the Wholesale Seed Trade
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Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.
Correspondence Solicited.
George R. Pedrick & Son,
PEDRICKTOWN, N J.

Grass Mixtures

—— FOR ——

Golf-Tennis-Polo
MEET ALL REQUIREMENTS FOR ALL SOILS
The Albert Dickinson Co.,
CHICAGO, ILL.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.
Branches: Michigan, Wisconsin and Idaho. **MILFORD, CONN.**

Asparagus Plumosus Nanus

Greenhouse Grown Seed
1,000 Seeds, $3.50 10,000 Seeds, $32.50

Californian Grown Seed
1,000 Seeds, $2.50 10,000 Seeds, $22.50

5 per cent discount, Cash with order.

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BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write or prices.

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226-230 W. Kinzie St., **Telephone Main 2762.** **CHICAGO**

CEDAR ACRES
Gladioli Exclusively

Catalogue giving full cultural directions and attractive prices on all varieties. It is free.
B. HAMMOND TRACY, **Box A, Wenham, Mass.**

CONTRACT GROWER of

Cucumber and Muskmelon Seed

I offer Pure Stock, Personal Service Intimate Knowledge of Stocks and Local Conditions.
Good Deliveries and Moderate Prices.
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Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.
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THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.
Rocky Ford, Colorado.
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

TOMATO SEED

Grown for the Wholesale Seed Trade.
HAVEN SEED CO.
SANTA ANA, CALIFORNIA.

We carry a reserve stock of all the important varieties of

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Try us for Quick Supply.
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

JAP LILY BULBS

AT IMPORT PRICES.
GIGANTEUM, 7-9, 8-10, 9-10, 10-11.
MULTIFLORUM, 7-9, -10.
AURATUM, 7-9, 9-11.
ALBUM, 9-11.
RUBRUM, 7-9, 8-10, 9-11.
MELPOMENE, 9-11.
Giganteum, 7-9, 8-10 and 9-10 also offered f. o. b. Chicago and London, Ont.
Write for prices and details, stating quantity desired.
McHUTCHISON & CO., THE IMPORT HOUSE.
95 Chambers St., NEW YORK.

Mention the American Florist when writing

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JACKSON, MICH.
Contract Seed Growers
Beans, Cucumbers, Muskmelon, Watermelon, Squash, Sweet Corn.
Michigan-grown Radish our Specialty.
Correspondence Solicited.

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Wholesale Seed Growers and Dealers
SPECIALTIES:
Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
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CHAMP WEILAND

We will have a surplus of 20,000 plants of this rose to offer for spring delivery. Subject to prior sale, we quote strong, own root stock from 2¼-in. pots, at $12.00 per 100; $100.00 per 1000. Eyes for grafting, $65.00 per 1000. Weiland & Risch, 154 N. Wabash Ave., Chicago.

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CONTRACT GROWERS OF

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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Wholesale Growers of

FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS

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ROUTZAHN SEED CO.

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Sweet Pea and Nasturtium Specialists.

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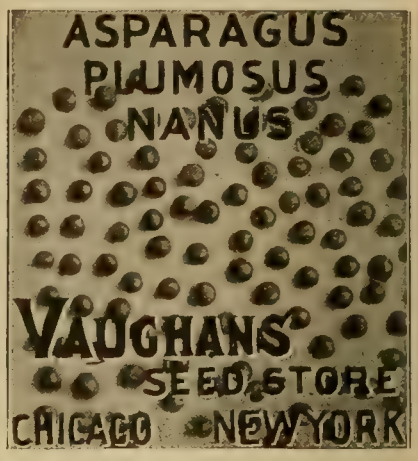
Asparagus Plumosus Nanus



NEW CROP SEED

NORTHERN GREENHOUSE GROWN

Price: Per 100 Seeds, 50c; 250 seeds, $1.00; 1000 seeds, $3.50; 5,000 to 10,000 seeds at $3.00 per 1000.

——Prices on larger amounts on application.——

CHICAGO VAUGHAN'S SEED STORE, NEW YORK

TO THE TRADE.

HENRY METTE, Quedlinburg, Germany.

GROWER and EXPORTER on the VERY LARGEST SCALE of all CHOICE VEGETABLE, FLOWER AND FARM SEEDS. (Established 1787.)

SPECIALTIES: Beans, Beets, Cabbages, Carrots, Kohlrabi, Leek, Lettuce, Onions, Peas, Radishes, Spinach, Turnips, Swedes, Asters, Balsams, Begonias, Carnations, Cinerarias, Gloxinias, Larkspurs, Nasturtiums, Pansies, Phloxes, Primulas, Scabiosa Stocks, Verbenas, Zinnias, etc. Catalogue free on application.

HENRY METTE'S TRIUMPH OF THE GREAT PANSIES—(mixed), the most perfect and most beautiful in the world, $6.00 per oz., or $1.75 per ¼ oz., $1.00 per ⅛ oz., postage paid. Cash with order.

All seeds offered are grown under my personal supervision on my own vast grounds, and are warranted true to name, of strongest growth, finest stocks and best quality.

ALSO GROW LARGELY ON CONTRACT.

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SEEDS--Flower, Vegetable and Farm

For present delivery or on contract. Wholesale only.

Special quotations for next season and from 1917 harvest now ready.

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In Best Varieties For Fern Dishes. $1.50 per 100. 100,000 READY NOW.

Write for Wholesale Catalogue of

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"THE FERNERIES"

Lawrence and Winnepeg Avenues.

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Trade Directory

PRICE: $3.00 POSTPAID

American Florist Co.

440 S. Dearborn St., CHICAGO

DREER'S RELIABLE FLOWER SEEDS

We offer below a few items for early sowing. For the most complete line of Florist Flower Seeds, see our New Wholesale Price List.

	Trade pkt.	Oz.
Ageratum Blue Perfection, rich blue	$0.15	$0.60
Alyssum Little Gem or Carpet of Snow, very dwarf, select stock	.15	.50
Antirrhinum Giant, white, pink, scarlet, rose, yellow, and garnet, each	.20	.75
Antirrhinum Giant, finest mixed colors	.15	.50
" Half-dwarf, pink, white, and yellow, each	.20	.75
" Half-dwarf, finest mixed colors	.15	.50
Asters, Dreer's Famous American. See our Wholesale Catalog for list of varieties.		
Asparagus Plumosus Nanus. Greenhouse grown, $3.00 per 1,000 seeds.		
Asparagus Sprengeri, $0.75 per 1,000 seeds.		
Candytuft Empress. The finest white, select stock	.10	.20
Centaurea or Cornflower, Dreer's Double Blue	.15	.60
" Candidissima, white leaved	.40	2.00
" Gymnocarpa, white leaved	.15	.40
Cobaea Scandens, purple	.15	.40
Cosmos, Extra Early, Large-flowering, crimson	.15	.50
" " " " " pink	.15	.50
" " " " " white	.15	.50
Dracaena Australis	.15	.50
" Indivisa	.10	.30
" " Lineata	.15	.50
Grass, Pennisetum Rueppelianum	.10	.30
Heliotrope, Lemoine's Giant, mixed	.30	1.00
Ipomoea Grandiflora (Moon Flower)	.10	.30
Lobelia, Crystal Palace Compacta, dark blue	.25	1.25
" Speciosa, dark blue trailing	.15	.50
Maurandia Barclayana, mixed	.25	1.25
Petunia, Dreer's Superb Double Fringed, $1.50 per 1,000 seeds.		
Petunia, Dreer's Superb Single Fringed	.50	...
Petunia, Howard's Star, striped	.30	1.50
" Rosy Morn, pink and white	.50	2.50
" Snowball, dwarf white	.30	1.50
Pyrethrum Aureum (Golden Feather)	.10	.25
Salvia Splendens (Scarlet Sage)	.25	1.25
" " Bonfire	.50	2.50
" " Zurich, dwarf early flowering	.50	4.00
Smilax	.10	.35
Solanum Capsicastrum (Jerusalem Cherry)	.10	.25
" " Fra Diavolo, compact variety	.15	.50
Sweet Peas. See our Wholesale Catalogue for complete list of the very choicest Orchid-flowered and Grandiflora varieties for cutting.		
Thunbergia, mixed	.15	.50

DREER'S MAMMOTH VERBENAS.

	Trade pkt.	Oz.
Vinca, Rose, White with eye, and Pure White, each	.15	.60
" Mixed colors	.15	.50
Verbena, Dreer's Mammoth, pink, purple, white, scarlet, striped and blue, each	.30	1.50
Verbena, Dreer's Mammoth, mixed	.25	1.00

HENRY A. DREER, 714-716 CHESTNUT STREET, PHILADELPHIA, PA

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write JOHN BODGER & SONS CO.

Contract Seed Growers
LOS ANGELES, CALIFORNIA

American Bulb Co.

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LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

Rooted Carnation Cuttings

White and Pink Enchantress

Extra fine stock—Ready for immediate shipment—Positively best obtainable.

$1.75 Per 100; $14.00 per 1000.

PERCY JONES

56 East Randolph Street, CHICAGO, ILL.

Mention the American Florist when writing

My New PRICE LIST of

Winter Orchid-Flowering Sweet Pea Seed

Has been mailed. If you have not received a copy, send Postal for it.
Part of new crop is ready now.

Ant. C. Zvolanek, Lompoc, Calif.

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SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

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GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

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Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER.

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

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Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

Fruit and Vegetable Growers' Ass'n.

Large fruit and vegetable growers and shippers of the country are organizing an association which will be known as the American Fruit and Vegetable Growers' Association. The association will be incorporated under the laws of Illinois, and the headquarters will be in Chicago.

Prices of Indoor Fruits and Vegetables.

Chicago, Feb. 20.—Mushrooms, home grown, 50 to 60 cents per pound; lettuce, small cases, 17½ to 20 cents; radishes, 25 to 50 cents, dozen bunches; celery, 75 cents to $1.50, open crate; tomatoes, six baskets, $3.00 to $4.50; cucumbers, per 2 dozen box, $1.50 to $2.50.

New York, Feb. 20.—Celery, per crate, $4.00 to $5.00; cucumbers, 75 cents to $2.00 per dozen; mushrooms, $1.25 to $2.25 per 4-lb. basket; tomatoes, per lb., 10 to 25 cents; radishes, per 100 bunches, $2.00 to $4.00; lettuce, per strap, $1.00 to $3.00.

Potato Prices at New York.

Potato prices at New York showed a marked advance, February 19. Some of the Long Island shippers are now asking $4 per bushel; Maine shippers, $3.25 and $3.35. Both Bermuda and Virginia potatoes have advanced 50 cents per bag of 165 pounds. The quotations on the above date were as follows:

Bermuda, No. 1, bbl.	9.50@11.00
No. 2, per bbl.	8.50@ 9.50
No. 3, per bbl.	8.00@ 8.25
Virginia, late crop, per bbl.	7.50@ 8.50
Virginia, late crop, 165-lb. bag.	7.00@ 8.50
Long Island, per bbl. or bag.	9.25@ 9.50
Long Island, per 180 lbs.	9.25@ 9.75
Maine, per 165-lb. bag.	8.75@ 9.00
Maine, in bulk, per 180 lbs.	9.25@ 9.50
State, in bulk, per 180 lbs.	9.00@ 9.50
State, per 165-lb. bag.	8.50@ 9.00
Sweets—Southern, per bbl.	....@ ....
Southern, per basket	.75@ 1.60
Jersey, per double-head bbl.	....@ ....
Jersey, No. 1, per basket	1.75@ 2.00
Jersey, No. 2, per basket	1.00@ 1.50
Yams, Southern, per bbl.	2.00@ 3.00

Cauliflower Under Glass.

Cauliflower can be handled as a greenhouse crop in the winter and early spring months, up to the time of excessive heat. The same as out doors, they soon suffer from high temperatures and poor results are then certain. Just as long as moderate temperatures can be maintained, good crops are readily possible. We have made several plantings of seed in recent years—the first, December 1; the second, 30 days later, and the last, February 1. As one of the main troubles with early cauliflower is their tendency to "button" or head prematurely, great care is necessary with plant production—as a rule it may be said they resent two transplantings.

It is better to sow the seeds thickly and remove surplus seedlings in order to get good plants and transfer direct from seed bed to permanent bed. One other method is very good, and that is to pot the young plants into 2½ or 3-inch pots. However, these pot plants are easily stunted if root-bound, hence care is needed in this case as in the other. Cauliflowers do well in deep, rich and cool soils, therefore use plant food and water freely. On many soils, lime is also a necessary factor.

As regards to varieties, the Early Erfurt is the best for indoor work; most of the extra earlies offered by our seedsmen are selections of the Erfurt and can generally not be distinguished. For the Erfurt class, a spacing of 15x15 inches is ample, but if Snowball is used 18x18 inches would be better.

We have produced good crops of cauliflower alongside of lettuce without any change of temperature. As radishes and cauliflowers are relatives, and subject to the same diseases, one of these should not follow the other. This is especially true where black-root is prevalent. We have always believed that lime reduces black-root, and a good drenching with Bordeaux mixture is another good remedy. For a number of years we have used a compost of poultry droppings and acid phosphate as a main-stay fertilizer and this is excellent on cauliflower as it provides nitrogen and phosphorus in ample measure. MARKETMAN.

Celery Culture

By J. C. VAUGHAN

The florist raising young celery plants and those who grow them to maturity will alike find this subject thoroughly covered

59 Pages; Illustrated. Price, 25 cents.

American Florist Co.

440 S. Dearborn St., CHICAGO

BOLGIANO'S TOMATO SEEDS

ARE GROWN BY US AS FAR NORTH AS TOMATOES WILL MATURE.
They are free from blight.
Most carefully grown—
Most carefully selected—
Most carefully saved—

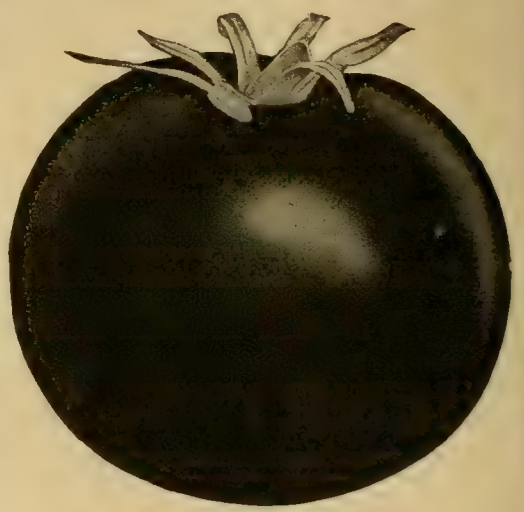
JUST FOR SEED

Bolgiano's Tomato Seeds are well known for their big yields of large, firm, solid, meaty, uniform tomatoes—

We grow Tomatoes

JUST FOR SEED

Even the pulp we destroy. Not an ounce of canning-house Tomato Seed is allowed to enter our establishment.



"John Baer" Tomato.
The Earliest and Best Tomato on Earth.

WHOLESALE TOMATO SEED PRICES—TO THE TRADE ONLY

	Oz.	¼ lb.	½ lb.	Lb.
"John Baer" Tomato Seed	$0.75	$2.00	$3.75	$7.50
"Greater Baltimore" Tomato Seed	25	.75	1.25	2.50
"Greater Baltimore" Tomato (Special Stock Seed)	.30	1.00	1.75	3.50
My Maryland Tomato Seed	.25	.75	1.25	2.50
My Maryland Tomato Seed (Special Stock Seed)	.30	1.00	1.75	3.50
The Great B. B. Bolgiano's Best	.20	.50	.90	1.75
Red Rock, Extra fine stock	.20	.50	.90	1.75
Red Rock (Special Stock Seed)	.25	.75	1.25	2.50
Burpee's Matchless Tomato	.20	.50	.90	1.75
Livingston's Perfection Tomato	.15	.40	.75	1.50
Brinton's Best Tomato Seed	.15	.40	.75	1.50
World's Fair Tomato	.15	.40	.75	1.50
Bolgiano's New Century Tomato	.15	.40	.75	1.50
Bolgiano's New Queen Tomato	.15	.40	.75	1.50
Dwarf Stone Tomato Seed	.15	.40	.75	1.50
I. X. L. Bolgiano's Extra Early	.25	.35	1.50	3.00
Bonny Best (Purest Stock)	.25	.75	1.15	2.25
Livingston's New Stone (Pure)	.20	.50	.90	1.75
Livingston's New Stone (Special Stock Seed)	.25	.75	1.25	2.50
Livingston's Paragon Tomato	.20	.50	.90	1.75
Maule's Success Tomato Seed	.20	.50	.90	1.75
Kelly Red, or Wade Tomato Seed	.25	.75	1.15	2.25
Livingston's Favorite Tomato	.20	.50	.90	1.75
King of the Earliest Tomato	.25	.60	1.00	2.00
Spark's Earliana Tomato	.20	.50	.90	1.75
Chalk's Jewel Tomato (Pure)	.25	.60	1.00	2.00
Ten-Ton Tomato	.15	.40	.75	1.50
New Jersey Red Tomato	.15	.40	.75	1.50
Trophy Tomato Seed	.15	.40	.75	1.50

TOMATO SEED FOR YOUR 1917 CROP

You will get an enormous crop of Tomatoes from Bolgiano's Tomato Seed this year. Our seed was saved from one of the largest crops we have ever had, due to being favored by weather conditions. The vines were loaded with large, solid, red fruit. We know positively by planting seed from this "Big Crop" your yield will be much larger than if you had bought seed grown where the weather conditions were not favorable.

J. Bolgiano & Son, Growers of Pedigreed Tomato Seeds, —— This Is Our 99th Year —— **Baltimore, Md.**

Send for our complete Catalog giving lowest prices to Florists and Market Gardeners.

Place your order now for young stock

Grafted ROSES Own Root

Ophelia, Hoosier Beauty, Hadley, Pink Killarney, White Killarney, Killarney Brilliant, Richmond. Grafted on best Manetti, 2¼-in., 100, $12.50; 1000, $120.00.

Mrs. Chas. Russell, 2¼-in. grafted, 100, $16.00; 1000, $150.00.

All of the above named and many other varieties on own roots. For full list see our Spring Book for Florists. Ask for prices.

CLIMBING ROSES—Dormant

3 YEAR OLD.

Excelsa—"Red Dorothy Perkins."
Delight—Bright carmine flowers; base of petals, white.
Dorothy Perkins—Beautiful shell-pink.
Flower of Fairfield—Everblooming Crimson Rambler.
Hiawatha—Single crimson, lighter center.
Lady Gay—Beautiful cherry pink.
Price: Doz., $3.00; 100, $22.00; 1,000, $200.00

2 YEAR OLD.

Crimson Rambler.
Dorothy Perkins.
Excelsa.
Flower of Fairfield.
White Dorothy Perkins.
Price: Doz., $2.00; 100, $15.00; 1000, $140.00

TWO-YEAR OLD ROSES—Dormant

	Doz.	100
Anna de Diesbach	$2.00	$15.00
Baroness Rothschild	2.25	16.00
Betty	2.50	18.00
Captain Christy	2.50	18.00
Caroline Testout	2.50	18.00
Conrad F. Meyer	2.25	16.00
Frau Karl Druschki	2.50	18.00
George Arends	$2.50	$18.00
General Jacqueminot	2.00	15.00
General McArthur	2.50	18.00
Gruss an Teplitz	2.25	16.00
Jonkheer J. L. Mock	2.50	18.00
J. B. Clark	2.25	16.00
Mabel Morrison	2.00	15.00
Mme. Abel Chatenay	$2.50	$18.00
Magna Charta	2.00	15.00
Mrs. John Laing	2.00	15.00
Orleans	2.50	18.00
Paul Neyron	2.00	15.00
Persian Yellow	2.25	16.00
Prince C. De Rohan	2.00	15.00

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WHITE	100	1000
Matchless	$3.00	$25.00
White Enchantress	3.00	25.00
White Wonder	3.00	25.00
FLESH PINK		
Alice	3.00	25.00
Enchantress	3.00	25.00
Enchantress Supreme	3.00	25.00
Superb	12.00	100.00
MEDIUM PINK		
Akehurst	$3.00	$25.00
Pink Sensation	3.50	30.00
DARK PINK		
Good Cheer	4.00	35.00
Mrs. C. W. Ward	3.00	25.00
Peerless Pink	3.00	25.00
VARIEGATED		
Benora	3.00	25.00
RED		
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Belle Washburn	6.00	50.00
Champion	3.00	25.00
Nebraska	6.00	50.00
Thenanthos	12.00	100.00
MAROON		
Pocahontas	3.00	25.00

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Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1000
Vinca Variegata, 2-in., $2.00 per 100	$20.00
S. A. Nutt, 2-in.	16.00
Rex Begonias, 3-in. per dozen	1.00

Satisfaction guaranteed.

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Wholesale Grower
ALLEGANY, NEW YORK

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Delivery April 3rd and after at $10.00 per 1000 for **S. A. Nutt** and **Buchner**, and $12.50 per 1000 for **Ricard** and **Poitevine.**

Asparagus Plumosus, fine stock at $27.50 per 1000. **Asparagus Sprengeri,** $20.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Miscellaneous Plants

Coleus, Beckwith's Gem, Golden Crown, Cecil Brown (Trailing Queen), Her Majesty, and other standard varieties, rooted cuttings, 80c per 100; $7.00 per 1000; 2¼-in. $2.50 per 100, $20.00 per 1000.

Daisy, Nicholson White, finest long stem; White Marguerite, $4.00 per 100, 2½-in.

Ageratum, White Cap, Blue Star, Topis Blue, $2.50 per 100.

Begonia, Glorie de Chatelaine, 2½-in., $5.00 per 100; 3-in. $10.00 per 100.

Achyranthes Herbsti, Dwarf bright red, fine for border and edging. 2¼-in., $4.00 per 100.

Buddleia, Asiatica, winter-flowering white, 2½-in., $6.00 per 100.

Calla Elliotiana, dormant bulbs, 2-in., $10.00 per 100.
" Spotted, dormant bulbs, 2-in., $4.00 per 100.

Heliotrope, best market varieties of purple, 2¼-in., $3.00 per 100.

Kentia Belmoreana, 5-in. pots, 18 to 20 in. high, at $1.00.
" " 6-in. pots, 22 to 24 in. high, at $1.50.

THE STORRS & HARRISON CO.,

Painesville, Lake Co., Ohio.

The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

HERBERT C. CHASE, of the Chase & Carr Nursery Co., Delta, Colo., passed through Chicago last week enroute to Colorado, via Texas and Shenandoah.

BOSTON, MASS.—Severe weather, February 14-15, practically ruined the peach crop along the Wilbraham mountains, this state, causing a loss of about $100,000.

PETERBORO, ONT.—Frank Wise has resigned his position as superintendent of Little Lake cemetery and will conduct a wholesale vegetable growing and landscape gardening establishment.

PROVIDENCE, R. I.—An interesting feature of the meeting of the Rhode Island Horticultural Society held in this city February 21 was a lecture by Arthur C. Miller on "Bees and the Fruit Grower."

WEST GROVE, PA.—Robert Pyle, of the Conard & Jones Co., passed through Chicago February 19, enroute to Battle Creek, Mich., where he will address the Garden Club at the new Burdick hotel, on "Rose Gardens, New and Old," and is scheduled for similar addresses the following days respectively at Albion, Ann Arbor and Detroit, Mich.

Poplar Canker.

The poplars of this country are now threatened by a dangerous fungous disease which attacks the twigs, limbs, and trunks of the black and Lombardy poplars (Populus nigra) and of the Carolina poplars or cottonwoods (Populus deltoides), and may be expected to attack other species of poplars and cottonwoods, in regions not yet investigated, according to the plant pathologists of the United States department of agriculture. This disease is caused by the fungus Dothichiza populea.

Cankers are formed at the point of attack, spread rapidly and often girdle the twig, limb, or trunk at the point of attack, killing the part above the canker. Trees attacked on the trunk become "spike topped." The death of limbs and twigs gives the trees a ragged appearance, which spoils their beauty, and later kills them. This is especially the case with black poplars which are frequently planted in rows along boulevards and avenues.

The European poplar-canker is most severe in its effect on stored and transplanted nursery stock. Trees when in transit, and when heeled in the ground, or freshly transplanted in the spring, are readily attacked by the fungus and ruined within a very short period of time. This disease is spread by means of spores produced in fruiting bodies in the form of small pimples or pustules in the bark of the cankers. From these pustules in springtime there are exuded small, sticky, cream-colored tendrils which soon change to a tawny-olive or even a walnut-brown. These tendrils contain millions of spores which spread the disease in various ways.

This disease was first reported in America by a correspondent of the plant disease survey in 1915, from Massachusetts and New Hampshire, but the causal fungus was not correctly identified. During the present year the pathologist of the department found the disease prevalent in small areas in certain districts in the following states: New Hampshire, Massachusetts, Rhode Island, Connecticut, New Jersey, Pennsylvania, Delaware, Maryland, Ohio, Nebraska and New Mexico. The centers of infections appear to be in every case either certain nurseries now known to contain diseased trees, or points where poplars received from such nurseries have been planted.

Additional information as to the extent of the spread of this new canker disease in the country is desired. Owners of diseased poplar or cottonwood trees may greatly assist if they will notify the Bureau of Plant Industry, United States Department of Agriculture, Washington, D. C.

SOUTHAMPTON, N. Y.—The Southampton Horticultural Society at its annual meeting, January 4, elected the following officers for the ensuing year: Chas. Guilloy, president; Wm. McLeod, vice-president; H. H. Wells, secretary-treasurer; J. Dickson, corresponding secretary.

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BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

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Evergreen Specialists — Largest Growers in America

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How to Grow Roses

Contains much practical information on the culture and management of garden roses.

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121 pages with colored plates. Price, $1.00

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Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

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BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

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Roses

On Canina Stocks

Write for Prices

Ask for the new Polyantha MARY BRUNI

Royal Nurseries

GRATAMA BROS. & CO.

HOOGEVEEN (HOLLAND).

Forest Tree Seedlings

ORNAMENTAL SHRUBS and LINING OUT STOCK

We offer for Spring 1917

Altheas in varieties. Berberry, Deutzias, Forsythias, Privets, Spiraeas, Weigelias, etc.

SEND FOR TRADE LIST.

FOREST NURSERY CO.,

McMINNVILLE, TENN.

Roses From 2½ inch Pots, Ready Now.

The assortment below consists of stock of last summer's propagation. These plants have all been rested and are practically dormant now. Our 2½ inch Rose plants are stronger and more stocky than the ordinary 2¼ inch pot roses generally offered. They are in fine condition for shifting into 3½ inch and 4 inch pots, and are splendid stock for growing on for Spring and Decoration Day sales.

DWARF POLYANTHA AND BABY RAMBLER VARIETIES

	Per 100	1000
Baby Tausendschon, pink	$4.00	$35.00
Baby Rambler, crimson	4.00	35.00
Clothilde Soupert, flesh pink	3.50	30.00
Erna Teschendorf, red	4.00	
Jessie, red	3.50	
Mrs. W. H. Cutbush, pink	$3.00	
Mme. Jules Gouchault, pink	4.00	
Ellen Poulsen, deep pink	5.00	$40.00
Yvonne Rabier, white	4.00	35.00

HYBRID TEAS AND TEA VARIETIES

	Per 100	1000
Etoile de Lyon, yellow	$3.50	
Gruss an Teplitz, red	3.50	
Meteor, crimson	3.50	
Radiance, pink	4.00	
Kaiserin Augusta Victoria, white	$3.50	
Killarney, pink	4.00	
Maman Cochet, pink	3.50	$30.00
White Cochet, blush white	3.50	30.00

JACKSON & PERKINS CO., Newark, New York

Our 2 to 3 Feet Privet.

California Privet

Over two million California Privet of finest quality; in all sizes, from one to four feet. Send for our new spring Trade List giving revised and reduced prices. Especially attractive prices in carload lots. The illustration shows the make up of our best grade of 2 to 3 feet size. We have the largest and best stock of California Privet of any nursery upon this planet.

Polish or Iron Clad Privet

We offer a nice lot of this, in sizes from 6 inches up to 3 feet.

J. T. LOVETT, Inc.

LITTLE SILVER, N. J.

For the Best New and Standard

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Peacock Dahlia Farms,

P. O. Berlin, N. J. Williamstown Junc., N. J.

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ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.

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FIRST AID TO BUY

SPRING LIST **ROSES** 2¼ and 4-inch

400 Best Sorts - Old, New, Tried, True

THE LEEDLE FLORAL COMPANY SPRINGFIELD-OHIO.

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Orchids

If you want **Orchids** for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but **Orchids.** Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.

Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.

Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.

Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.

Forcing Stock—Azaleas, Rhododendrons, Aucubas, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses, in large assortment, choicest quality, best commercial sorts.

Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest **and most extensive collection in America.**

Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.

Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.

Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

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LARGEST GROWERS IN AMERICA

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CHRYSANTHEMUMS
EXCLUSIVELY.

ELMER D. SMITH & CO.,
ADRIAN, MICH.

Azalea Mollis

Handsome plants, 15-18 in. tall, 35-40 buds, $5.40 per dozen; $40.00 per 100.

Try these for your Easter and Spring trade. They are very practical and profitable.

Jackson & Perkins Co.

Newark, New York

BELLE WASHBURN

The New Red Carnation With An Unbeatable Record Behind It.

Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country.

This is purely a commercial carnation—very bright clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress of which it is a seedling.

Prices of rooted cuttings ready for delivery now and later, 25 or less at the rate of $8.00 per 100. 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100 and orders of 250 or more at the rate of $45.00 per 1000. All cuttings guaranteed strictly first class.

BASSETT & WASHBURN, Store and Office: 178 N. Wabash Ave. Greenhouses: Hinsdale, Ill. **Chicago**

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

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If You Are Interested in Mid-Winter

Blooming Plants

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Soft Wooded Plants

—Write—

Geo. A. Kuhl, Wholesale Grower, PEKIN, ILL.

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High Class **PALMS**

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Market and 49th Sts., Philadelphia, Pa.

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Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000
Thenanthos - -	$12.00	
White Enchantress,	$3.00	$25.00
White Wonder, -	3.00	25.00
Matchless, - - -	3.00	25.00
Peerless Pink, - -	3.00	25.00
Aviator, Best Money Maker,	$6.00	$50.00
Ward, - - - -	$3.00	$25.00
Washington, - -	3.00	25.00
The Herald, - - -	3.00	25.00
Victory, - - - -	3.00	25.00
Champion - - -	3.00	25.00

MISCELLANEOUS PLANTS

PRIMULA MALACOIDES

2½ in.....3c each 4 in.....10c each
3 in ....5c each 5 in.....15c each

PRIMULA OBCONICA

4 in.....10c each 5 in.....15c each

CALCEOLARIA HYBRIDUM

Best strong plants, 2½ in.....7c each

CYCLAMEN

Full of bud and bloom, 5 in., 50c each; 6 in., 60c each; 7 in., 75c each.

CINERARIAS

Dwarf mixed, 3 in., 4c each; 4 in., 10c each.

BEGONIAS

Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

PYFER & OLSEM, **Wilmette, Illinois.**

Nephrolepis Verona

Best of all crested ferns, rapid grower; it's splendid fronds stand up well; each show individually; does not rot in center.

BUY FROM THE ORIGINATORS.

	Per 100	Per 1000		Per 100	Per 1000
2-inch.....	$8.00	$72.00	3-inch.....	$12.00	$90.00

BAMBOO

Best decorative plant that grows; strong bushy stock.

7-inch pots.....$1.50 each 12-inch tubs.....$6.00 each

P. S. Randolph & Sons

Wholesale Florists and Plant Specialists

R. D. VERONA, - PA.

Mention the American Florist when writing

Dreer's Kentias.

Clean, Healthy Stock,
Good Color,
Good Values.

Kentia Forsteriana—Made-up Plants.

					Each
7-inch tubs,	3 plants	in a tub,	30 to 36 in.	high	$ 3.00
7 "	3 "	"	38	"	4.00
8 "	3 "	"	40 to 42	"	5.00
8 "	3 "	"	42 to 45	"	6.00
9 "	3 "	"	4½ to 5 ft.	high	10.00
10 "	3 "	"	5 to 5½	"	12.00
12 "	3 "	"	6 to 6½	"	20.00

Kentia Forsteriana—Single Plants.

				Doz.	100	1,000
2¼-inch pots,	4 leaves,	8 to 12 in.	high	$1.50	$12.00	$100.00
3 "	4 to 5 "	12 to 15	"	2.50	18.00	150.00
4 "	5 to 6 "	15 to 18	"	5.00	40.00	

				Each
5 "	5 to 6 "	24	"	$1.00
6 "	6 "	30 to 32	"	1.50
6 "	6 "	34 to 36	"	2.00
7 "	6 to 7 "	38 to 40	"	2.50
7-inch tubs,	6 to 7 "	40 to 42	"	4.00
8 "	6 to 7 "	45 to 48	"	5.00
8 "	6 to 7 "	48	"	6.00

Kentia Belmoreana—Single Plants.

				Doz.	100	1,000
2¼-inch pots,	4 leaves,	8 to 10 in.	high	$1.50	$12.00	$100.00
3 "	5 "	12	"	2.50	18.00	150.00
4 "	5 "	15	"	5.00	40.00	

				Each
5 "	6 to 7 "	18 to 20	"	$1.00
6 "	6 "	24 to 28	"	1.50
7 "	6 to 7 "	28 to 30	"	2.00

Latania Borbonica.

A splendid lot of well furnished plants in 8-inch pots, $2.00 each.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

The above prices are intended for the trade only.

100,000 GERANIUMS

Ready now, 2 and 2¼ in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberle, Buchner, etc., $2.50 per 100; $22.50 per 1,000.

2¼ in. Fuchsias, 15 varieties; Double Petunias, 12 varieties; Marguerites, 3 varieties; Lantanas, 8 varieties; $2.75 per 100; $25.00 per 1,000.

Alonzo J. Bryan, Wholesale Florist
Washington, New Jersey.

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

A. N. Pierson, Inc.

Wholesale Florists

CROMWELL, - CONN.

CARNATIONS

F. DORNER & SONS CO.,

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Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.
CYCLAMEN, our own selected strain.
APLENIUM NIDUS AVIS (Bird's Nest Fern
Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

VINCAS

	Per 100	Per 1000
Rooted cuttings		$10.00
Strong field rooted tips, one to three leads, 2¼ in. pots	$3.00	25.00
Carnations, rooted cuttings. White Enchantress and Beacon	2.50	20.00
Table Ferns, fine stock, 2¼ in	3.50	30.00

JAMES VICK'S SONS, Rochester, N. Y.

ROOTED
Carnation Cuttings

600,000 Ready For Immediate Shipment

Finest rooted cuttings obtainable at remarkably low prices until we are sold out. Peter Reinberg's stock is known for it's supreme quality everywhere and is the best kind for you to buy. Look over our list of offerings — all money makers, and order what you need immediately. Do it right now. **HURRY.**

	Per 100	Per 1000
White Enchantress	$2.00	$16.00
White Perfection	2.00	16.00
Enchantress	2.00	16.00
Rose Pink Enchantress	2.00	16.00
Ward	2.00	16.00
Beacon	2.00	18.00
Herald	2.00	16.00
Joy	2.00	16.00
Belle Washburn	4.00	30.00

ROSES-BENCH PLANTS

	Per 100	Per 1000
American Beauty	$8.00	$75 00
Richmond	7.00	60.00
White Killarney	6.00	50.00
Pink Killarney	6.00	50.00

SPECIFY PLANTS WHEN ORDERING.

Peter Reinberg

30 East Randolph Street, Chicago, Ill.

Rooted Carnation Cuttings Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches, are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it, it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. $6.00 per 100; $50.00 per 1000.

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
DARK PINK		
Peerless Pink	2.50	20.00
C. W. Ward	2.50	20.00

FLESH PINK.	Per 100	Per 1000
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00

RED	Per 100	Per 1000
Aviator	$6.00	$50.00
Champion	3.00	25.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

Sewickley Horticultural Society.

The regular meeting of the Sewickley Horticultural Society was held in Odd Fellows' hall, Sewickley, Pa., President Barnet in the chair. The secretary announced that the society had been invited to send a delegate to the annual Davey Tree Expert Co. convention to be held at Kent, O., March 5-10, and same was accepted.

A committee was appointed to make arrangements for the coming show in September and M. Curran presented the financial report covering the 1916 fall exhibition and the treasurer was instructed to pay the prize money to the successful contestants. Mr. Curran was accorded a hearty vote of thanks for the able manner in which he managed the show's finances.

R. Taylor showed some fine Fin de Siecle celery and a sport of Carnation Beacon. John Reig staged forced vegetables of superb quality for which he received special mention. An interesting feature to many present was a lecture on "Poultry Management" by G. R. McDonald.

James Stewart, who laid out the estate of Edward A. Woods, and who has had charge of same for the past seven years, was given the best wishes of the society. He leaves to take charge of the estate of J. R. Reynolds, Winston-Salem, N. C.

J. CARMAN, Sec'y.

Worcester, Mass.

Local florists report a St. Valentine's day trade surpassing that of previous years. Sweet peas, jonquils and violets were greatly in demand.

Randall's Flower Shop, now doing business at 13 Pleasant street, will move to a more desirable location in the Knights of Columbus building on Pearl street about April 1. Mr. Randall has taken a 10-year lease of the new place.

"Evangeline Land" was the subject of a lecture by Wallace W. Rose, Bridgeport, Conn., before the members of the Worcester County Horticultural Society, February 16. The lecture laid particular stress on the horticultural possibilities of the famous district. R.

ITHACA, N. Y.—Professor David Lumsden, who has made a study of the retail florist business in Buffalo, N. Y., for several months, has returned to his duties at Cornell University.

BUFFALO, N. Y.—The Buffalo Retail Florists' Association has been formed with the following officers: W. J. Palmer, president; S. A. Anderson, secretary-treasurer; Louis Neubeck, Robert Scott and Chas. Schoenhut, directors. A community advertising campaign is being planned.

CUTTINGS
Carnations Carnations

As Carnation lovers well know, I have always had a penchant for growing fancy Carnations, and am

AT IT AGAIN

in a small way, but the quality we are growing at Eureka, Calif., is

BETTER THAN EVER.

Only a few varieties to offer but these are all right with us.

Matchless (Ward)	$3.00 per 100	$25.00 per 1000
Mrs. C. W. Ward (Ward)	3.00 per 100	25.00 per 1000
Alice (Fisher)	3.00 per 100	25.00 per 1000
Belle Washburn (Bassett & Washburn)	6.00 per 100	50.00 per 1000

NOVELTY FOR 1917 DELIVERY

Cottage Maid (Ward) ..... $12.00 per 100 $100.00 per 1000

Beautiful sport of Mrs. C. W. Ward; rivals Pink Sensation in size and more brilliant in color

NOVELTY FOR 1918 DELIVERY

Crystal White (Ward) ..... $12.00 per 100 $100.00 per 1000

As it grows with us at Eureka, Crystal White is all one can desire for a Fancy White Carnation. The color is there, the stem is there, the size is there, the substance is there, the fragrance, (pure strong Clove) is there, the vigor of growth, blooming, keeping and shipping qualities are all there and it is ..... **PURE WHITE.**

Advance orders will be booked for 1918 delivery. Send your orders early.
Pacific Coast Stock Is Limited.

We solicit orders from points west of Chicago only. Eastern territory can be better served from our Queens Carnation Houses.

ADDRESS ORDERS TO

COTTAGE GARDENS NURSERIES, Inc.

C. W. WARD, President

EUREKA, ... CALIFORNIA.

NEW RED ROSE

Donald MacDonald

A new Hawlmark Red Rose sent out this year by Alex Dickson & Sons

We have tested this Rose for Winter forcing for two years, and with us it produces more red roses during the winter than any Rose we have ever grown. It is not a large Rose, but has perfectly formed medium sized flowers that sell at sight. Color bright orange carmine; will not turn blue; because the base of the petals is orange. It is not a summer rose, as it has the same substance as Killarney. We build the plants up until November, and from Thanksgiving until May it is a money maker for the Rose Grower, as no pinching is necessary.

Strong Grafted Plants
$35.00 per 100; $300 00 per 1000
Own Root Plants
$30.00 per 100; $250.00 per 1000

Robert Scott & Son, Inc.
Sharon Hill, Delaware Co., Pa.

Ready Reference Section.

10 CENTS PER LINE, NET.

AGERATUMS

Ageratum. White Cap, Blue Star, Topis Blue, $2.50 per 100. The Storrs & Harrison Co., Painesville, O.

AMARYLLIS.

TAIT'S SEEDLINGS, 2½ to 2¾ in. diameter, $20 per 100; 25 at same rate. 1¼ to 1¾ in. diameter, for growing on, $10 per 100; 50 at same rate. This is a cross bred strain from English, Holland and American stock. Send orders quick. Cash please.
C. S. TAIT.
Brunswick, Ga.

ASPARAGUS.

ASPARAGUS PLUMOSUS NANUS. Extra heavy 3-in., $4.50 per 100. SPRENGERI, extra heavy, $4.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus Sprengeri Seed, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

Asparagus Sprengeri, 3-in., $6 per 100; 4-in., $10 per 100. Plumosus, 2¼-in., $3.50 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.00 per 1,000. VAUGHAN'S GREENHOUSES, Western Springs, Ill.

Asparagus plumosus, fine stock, $27.50 per 1,000; Sprengeri, $20 per 1,000. Albert M. Herr, Lancaster, Pa.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

Azalea Mollis. Handsome plants, 15-18 in. tall, 35-40 buds, $5.40 per doz., $40 per 100. Jackson & Perkins Co., Newark, New York.

BAY TREES.

BAY TREES—Write for wholesale price list. JULIUS ROEHRS CO., Rutherford, N. J.

BEGONIAS.

Begonias, tuberous rooted, fine stock, just received. Single, separate colors, $2.75 per 100; $25 per 1,000; single mixed, $2.50 per 100, $22.50 per 1,000. Double, separate colors, $4.25 per 100, $37.50 per 1,000; double mixed, $4 per 100, $33 per 1,000; 250 at 1,000 rates. S. S. Skidelsky & Company, 1004 Lincoln Bldg., Philadelphia, Pa.

We are now booking orders for BEGONIA CINCINNATI for spring delivery. Clean stock with good heavy crowns, shipped in 2½-in. paper pots. Packing free.
Cincinnati .....$15.00 per 100
You will appreciate our good packing. See our ad for carnations elsewhere in this issue. STUPPY FLORAL CO., ST. JOSEPH, MO.

Begonias, Glory of Cincinnati, Mellor and Mrs. J. A. Peterson. Price list on application. J. A. Peterson & Sons, Westwood, Cincinnati, O.

REX BEGONIAS, mixed varieties, 3-in., $10 per 100; 4-in., 15c to 25c each; 6-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BOXWOOD.

BOXWOODS.

PYRAMIDS. Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b. Dundee, Ill. Write for prices on larger sizes.

BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.

THE D. HILL NURSERY CO., INC.
Box 404. Dundee, Ill.

BOXWOOD.

Boxwood. For varieties and prices, see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BOX TREES—Standards, Pyramids and Bush. Price list on demand. JULIUS ROEHRS CO., Rutherford, N. J.

BULBS.

Bulbs. Gladiolus, all first size. Mrs. Francis King, $14 per 1,000; Augusta, $13 per 1,000; America, $15 per 1,000; Florist XXX Mixed, $15 per 1,000; Panama, $30 per 1,000; Niagara, $40 per 1,000; Chicago White, $20 per 1,000; Mrs. F. Pendleton, $7.50 per 100; Myrtle, $10 per 100. Tuberoses, first size, 4-6 in., $9 per 1,000; medium size, 3-4 in., $5 per 1,000. Spanish Iris, 4 named varieties, $6 per 1,000. Chinese Narcissus, per mat (120 bulbs), $3. Lilium Formosum, L. Giganteum, Hardy Lilies, Begonias, Spiraea and Valley. For varieties, sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Dwarf double pearl tuberoses, Caladium, Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CANNAS.

Cannas, 2 to 3 eye roots. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Cannas. King Humbert, 3 cents. Firebird, 12c. Yellow King Humbert, 35c. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

THENANTHOS

has an ancestry to be proud of.

Its parentage is
ENCHANTRESS x RED SEEDLING

The Red Seedling was a cross of
NELSON x LAWSON

Brilliant Scarlet—Large flower.
Very strong growth—prolific bloomer.

Fine strong cold grown cuttings,
Ready for immediate shipment

$12.00 PER 100.
$100.00 PER 1,000.
250 at 1,000 rate.

A. L. RANDALL CO.,
(Plant Department).
Wabash Ave., at Lake St., Chicago, Ill.

Rooted Carnation Cuttings. 100,000 Pink and White Enchantress. Extra fine stock, ready for immediate shipment. $1.75 per 100; $14 per 1,000. Percy Jones, 56 E. Randolph St., Chicago.

CARNATIONS.

CARNATIONS.
Standard and New Varieties.

White.	Per 100	Per 1000
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Enchantress Supreme	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
Peerless Pink	$2.50	$20.00
C. W. Ward	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Champion	3.00	25.00
Variegated.		
Benora	$3.00	$25.00

J. D. THOMPSON CARNATION CO.,
Joliet. Illinois

ROOTED CARNATION CUTTINGS.

Large supply of extra fine stock ready now. Our carnation cuttings are recognized everywhere as the best obtainable and are big value at the prices quoted.

	100	1,000
Champion	$2.50	$20.00
Victory	2.50	20.00
Bonfire	2.50	20.00
Carnegie	2.50	20.00
Enchantress	2.50	20.00
White Enchantress	2.50	20.00
Alice	3.00	25.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

FOR IMMEDIATE SHIPMENT.

We can save you money on strong rooted carnation cuttings.

	100	1,000
White Enchantress	$2.00	$17.50
White Perfection	2.00	15.00
Victory, red	2.00	15.00
Joy, red	2.00	15.00
Champion, red	2.00	15.00
Herald, red	2.00	15.00
C. W. Ward, dark pink	2.00	15.00
Afterglow, dark pink	2.00	15.00
Washington, rose pink	2.00	15.00
Dorothy Gordon, rose pink	2.00	15.00
Winsor, rose pink	2.00	13.00
Enchantress, light pink	2.00	14.00
Belle Washburn	5.00	45.00

Look over your wants and send in your orders now while low prices are prevailing.

J. A. BUDLONG,
184 North Wabash Ave., Chicago.

CARNATIONS, STRONG, WELL ROOTED CUTTINGS.

RED—Beacon, Victory, Joy, Champion.
$20.00 per 1,000.
Aviator, Belle Washburn, Red Wing.
$50.00 per 1,000.
PINK—Winsor, Peerless, Enchantress, Philadelphia, C. W. Ward.
$20.00 per 1,000.
Sensation, Alice.
$30.00 per 1,000.
Superb.
$100.00 per 1,000.
WHITE—Matchless, Enchantress, White Wonder, White Perfection.
$20.00 per 1,000.
30 days on approved credit.
2% discount for cash with order.
KENNICOTT BROS. CO.,
165 N. Wabash Ave., Chicago, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CARNATIONS.

Belle Washburn, the new red carnation with an unbeatable record behind it. Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country. This is purely a commercial carnation—very bright, clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress, of which it is a seedling. Prices of rooted cuttings ready for immediate delivery. 25 or less at the rate of $8.00 per 100; 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100, and orders of 250 or more at the rate of $45.00 per 1,000. All cuttings guaranteed strictly first class. Bassett & Washburn, 178 N. Wabash Ave., Chicago.

CARNATIONS.

Strong rooted cuttings from flowering wood only. Guaranteed clean and healthy.

	100	1,000
Nebraska, best of all scarlets	$5.00	$45.00
Belle Washburn	5.00	45.00
Good Cheer, fine new rose pink	6.00	50.00
Enchantress	2.00	17.50
Matchless	2.00	17.50
Mrs. Akehurst, good early rose-pink.	2.00	17.50

See our ad for Verbenas elsewhere in these columns.

STUPPY FLORAL CO.,
St. Joseph, Mo.

ROOTED CARNATION CUTTINGS. A1 STOCK.

	100	1,000
White Enchantress	$2.00	$15.00
Pink Enchantress	2.00	15.00
Aviator (best Red)	6.00	50.00
Superb (flesh Pink)	12.00	100.00

ZECH & MANN.
30 East Randolph Street, Chicago.

Carnation cuttings. We are offering the following varieties of the best quality: Matchless, Mrs. C. W. Ward, Alice, $3 per 100, $25 per 1,000; Belle Washburn, $6 per 100, $50 per 1,000; Cottage Maid, $12 per 100, $100 per 1,000; Crystal White (1918 delivery), $12 per 100, $100 per 1,000. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Rooted carnation cuttings. A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

We can handle cut carnations to good advantage on consignment and will be pleased to hear from any grower who would like to ship to us. Can also use all other seasonable stock regularly. Checks weekly.

O. A. & L. A. TONNER.
30 E. Randolph St. Chicago.

Carnation Cuttings. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St. Buffalo, N. Y.

Carnations, rooted cuttings, 600,000 ready for immediate shipment. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation Superb. Fine new flesh pink. Rooted cuttings. Delivery now. $12.00 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnations, rooted cuttings, White Enchantress and Beacon, $2.50 per 100; $20 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS

ALEX GUTTMAN.

Chrysanthemum (Dinda), the best early lavender-pink in the market. Blooms have been selling for $6.00 per dozen since middle of September. Stock plants, 75c each; $7.50 per dozen. GUTTMANN & RAYNOR, Inc., Wholesale Florists, 101 W. 28th St., New York, or Frank Dinda, Farmingdale, L. I., N. Y.

CHRYSANTHEMUMS, R. C., postpaid. Lavender Queen, 1c; Crystal Gem, Chrysolora, 1½c; Golden Queen, Marigold, Mistletoe, Elberon, Oconto, 2c; Odessa, 3c; Josephine Foley, 10c. Cash. Theo. D. Kuebler, R. F. D. 6, Evansville, Ind.

CINERARIA.

CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus, in beauty, as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it, $1.50 per doz., $10.00 per 100 from 2½ in., with plenty of fine cuttings on them.
C. Winterich, Cyclamen Specialist, Defiance, O.

Coleus. For varieties and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

COLEUS, 3-in stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

CYCLAMEN, strong seedlings, $4.00 per 100; $30.00 per 1,000. Transplanted, $5.00 per 100; $40.00 per 1,000.

Rococo Erecta, new, finest ever introduced (not to be compared with the old Rococo); to be well recommended for commercial growing. Strong seedlings, $5.00 per 100, $40.00 per 1,000. Transplanted, $6.00 per 100, $50.00 per 1,000.

ERNEST ROBER.
Wilmette, Illinois.

CYCLAMEN, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c, 6-in., 50c to 75c, 7-in., $1.00 to $1.50 each; full of buds and blooms. HENRY SMITH, Grand Rapids, Mich.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DAHLIAS
Standard cut flower varieties. Lyndhurst Farm, Hammonton, N. J.

DRACAENAS.

DRACAENAS.

	Each	Doz.	100
5 inch Amabilis	$0.90	$10.00	$80.00
5 inch Imperialis	1.00	12.00	
6 inch Fragrans	1.00	10.00	
5 inch Baptistii	1.00	10.00	
5 inch Terminalis	.60	7.00	
4 inch "	.40	4.20	
3 inch "	.25		22.00
5 inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

POEHLMANN BROS CO.,
Morton Grove, Illinois.

DRACAENA INDIVISA, 6-in. pots, $25 per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

FERNS.

BOSTON AND ROOSEVELT FERNS.
4-in., 12c; 6-in., 40c.
These ferns are all pot-grown, and in A-1 condition, and guaranteed to be as good as any on the market. Cash with order.
FELIX KRAMER.
Blaine St.,
NILES, OHIO

Ferns in flats, in best varieties for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

Ferns. Nephrolepis Verona. Splendid fronds, stand up well, 2-in., $8 per 100, $72 per 1,000; 3-in., $12 per 100, $90 per 1,000. P. S. Randolph & Sons, R. D., Verona, Pa.

HARDY FERNS. Illustrated descriptive catalogue and wholesale price list mailed free on application. LUDVIG MOSBAK, Ferndale, Askov, Minnesota.

Fine Nephrolepis ferns. For varieties and prices see advertisement elsewhere in this issue. F. R. Pierson Co., Tarrytown, N. Y.

TABLE FERNS, best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

FERNS, BOSTON. Fine heavy 4-in., $14.00 per 100; 5-in., $18.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Table ferns, fine stock, 2¼-in., $3.50 per 100; $30 per 1,000. Jas. Vick's Sons, Rochester, N. Y.

FUCHSIAS.

FUCHSIAS. Mixed varieties, 6-in. pots, 25c, 7-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

GENISTAS.

GENISTAS. 4-in., 35c, 6-in., 50c, 7-in., 75c each. Nice stocky plants, ready for bloom. HENRY SMITH, Grand Rapids, Mich.

GERANIUMS.

Geraniums, fine lot of 3-in. plants, fall propagated, topped and branching. For varieties and prices see advertisement on front cover of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

100,000 geraniums, ready now, 2 and 2¼-in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberle, Buchner, etc., $2.50 per 100, $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

GERANIUMS.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Delivery April 3rd and later. Albert M. Herr, Lancaster, Pa.

GERANIUMS. American Beauty, 2 and 2½ in., 3c. Cash. Theo. D. Kuebler, R. F. D. 6, Evansville, Ind.

GOOSEBERRIES

Downing Gooseberries, 1 yr., No. 1, $3.00 per 100; $25.00 per 1,000; layers, $12 per 1,000. Superb and Progressive everbearing strawberries, $1.00 per 100; $8.00 per 1,000.

WM. MANDEL, Nurseryman.
Bloomington, Ill.

GREENS.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

Southern Wild Smilax, $2.00 per case. WINTERGREEN GARDENS, Marion, Ala.

HYACINTHS.

Hyacinths, daffodils and tulips, 3½-in. pots, $6.50 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

HYDRANGEAS.

HYDRANGEAS OTAKSA. 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

IRISES.

Irises. Catalogue now ready. Peterson Nursery, Stock Exchange Bldg., Chicago.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

From Storage.

Lily of the valley. Orders taken now for 1917 crop of German, Swedish and Dutch pips. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

NURSERY STOCK.

Nursery Stock. Forest tree seedlings, ornamental shrubs and lining out stock. Altheas, Berberry, Deutzias, Forsythias, Privets, Spiraeas, Weigelias, etc. Send for trade list. Forest Nursery Co., McMinnville, Tenn.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

PALMS.

KENTIA FOISTERIANA SINGLE PLANTS.
2¼ inch pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
6 inch pots	5-6	26-28 inches high....	$ 1.25
6 inch pots	6-7	30-32 inches high....	1.50
6 inch pots	6-7	34-36 inches high....	2.00
8 inch tubs	6-7	40-42 inches high....	3.50
8 inch tubs	6-7	42-46 inches high....	4.00
8 inch tubs	6-7	50 inches high....	5.00
9 inch tubs	6-7	52-54 inches high, hv.	7.00
10 inch tubs	6-7	54-60 inches high, hv.	8.00
10 inch tubs	6-7	60-64 inches high, hv.	12.00
15 inch tubs	6-7	8 feet high......	40.00
15 inch tubs	6-7	9-10 feet high......	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots..................			$1.50	$12	$100
3 inch pots	5	10-12 ins. high	2.50	18	150
					Each
4 inch pots	5-6	16 ins. high	5.00	40.00	.45
6 inch pots	5-6	22 inches high........			$1.25
6 inch pots	5-6	26-28 inches high........			1.50
8 inch tubs	5-6	42 inches high........			5.00

Specimen plants. 15 inch tubs, $75.00 each.

KENTIA FOSTERIANA MADE UP PLANTS.

	Plants		Each
6 inch pots	3	26 inches high......	$ 2.00
7 inch tubs	3	30-32 inches high......	2.50
8 inch tubs	3	38 inches high......	4.00
8 inch tubs	4	46-48 inches high......	5.00
9 inch tubs	4	52 inches high......	6.00
10 inch tubs	4	54 inches high......	8.00
12 inch tubs	4	55-60 inches high......	12.00
12 inch tubs	4	66 inches high......	15.00
15 inch tubs	4	72-78 inches high, hv..	25.00
15 inch tubs	4	75-80 inches high, hv..	30.00

ARECA LUTECENS.

	Plants		Each
6 inch pots	4 busby	24-26 inches high..	$1.25
7 inch tubs	4	30 inches high..	2.50

ASPIDISTRAS.
5 inch pots, 10-12 leaves, green..........$1.00
6 inch pots, 16-20 leaesv, green.......... 1.50
5 inch pots, 10-12 leaves, vari........... 1.50

PHOENIX ROEBELENII.
4 inch pots, 50 cents each; 5-inch pots....$1.00

LIVISTONA ALTISSIMA.
2¼ inch pots, 90c per doz........$7.00 per 100

PTYCHOSPERMA ALEXANDRAE.
2¼ inch pots, $1.00 per doz......$8.00 per 100

LIVISTONA ROTUNDIFOLIA.
4 inch pots ....50c each

STEVENSONIA GRANDIFOLIA.
4 inch pots ....50c each

POEHLMANN BROS CO.,
Morton Grove, Illinois.

PALMS.

	Doz.	100
Areca Lutescens, 2-in.............	$1.00	$8.00

KENTIA BELMOREANA.

Size	Leaves	Height	Doz.	100
2-inch	 4	8-inch	$1.50	$12.00
3-inch	4-5	8-10-inch	2.00	15.00
4-inch	4-5	12-14-inch	4.50	.....
5-inch	5-6	15-18-inch	9.00	.....

KENTIA FORSTERIANA.

Size	Leaves	Height	Doz.	100
2-inch	 4	8-inch	$1.50	$12.00
3-inch	4-5	8-10-inch	2.00	15.00

THE GEO. WITTBOLD CO.,
745 Buckingham Place, Chicago.

Kentias. Our stock is larger than usual; all bright, clean stock. Kentia Belmoreana. Kentia Forsteriana. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Kentias. For varieties and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 4-in., 35c each; 6-in., 75c to $1 each; 7-in., $1.25 each· 9-in. $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15, 2-in., $5 per 100. Flowering plants, 6 to 8-in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

My Easter Greeting Pelargoniums all at reduced price of 2½-in. from 9c to 7c and rooted cuttings from 8c to 6c. FELIX KRAMER, Blaine St., Niles, Ohio.

PEONIES.

Peonies. Write for list. Peterson Nursery, Stock Exchange Bldg., Chicago.

PEPPERS.

Peppers. Bird's-Eye, busby plants, 4-in., $12.00 per 100; $100 per 1,000.
Peppers, Celestial, 4-in., $12.00 per 100; $100 per 1,000.
Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.
PYFER & OLSEM, Wilmette, Ill.

PRIMULAS.

OBCONICA PRIMULAS, 4-in., well grown stock just coming into bud and bloom, excellent pot plants for Easter and Mothers' day sale; fine assortment of color and shading, per 100, $10.00. Packed secure from frost, no charge for packing.
Also fine 2½-in. S. A. Nutt geraniums, now ready to shift. Per 100, $2.50.
Cash, Please.
JOSEPH H. CUNNINGHAM
Delaware, Ohio

PRIMULA MALACOIDES.

Extra fine stock.	100	1,000
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM, Wilmette, Ill.

PRIMULAS, Obconica and Malacoides, 2¼-in., $3, 3-in., $5, 4-in., 12.50, 6-in., $25 per 100. Chinensis, 4-in., $12.50, 6-in., $25 per 100; 4 and 6-in. in bloom. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

California Privet. Finest quality in all sizes, from one to four feet. Polish or Iron Clad Privet in sizes from six inches to three feet. Write for spring trade list. J. T. Lovett, Inc., Little Silver, N. J.

Amoor River Privet, 2 to 3 ft., $2.00 per 100; $15.00 per 1,000. REYNOLDS NURSERY COMPANY, Winston-Salem, N. C.

ROSES.

ROOTED ROSE CUTTINGS.

	100	1,000
Sunburst	$3.50	$30.00
Richmond	2.50	20.00
Killarney	2.50	20.00
White Killarney	2.50	20.00
Ophelia	4.00	35.00

GEORGE REINBERG.
162 North Wabash Avenue. Chicago.

New Red Rose—Donald MacDonald. A new Hawlmark red rose sent out this year by Alex Dickson & Sons. It is a money-maker for the rose grower, as no pinching is necessary. Strong, grafted plants, $35 per 100; $300 per 1,000. Own root plants, $30 per 100; $250 per 1,000. Robert Scott & Son, Sharon Hill, Delaware Co., Pa.

Roses. Extra strong, field-grown climbing roses to bloom for Easter; also hybrid perpetual roses. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Roses. From 2½-in. pots, ready for shifting into 3½-in. and 4-in. pots and are splendid stock for growing on for spring sales. For varieties and prices see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

Roses—Bench plants. American Beauty, $8 per 100, $75 per 1,000; Richmond, $7 per 100, $60 per 1,000; White and Pink Killarney, $6 per 100, $50 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

ROSES. American Beauty and other varieties, 6-in. pots for Easter forcing, 35c to 50c each. Kaiserin and Maryland, 2-in., $4, 3-in., $8 per 100. HENRY SMITH, Grand Rapids, Mich.

Roses, on Canina stocks. Write for prices and ask for the new Polyantha Mary Bruni. Royal Nurseries, Gratama Bros. & Co., Hoogeveen, Holland.

Roses. Pot-grown, 2¼ and 4-in. Write for list. The Leedle Floral Co., Springfield, O.

SNAPDRAGONS.

SNAPDRAGONS. White, pink and yellow, 2-in. pots, $3 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Ia.

Seeds. Asparagus Plumosus Nanus, greenhouse grown, 1,000, $3.50; 10,000, $32.50. California grown, 1,000, $2.50; 10,000, $22.50. Arthur T. Boddington Co., Inc., 128 Chambers St., New York.

Seeds. Dreer's reliable flower. For varieties and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, sweet peas, Spencers, grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds. Bean, cucumbers, muskmelon, watermelon, squash and sweet corn. Michigan-grown radish our specialty. S. M. Isbell & Co., Jackson, Mich.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Winter Orchid Flowering Sweet Pea. Price list now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, Tomato. For varieties and prices see advertisement elsewhere in this issue. J. Bolgiano & Son, Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Beet, sweet corn, garden bean, onion sets and seed potatoes. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Bean, pea, radish and all garden. Write for prices, Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Cucumber and Muskmelon. Pure stock, good deliveries and moderate prices. R. H. James, Rocky Ford, Colo.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds. Onion, lettuce, radish, etc. The Kimberlin Seed Co., Santa Ana, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Vegetable, flower and farm. Henry Mette, Quedlinburg, Germany.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SHAMROCKS.

Shamrocks, 2-in out of pots, $3 per 100; 1-in. miniatures in pots, $2.50 per 100. Cash. M. S. Etter, Shiremanstown, Pa.

STRAWBERRY PLANTS.

Lowest prices for Progressive and Superb. Other varieties as low as $1.50 per 1,000. Catalog free. L. G. Tingle, Box 170, Pittsville, Md.

VEGETABLE PLANTS.

TOMATO PLANTS. Bonny Best, 2½-in. pots, 2c. Cash. Theo. D. Kuebler, R. F. D. 6, Evansville, Ind.

VINCAS.

Vincas, rooted cuttings, $10 per 100; strong field-rooted tips, one to three leads, 2¼-in., $3 per 100, $25 per 1,000. James Vick's Sons, Rochester, N. Y.

Vinca variegata, 2-in., $2 per 100; $20 per 1,000. Elmer Rawlings, Allegany, N. Y.

MISCELLANEOUS.

Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Choice landscape, decorative and forcing stock for florists' trade. For varieties see advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Funson, 1353 N. Clark St., Chicago.

Glass cloth. A transparent waterproof fabric for all forcing purposes. Sample, 3x6 feet, 50c prepaid. Turner Bros., Bladen, Nebraska.

Clay's fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Aetna Brand Tankage Fertilizer. Write for prices. Farmers' and Florists' Fertilizer Co., 809 Exchange Ave., Room 5, Chicago, Ill.

Use Evans' Challenge Vent Machine. Write for catalog. John A. Evans Co., Richmond, Ind.

Japanese miniature gardens, fern dishes, vases, flower pots, jardinieres, etc. Nippon Garden, Inc., 259 Fifth Ave., New York.

MISCELLANEOUS.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works, 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

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Wizard brand manures. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $1.85; 50,000, $8.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

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Cut flower boxes. Edwards Folding Box Co., Philadelphia.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

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Cyclone and hail insurance; also insurance on growing crops while in the fields. The American Mutual Cyclone and Hail Insurance Co., Muncie, Ind.

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Greenhouse construction. We design, manufacture and build greenhouses of every style and size. Building material of all kinds. American Greenhouse Mfg. Co., 1000 Masonic Temple, Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Greenhouse construction. Builders of greenhouses and conservatories of every description. Lord & Burnham Co., 42nd Street Bldg., New York.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

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Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, 75c per qt.; $2 per gal. Vermine, $1 per qt.; $3 per gal. Scaline, 75c per qt.; $1.50 per gal. Nikotiana, $1.50 per qt.; $4.50 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

POTS AND PANS.

Kramer's pot hangers, $1 per doz., by express. I. N. Kramer & Sons, Cedar Rapids, Iowa.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Pots. Hew's standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

Red pots. Geo. Keller & Sons, 2614-22 Herndon St., Chicago.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for $1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 85c; 500, $3; $5.50 per 1,000.

Pipe stems, about 6 feet, per 100, 60c; per 1,000, $5. Vaughan's Seed Store, Chicago.

WIRE WORK.

Florists' wire designs and fancy wire lamp shades. NORTHWESTERN WIRE WORKS, 228 13th Ave., N. E., Minneapolis, Minn.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

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Garland Quality Product has thousands of friends such as Mr. Reinberg.

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GARLAND MANUFACTURING COMPANY

DES PLAINES, **LOUIS WITTBOLD, President.** **ILLINOIS.**

Mention the American Florist when writing

Nassau County Horticultural Society.

The monthly meeting of the above society was held in Pembroke hall, Glen Cove, N. Y., February 14 at 2 p. m., President James McCarthy in the chair. A letter was read from the Davey Tree Expert Co., Kent, Ohio, inviting a delegate, representing this society, to attend their annual convention to be held March 5-10, inclusive. James Holloway was appointed, and if he is unable to attend John F. Johnson was chosen as alternative. Adam Brezneck was elected an active member and two petitions were received.

The president appointed George Ashworth, James McDonald and Joseph Adler to act as judges for the monthly exhibit and their awards were as follows: John F. Johnson for a pot of cyclamens, first; Harry Goodband for six tomatoes, first, Frank Watson for a vase of mixed roses, first; honorable mention to Robt. Jones for a vase of Rose Queen sweet peas. A very interesting and instructive essay was ably read by Robt. Jones entitled, "What Science Has Done and Will Do for Floriculture," by Prof. E. A. White, Cornell University. A vote of thanks was ordered sent to the author. P. W. Popp, Marmarnock, offered a prize of $5 for the most meritorious exhibit at our next meeting. Robt. Jones offered a prize of $10 to be competed for at our annual tulip show, to be held some time in May.

Exhibits for the next meeting, to be held March 14, at 7 p. m., are 12 white, 12 pink and 12 mixed carnations.

HARRY GOODBAND, Cor. Sec'y.

Zanesville, O.

The Imlay Co., of this city, have a well conducted retail store on Fifth street in the business section and 50,000 feet of glass and 75 acres, which is used for nursery stock, in the suburbs. Landscape gardening, vegetable and flower seeds, nursery stock, shade and ornamental trees, and a cut flower and decorative business, are each separate departments, presided over by Mr. Imlay and his sons, three of whom are associated with him, and two who are not yet through school. Business has been very good the past year. A large edition of their catalogue is just going out. K.

PORTLAND, ORE.—The Irving Park Floral Co. has discontinued its Grand avenue store. All business of the firm will in future be conducted at its Yamhill market establishment.

ABOUT THAT COMPOST PILE

It's time for you to give this most important question prompt attention.

Do you know that one ton of Magic Composting Fertilizer, guaranteed to analyze 2.75 to 3 per cent Ammonia, 3 per cent Phosphoric Acid and 1 per cent Potash, will go as far as five tons of ordinary Manure?

HERE ARE THE REASONS:

	Magic Composting Fertilizer	Original Stable Manure
Plant Food	7 per cent	1½ per cent
Humus	85 "	23½ "
Undecomposed Matter	5 "	15 "
Moisture	3 "	60 "

In dry state 2 to 3.5 per cent.

Note carefully: If you use Magic Composting Fertilizer, you will save four-fifths of the expense involved in the handling and hauling of Stable Manure.

SAVES MONEY, LABOR, TIME.

Many of the large, as well as the small, successful Growers of Flowers and Vegetables, have been using Magic Composting Fertilizer instead of Stable Manure for years, and pronounce it a big saver of time, labor and money—three all important factors to all Growers.

Write for sample and prices. Special quotations on carload lots, bulk shipment.

Chicago Feed & Fertilizer Company

Manufacturers of Magic Special Fertilizers for Florists and Vegetable Growers, and Originators of the Famous Fertilizer Charts.

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GLASS CLOTH

A transparent waterproof fabric, guaranteed to generate about the same warmth and light as glazed sash, or money back. For all forcing purposes. Sample 3x6 feet, 50c prepaid.

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TURNER BROS., Bladen, Nebraska

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SASH OPERATING DEVICES AND GREENHOUSE FITTINGS

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Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.

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NIKOTEEN
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For Fumigating.
Ask Your Dealer for it.
NICOTINE MFG. CO.
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Aetna Brand Tankage Fertilizer

Is the best balanced fertilizer manufactured. It contains the ten salts constituting soil. It is giving satisfactory results wherever used.

Farmers' and Florists' Fertilizer Co.
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CLAY'S LONDON FERTILIZER
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EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.
MANUFACTURED BY
CLAY & SON, STRATFORD, LONDON, ENGLAND

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CONCENTRATED PULVERIZED
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No. 32 Union Stock Yards, Chicago.

Aphine
The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly thrips and soft scale.
Quart, $1.00. Gallon, $2.50.

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A 12% nicotine solution properly diluted for fumigating or vaporizing.
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Until further notice shipments on our products **Fungine, Vermine** and **Scaline** will be subject to conditions of the chemical market.

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POT MAKERS FOR A CENTURY AND A HALF. | Standard, Azalea, Bulb, Orchid, Fern, Hanging, Embossed, Rose, Carnation, Palm, Cyclamen, Cut Flower. Special Shapes to Order. Chicken Founts, Pigeon Nests, Bean Pots, Etc. | WORLD'S LARGEST MANUFACTURERS.

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SYRACUSE, - - N. Y.

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Kramer's Pot Hangers

For sale by Wholesale Seedsmen, Florists and Supply Dealers.

Price, $1.00 per dozen by express. Sample dozen by mail, $1.25.

I. N. KRAMER & SON, Cedar Rapids, Ia.

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When erecting your next bench, why not build with material that will last? Our Clay Tile Benches need no replacing, and the cost is very little more than wood. Are now furnishing our new beveled rounding corner 9-inch width Floor Tile. Write for particulars.

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Manufacturers of

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Dirt Bands and Pots

Before you buy write for samples and prices

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1,000 Letterheads, 8½x11 } $4.75
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Proof will be submitted for approval. Stock, 20-lb. white bond on both letterhead and envelope—one color ink. Satisfaction guaranteed.

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Reference: American Florist Co.

DREER'S "Riverton Special" Cedar Plant Tubs

No.	Diam.	Ea.	Doz.	100
10	20in.	$1.60	$17.50	$145.00
20	18 in.	1.45	15.50	130.00
30	16 in.	1.10	12.25	100.00
40	14 in.	.70	7.75	60.00
50	12 in.	.50	5.50	45.00
60	10 in.	.40	4.40	35.00
70	8 in.	.30	3.50	28.00

Manufactured for us exclusively. The best tub ever introduced; the neatest, lightest and cheapest. Painted green, with electric welded hoops. The four largest sizes have drop handle.

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Flower Vegetable Waterproof

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THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR, Houston, Texas, President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., 1918. J. F. AMMANN, Edwardsville, Ill., President; W. J. VESEY, JR., Ft. Wayne, Ind., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition Philadelphia, March 20-23, 1917. S. S. PENNOCK, Philadelphia, Pa., President; LOUIS REUTER, Westerly, R. I., Vice-President; BENJAMIN HAMMOND, Beacon, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y. Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Violets.

With the approach of spring the violet plants grow rapidly and quantities of runners will spring from the old stools and propagation of the runners at this time will save much time and room later in the season when the spring stock is insistently demanding space, and much better plants are procurable from cuttings taken now than from divisions in May, when the days are often warm and the plants more or less exhausted. And if the young stock is procured now the old plants can be thrown out as soon as through blooming, securing available room at once. These runners or laterals root easily at this time in a propagating bench or can be taken off with a few small roots and either potted or placed in flats and will take but little room, and as early as possible placed in a cold frame. Treated in this manner splendid stock may be obtained for planting out early, either in the field or in the houses, and with good strong stock to start with much better results are sure to be attained than by being obliged to plant small, weak stock later in the year. As the warm days approach the houses will need to be shaded, for the sun bleaches the flowers, and a watering of liquid manure will greatly assist in maintaining the size of the blooms and also keeping up the color.

Mignonette.

The grower will always find some plants in his beds of mignonette that produce exceptionally large spikes of bloom, the plants are more vigorous in foliage or the blooms of better form, and these spikes that show special characteristics should be selected and the seed saved, and in this way the grower can procure a strain which after two or three years' selection will be far ahead of any seed he can buy. This seed should, however, be saved before the bees and other insects are flying around and attracted to the houses, for they will cross-fertilize the flowers with undesirable strains. The seeds of mignonette do not ripen all at once, and as the pod remains open the ripe seed falls out and is lost, so special preparation must be made to receive it. Select the spikes that are to be saved for seed and tie them to strong stakes and mark them. The flowers should then be cross-fertilized by rubbing a camel's hair brush up and down the flowers. This should be done every bright day so as to secure a thorough pollination. To catch and hold the seed take a piece of heavy brown paper and roll it into a cone shape, and after winding a piece of cotton around the stem and stake below the flowers, tie the small end of the cone-shaped paper around the cotton, the paper spreading upward so as to catch all the seeds that drop out of the seed pods. This can remain until all the seed has ripened, and as the spike grows the cross-fertilization continues, but care should be taken that no water gets into the paper to wet the cotton, and the seed must be gathered before the days become so warm that insects and bees are in the houses.

Easter Lilies.

The one important crop to the plantsman at this time is the lilies for Easter, for they must be properly timed to be at their best on that date. Easter this year comes April 8, and most growers like to see buds on their plants six weeks before that time. If the buds are not showing, the temperature will have to be increased to 70° at night. This will do the plants no harm if they have good sunlight during the day, and are given all the ventilation possible, but the ventilators should not be opened unless the sun is shining and the thermometer at least at the same degree as the night temperature, and avoid all draughts possible, for the plants grown so warm are very tender. It is next to impossible to bring a lot of lilies in all together, so it is better to grow them so the slowest ones will be in on time, and move those that are more advanced into a cooler house and retard them, but this should not be done until the buds are nearly full grown. A lily retarded when the buds are forming is very difficult to start into active growth again, but after the first buds begin to turn white the plants can be moved into a house of 50° or lower and they come on slowly

and will be of better quality than those grown warmer. The plants should be all tied to a neat stake as soon as the buds form, if not already done, for the buds add considerable weight to the top of the stem and they bend over very quickly. When the buds form, if the plants are pot bound, a watering of liquid manure will increase the size and substance of the flower. It will be a continual fight against aphis from this time on and fumigation or spraying with nicotine will have to be regularly and continually practiced to bring the plants into bloom in the best condition.

Hydrangeas.

The greatest demand for hydrangeas is in May and June and to have them in the best condition at that time the plants should be started before March 1. While they may be started later and forced harder, yet the plants so grown are not as sturdy and do not give so good satisfaction after they are placed on the porches. Start the plants in a cool house and if the wood has become dry in their winter quarters frequent syringing will assist in softening it. When they begin to grow do not crowd them. Crowding and too much heat are the principal causes of the long, ungainly plants so often seen. If they are grown in a cool house, with plenty of room, the plants will be sturdy and short-jointed, covered with beautiful foliage and shapely, and are a great ornament, which surely cannot be said of the tall plants with small foliage and bare stems toward the base. When the plants begin to grow rapidly they will require plenty of water and during the warm, sunny days of spring, when the houses are hot, all the ventilation possible, and at this time watch carefully for red spider, which gather in great numbers on the young growths and blooms and quickly spoil them. If they appear, syringe heavily until they are overcome. Keep the plants staked and tied as soon as required.

Sweet Peas from Cuttings.

New sweet pea varieties being always expensive and not always seeding freely, multiplication by cuttings may be made to increase the production from a certain amount of seed four or five fold.

First of all, the mother plants must be grown short and stocky, for cuttings from weak plants would be worthless. When the plants are four to five inches high and have five to six joints make the cutting with a good pair of scissors, just above the third joint. Scissors are better than a knife on account of the fibrous stems, which, resisting the knife, are apt to tear or pull the roots. Remove the leaves from the cutting, except the upper two, and pot in sand in thumb-pots, taking care to place them near the edge. Water before and after potting, cover with glass; wipe the glass now and then, to remove superfluous moisture, and shade if too hot, though the cuttings like the light. They will be rooted in two to three weeks, when the glass may be removed, and a week later they may be repotted and treated the same as seedlings. Well cared for, they will give the same results and will bloom about the same time.—G. Klein, in Le Jardin.

THE RETAIL TRADE

Conducted by Robt. Kift, Philadelphia, Pa.

Real Flowers Win.

When it comes to flowers, realism is cheaper in California than artificiality.

For a recent scene in William D. Taylor's first photoplay for William Fox, an enormous and sumptuous banquet had to be spread. Table decorations were of real vines, green leaves and carnations.

"Why don't you use paper flowers?" some one asked Dustin Farnum, who stars in the play.

"Paper costs more than the real stuff nowadays," was the conclusive answer.

Thus doth the war affect the flowers.

Keeping Things on the Go.

Always endeavor to keep the stock moving. If plants get a trifle passe, make one out of two, let the profit go, get the investment back if possible, and make the gain on new purchases. If baskets or other accessories become a bit shabby, take them out of stock at once for repair. All goods should be spick and span in their newness. Reduce the price on things that hang. "Keep everything moving" is the rule in present day storekeeping. See that shelves and tables, on which goods are displayed, are absolutely clean at all times. A dirty store is an abomination for which there can be no excuse.

Keep in Touch With Your Market.

All growers should make a point of getting to town at least once a month, if for nothing else just to see how that box of theirs arrives. Some may find that their ideas of packing, as shown by the condition of their stock when the box is opened, needs to be revised. They also see other growers' boxes opened and wonder how they treat this or that flower to get it so fine. They find they have been cutting their snapdragons, violets or sweet peas, etc., too green, not allowing them to open so as to make good bunches. They see something new or an old flower out of season or better done than they thought possible. They have a chat with their dealer, who gives them useful points on what to grow and the best time to have it in. They see the necessity of getting their stock on the market early; their bunching may be improved. In short, a grower who keeps his eyes open, will make much more than his time and carfare by such monthly visits.

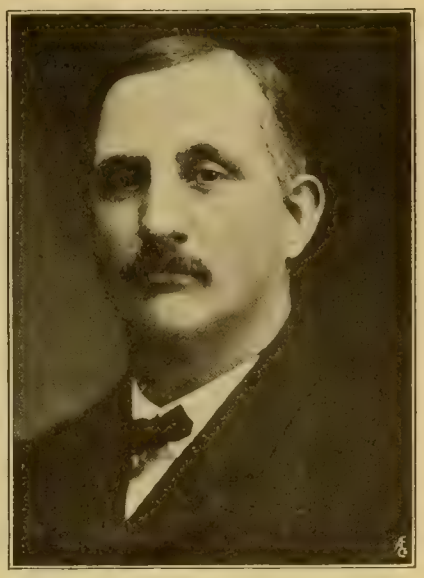
To Boost or Not to Boost.

A Chicago wholesaler, who was pointing out to one of his customers the importance and advantage of exploiting special flower days by window decorations, circulars to patrons, and newspaper advertising, ran up against this argument: "What! build up a trade and create an extra demand for flowers, so that when I come to get them you can soak me double prices, not much! Why, look at Mothers' day! Just see the prices we have to pay for white carnations! No, sir, you don't get me boosting things up just to give you a club to knock my head off," and out he went. "What do you think of that?" said the wholesaler as his customer passed out of sight. "There goes a fellow who is so narrow minded that his ears meet. There's a lot of storekeepers that think we are always trying to take advantage of them. They don't come around when flowers are plentiful and try to help us sell them, by making attractive window displays and offering at low prices, but set up an awful howl when the street men, alive to their opportunities, handle quantity lots at good profits on the corners in their neighborhood. We have the flowers to sell and try to get the market price all the time. When stock is plentiful the storekeeper can always buy as low as the street man if he will take the same quantity, but most of them are afraid to take the chance.

CHICAGO FLORAL ART AND NOVELTY SHOW.
Basket of Russell Roses by Geo. Wienhoeber.

Harry F. Good.

John M. Good.



Frank E. Good.

PRINCIPALS OF THE GOOD & REESE CO., SPRINGFIELD, O.

"White carnations are high on Mothers' day because everybody wants them, but we only get the market price. There is not much, if any, advance in other stock, and the public will buy all sorts of flowers that are nicely displayed on Mothers' day, the same as any other day of the year."

The Customer Is Always Right.

Many people are very particular; orders must be executed exactly as given, "good enough" will not do for them. A pair of plants must be of the same height, with good, even foliage all around. If when delivered, complaint is made, any defect must be remedied at once. Very often the request is unreasonable; nevertheless, it should be granted and the trouble adjusted, even at a loss, to the satisfaction of the customer.

The fernery just sent home is not "fit" to put on the table; have it sent for, refilled and returned at once. The fernery was "frozen" when received; you know it has been allowed to get dry, but refill at once, without charge. It will pay.

The beautiful azalea sent by a friend must have been frozen when delivered, as it is now all wilted down. You know it is dry, and perhaps say so; this is taken as an excuse on your part and resented. You insist—up goes the phone. The donor is notified. He asks for his bill and goes elsewhere. A $500 a year customer gone. Overdrawn, no, an actual experience. Scarcely a week passes when mistakes or complaints of some kind, many of them very unreasonable, have to be adjusted. These, in the experience of men long in business, should always be taken up on the principle that the customer is always right. People dissatisfied in any way through dealings at a particular store, never hear it mentioned without reciting their complaint and recommending another place. Everyone has peculiarities which must be studied and catered to. Particular and exacting people often become good friends on account of the trouble taken to understand and please them in the execution of their orders.

K.

WITH THE GROWERS

At Springfield, O.

Springfield, O., is the center of the infant plant industry of the United States. Here are a large number of extensive greenhouse establishments containing from 10,000 to 50,000 square feet; others that have grown up to and over 100,000; some with more and still expanding, until the maximum so far is reached in the Good & Reese Co.'s ranges of over 275,000 square feet.

One-year-old roses rooted in summer, grown in two-inch pots and wintered in cold greenhouses, are a specialty. The Good & Reese Co. raised 4,000,000 last season and the entire product of the district was over 7,000,000, nearly all of which are sold from two or two and a half-inch pots. In addition to the roses, almost the entire list of plants that are handled commercially are grown here in immense quantities. Ferns, asparagus, coleus, geraniums, begonias, cannas, dahlias, chrysanthemums, etc., can each be had by the tens of thousands in a number of the larger establishments, while one is continually seeing an old-time favorite which had almost been forgotten. Springfield will grow. A number of bright ambitious men are getting a schooling and experience here that will greatly expand the business and keep this community to the front as the great infant plant producing center of the country.

The Good & Reese Co.

The Good & Reese Co. has a large and very well ordered establishment and conducts what is said to be the most extensive mail-order plant business in the world. They also grow for the trade, some of their wholesale orders being of immense proportions. While almost everything in the floral calendar is grown extensively, a specialty is made of roses and ferns. Their annual stocks of roses now run over four millions; the great majority of these are sold from two and one-half inch pots, although many are grown into fours and some larger. The propagation and handling of this immense rose stock is interesting. House after house is filled with plants from two and one-half inch pots which have been kept dormant all winter; these are planted out on benches about six inches apart and grown for cuttings. This is done through the month of February. The first cuttings are taken about May 20 and at varying periods until the middle of August. They are rooted in frames outside with bottom heat secured from beds of manure. When rooted, which takes from 20 to 30 days, the first cuttings are potted into two and one-half inch pots, but all the later batches are, to economize room, grown in one and one-half inch pots in which they are wintered and shifted into two and one-half about February 1; these then make a nice growth and are in fine condition for mailing at planting out time.

There is great system in this work. Boys put the cuttings in the sand in the frames, while various gangs of men make cuttings and pot up the rooted stock. These men get very expert in the work, as they do but the one thing the entire summer. A large range of houses, 200 feet in length, contains the Boston fern and her favorite children. These are planted out on beds from which the young plants are "pulled" when they begin to crowd. A two-inch mulching of well-rotted manure makes good sand for the youngsters to play in; 13,000 husky young Bostons had just been taken from a bed 150 feet long by 8 feet in width, at the time of our visit. These were potted in two-inch pots. The stock in these houses is very sturdy, being grown in a temperature of 55°.

Chrysanthemums are also a feature; over 300,000 from two and one-quarter inch pots was the stock last season. Rooted cuttings are now being potted. The dahlia stock last year numbered over 100,000 clumps. Cannas run into large numbers; the roots are now seen in sand boxes along the walks in the fern houses.

The peony demand has grown wonderfully; 50 acres are now planted, with from 15,000 to 50,000 of a variety. While the above are leading specialties, other stocks, such as coleus, geraniums, begonias, etc., in great assortment are also grown in quantity.

System is everywhere apparent. In the stock order houses, blocks of plants, each with a printed paper label, stand ready for instant selection. A labeling room with shelves, to which flats of plants were brought to have the labels attached, was a part of the system; the printed label of tough paper, with a slit at one end, is quickly looped around a branch of the plant. This label is the invention of a printer in Springfield and is a great time saver. There is a mail-order shed with every facility for the quick packing and handling of these small packages, and another larger space for the express business. A packing bench, the surface of which is of rollers on which boxes were pushed along to a scale and the weight quickly ascertained is a feature. Boxes when packed were passed along to men who tied or nailed, as the case required. One order of 7,000 ferns, another of 10,000 roses, and a number of other good sized lots, were being packed for shipment. Orders for very large blocks running into tens of thousands are quite common; one order of roses will take over 115,000 to complete. The entire output of six other large establishments is also handled, the stock being grown for them under contract.

Cement tables in nearly all the houses and soil bins of the same material in the potting sheds are noticeable. These soil bins are potting benches with movable board tops from which the soil is easily taken and filled in.

Starting in 1891 with three small houses, the glass area now consists of 275,000 square feet, with an output of over 7,000,000 plants a year. The firm consists of Frank E., John M. and Harry F. Good, who take a great interest in the work of managing and planning for this rapidly increasing business.

The McGregor Bros. Co.

The McGregor Bros. Co. is in the mail order plant business in a large way, having 150,000 feet of glass and 100 acres of ground devoted to the growing of stock. Roses are a feature, 100,000 being planted in the houses for summer forcing for cuttings. These are rooted in frames outside with manure bottom heat, which is found very effective. When potted into two-inch pots they are grown on inside and wintered in cool houses or in well protected frames outside. The stock plants are lifted in the fall, potted into fours and make good plants for spring sales. The greatest variety of stock is grown; scarcely a plant is asked for that cannot be found in their stock. House after house of ferns and other florist stock is grown in large quantities for the trade, many of whom look to them for supplies with which to fill their houses quickly after crops have been cut out. Coleus, double petunias and many other soft-wooded plants are planted out on tables for cuttings. Chrysanthemums are a feature, cuttings being taken from several houses of stock plants. Cannas are a quantity plant, dahlias another. Hydrangeas, clematis and geraniums are leaders, a large range filled with stock plants being noteworthy.

For the most part, plants are grown in small pots so that quantities can be grown in a small space, sold at a low price and are in such condition that they go forward quickly with larger pot and bench room. Their mail business, which extends all over the United States, is very large, and the small pot stock is especially suited for such packing.

H. McGregor and Roy McGregor, sons of the founders, are in active command. They are live wires, familiar with every detail in the working of this large business.

American Rose & Plant Co.

The birthplace of the Theodore Roosevelt fern, and particularly that of Teddy, Jr., which is now the standard sort of its type, is a very interesting place to visit. The American Rose & Plant Co. has the honor of producing these fine varieties; their 40,000 feet of splendidly constructed houses are almost entirely filled with ferns of the Boston type, of which they make a specialty, growing entirely for the trade. Three new sports of sterling merit are being tried, which look of practical value. One will go out next year if stock enough can be worked up. It is of the Whitmani type. Bulbs of all kinds are handled on a large scale. A new fireproof office and storage building, 40x135 feet, three stories in height, has just been erected to care for their largely increasing business, which is under the management of Opha Jackson, a young man full of energy and ideas in economic greenhouse management.

John A. Doyle.

John A. Doyle's 50,000 feet of glass is given up entirely to the growing of roses, all of which are sold to the Good & Reese Co., supplying varieties that they do not grow. A range of five houses, each 21x120 feet, built ridge and furrow plan, with gutters seven feet in height, appeared ideal in construction. These had been planted with roses in ground beds about 18 inches in height for summer cuttings, but it is the intention here to go back to the tables, in which the roses made a quicker and more satisfactory growth. At this establishment over 200 varieties of roses are grown and it was stated that over 400 varieties were to be found in the lists of the various growers of this city. The rose cuttings are rooted by the hot manure system as used by all the growers here. All the stock for cuttings was from 2½-inch pot plants, one house of which had been planted. These will not be forced and first cuttings will not be ready until May. Imported dormant budded stock from which new varieties are grown has to be planted in January and brought along cold to get good root action before the shoots started. The stock in all the houses looked fine. It is wintered in a temperature of 36° to 38°. Many plants held almost their entire foliage. Large orders were going out daily.

The Leedle Floral Co.

Confining themselves entirely to a wholesale business of growing young roses for the trade, the Leedle Floral Co. occupies 60,000 feet of glass. Seventy-five thousand roses are planted in the houses for stock for summer propagation; several houses are now finished and all will be set out by March 1. One million young roses is the capacity here. These are rooted in manure hot beds outside. A feature is a sliding muslin shade, which works in a frame five feet above the bed, giving light but at all times shielding from the sun. Early in February, as the inside planting and also selling season arrives, the roses in the two-inch pots, being pot bound, are knocked out and placed close together on tables on an inch of soil on which well rotted cow manure has been sifted. These soon take hold of the new soil, green up, and are wonderfully benefited. The contents of two houses are in this way crowded into one, the empty house being then planted for stock.

A first aid to buyers is issued by the company, which contains a dependable description of all the commercial and hardy garden roses up to date. It gives the class to which they belong, synonyms where they occur, the name of the raiser and the year of introduction. It has been compiled with great care and is absolutely correct. A section is devoted to the hybrids, the hybrid teas and all other classes separately and in alphabetical order. Another classifies them as to color, all the varieties of one color being arranged alphabetically. This is a very unique and valuable book for any lover of roses and can be had for the

PASADENA TOURNAMENT OF ROSES.

"The Spirit of the Orient." Representing the Imperial Hotel, Tokio, and the Grand Hotel, Yokohama

PASADENA TOURNAMENT OF ROSES.
"Ship of Dreams," with High School Pupils as Crew.

asking. George W. Rankin, who has had 17 years' experience with the company, a most competent man, is the greenhouse foreman.

The Reeser Plant Co., Inc.

The Reeser Plant Co., Inc., whose glass area comprises some 50,000 square feet, grow only for the trade. While their list is large and varied, they specialize on Boston ferns in variety which are grown in quantity; asparagus are also a feature, 100,000 seeds being required for next season's planting; 50,000 variegated vincas were not enough last season, while two large houses of fruited solanums, over 50,000 in three-inch pots, were insufficient to go around. Coleus is another quantity plant. A large house contains stock plants full of cuttings from which an unlimited number can be raised.

Several interesting methods of culture were observed here. Four-inch Boston ferns were seen plunged in rotted manure, not for heat or food, but to keep them moist without having to water frequently. They occupied considerable room and appeared to be coming along at a rapid rate, twice as fast as if placed on dry boards and given such frequent waterings as they would require. Solanums, from seed sown in February, are planted in three-inch pots in the early summer and plunged outside in the field; they make a nice growth, ripen their wood, are well set with berries, and do not go back when lifted in the fall. This size should be very useful for basket work at the Christmas holidays. Asparagus Sprengeri planted out in the field in summer makes good roots without much top growth but which comes quickly and fine when moved inside.

Morgan Swope, in charge of the greenhouses, and who also looks after the trade on the road, is alert, enthusiastic, and keeps a close eye on the trend of the demand. L. L. Ridge, the secretary of the company, is the office chief. Their green monthly post card calendar, which contains a list of prices, Mr. Ridge says, is a splendid business bringer.

Pasadena Tournament of Roses.

The annual "Tournament of Roses" in Pasadena New Year's day assumed international significance as a spectacle. For the first time in the 28 years this tribute to Queen Flora has been held, foreign nations were represented in addition to all of the United States possessions from New York to the Philippine Islands. Two miles of cut flowers were presented in the pageant, which included hundreds of varieties of blooms utilized as decoration for every conceivable sort of vehicle. One of the strictest rules of the celebration is that no artificial flowers shall be allowed. This condition entails considerable hard work the night the old year dies. In order to have the flowers fresh for the day, most of the floats are decorated the night before. It is probable that a larger percentage of the population in the southern California city "ring out the old and in the new" than in any community on the continent, as about half the population puts in the first hours of the new year in preparing for the mid-winter feast of flowers.

Through their leading hotels, the larger cities in all parts of the country were represented by floats in the gorgeous parade. Some of these were quite elaborate, the first honor going to the Blackstone Hotel, Chicago. Asparagus and California poppies were used in a magnificent floral coach of the Louis XVI period. Tokio, Manila, Hongkong and Honolulu were represented in the hotel division of the pageant, which was a new feature this year.

Instead of the Roman chariot races that have been featured in the past, the tournament association now stages a gridiron battle between the champion football teams of the Atlantic and Pacific coasts. No event of sports in the world has so fragrant or more beautiful setting, as the gorgeous cavalcade of vari-colored blooms ends in the stadium where the game is played. M. L. R.

ST. PAUL, MINN.—Charles Vogt, veteran florist, has recovered from a recent operation.

OSAWATOMIE, KANS.—Dr. L. W. Jacobs of the Osawatomie Florist died February 3. The business will be carried on by L. W. Jacobs, Jr., and his mother.

BOSTON, MASS.—The food riots of other cities have been duplicated here. As elsewhere, the mayor and other high officials have been appealed to, but prices are not reduced. A schooner loaded with over 5,000 bushels of potatoes arrived, February 21, from Halifax, N. S. It was stated that the price at Halifax was $1.60 per bushel.

Massachusetts Agricultural College.

The annual trip of the floricultural classes to Boston, February 15-18, was a splendid success, many interesting things being seen in the wholesale markets and retail establishments of that city, as well as the commercial ranges and private estates in the vicinity. Among those who entertained the students were: Penn, The Florist; Thos. F. Galvin, and Philip F. Carbone, Boston; Thomas Roland, Nahant and Revere; Wm. Sim, Cliftondale; Weld Gardens and William N. Craig, superintendent of Faulkner Farms, Brookline.

Professor A. H. Nehrling, chief of the department of floriculture, who since becoming a member of the faculty in 1914, has inaugurated many improvements and placed the department on a solid business basis, has tendered his resignation, having purchased the McDonald Floral Co., Crawfordsville, Ind., which he will conduct both as a wholesale and retail business. Professor Nehrling, son of Henry Nehrling, well-known caladium and amaryllis specialist, is a graduate of Concordia College and in 1905 was awarded a scholarship at the Missouri Botanical Gardens, St. Louis, Mo. He later became associate in floriculture at the University of Illinois, which post he resigned to join the staff of the Massachusetts Agricultural College. He is affiliated with many organizations, among them being the Society of American Florists, of which he is a state vice-president; Illinois State Florists Association, Illinois State Horticultural Society, Massachusetts Horticultural Society, National Association of Gardeners, Royal Horticultural Society, London, Eng., and others. He is also president of the Missouri Botanical Garden Alumni Association.

St. Louis Spring Show.

Manager Jules Bourdet and Secretary W. W. Ohlweiler are putting the finishing touches to the details for the St. Louis spring show to be held in that city March 15-18, and which promises to be a splendid success in every way. The finances are in splendid shape, in the hands of W. A. Rowe, as is the guarantee fund, in charge of August H. Hummert, chairman of the fund committee. Alex Lurie reports that the premium committee has completed its work, and Geo. B. Windler announces that special premiums are still coming in. Carl Beyer, in charge of admissions, has arranged for the distribution of many tickets to charity, school children, etc. Representative florist supply and accessory houses have secured space in the trade section, and W. J. Pilcher, chairman of this committee, is co-operating with exhibitors to make this a big show feature. W. J. Windler of the programme committee reports advertising galore and a book of interest from cover to cover. Special exhibits, including aquaria with fish of rare varieties, will be another interesting section, and some excellent displays have been secured by W. S. Wells, chairman.

The general scheme for the decoration of the hall will be a reproduction of the Japanese Heno tea gardens, a well-remembered feature of the St. Louis world's fair in 1904. This will be an unusually handsome decoration, under the direction of D. S. Geddis. Entertainment to suit every temperament has been provided for, with plenty of music and novelty. J. S. Carter and his committee insist there will not be a dull moment. In the retailers' section there will be more than the usual number of exhibits. Chairman F. C. Weber of the committee having this section in charge says the retailers are most enthusiastic over the show and the displays will be elaborate. The co-operation of the city park department through Superintendent Ernest Strehle, who is chairman of the parks and gardens committee, also promises much. The section devoted to private gardeners will also prove of much interest, both to exhibitors and the general public, and L. P. Jensen, chairman of this committee, has formulated a plan t at will add to the success of the show.

W. C. Smith, chairman of the exhibition and hall committee, has been untiring in his efforts to lessen the numerous difficulties that have arisen, and his experience and knowledge have been invaluable to the executive committee.

F. A. WINDLER, Publicity Chairman.

New York Spring Show.

MARCH 15-22, 1917.

All details as to arrangement, etc., of the spring flower show, now an annual event in New York, have been completed. The flower show committee are now meeting each Monday and will continue to do so until the close of the show. The rose gardens and rock gardens, which were the sensational features of the exhibition held last spring, will again have a prominent place in the main hall.

The park department of the city will this year be represented by exhibits from two boroughs. From Central park greenhouses, New York City, there will be a large group of palms, foliage and plants in flower; from the Prospect park greenhouses, Brooklyn, an extensive display of cactus. This exhibit will be arranged to show as nearly as possible how these plants grow in their native state and under natural conditions and will have suitable accessories and surroundings. As an added attraction, brought about mainly through the influence of Frederic R. Newbold, there will be an exhibit from the botanical garden, Bronx park, which promises to be of unusual interest. The flower show management appreciates the valuable services of Mr. Newbold in advancing the interests of the flower show on every occasion possible.

Space accommodations both in the competitive and trade sections are causing the management much concern and it may yet be necessary to use the third floor of the Palace, if it will be available at the time of the show.

The ladies of the Red Cross will conduct a tea garden on similar lines as last year, only on a far more pretentious scale.

The souvenir programme, under the supervision of Chairman T. A. Havemeyer, will also have many new and attractive features and will consist of 200 pages, 100 devoted to valuable information and cultural notes prepared by leading horticulturists of the country, and will also contain many illustrations. Of the 100 pages set aside for advertisers, about 60 have already been reserved.

Trade tickets are now on sale; also a special ticket available for colleges, schools and institutions, and the advance orders for these tickets indicate a tremendous sale.

Thirty sketches were submitted in the Poster contest and Miss Thelma Cudlipp was declared the winner and awarded the cash prize of $100.

Charles H. Totty, chairman of the schedule committee, announces the scale of points adopted for rose gardens, the same to apply, as far as possible, on rock, bulb and spring gardens; 40 points to be considered for artistic design, general effect and accessories; 20 points for variety; 20 points for cultural perfection; 20 points for practicability. Total, 100 points. The final schedule is now in the course of preparation and will be distributed about March 1.

Space rentals to date amount to over $13,000 ,a very creditable showing, and as the available space is limited it will be necessary for intending exhibitors to make immediate arrangements if they desire favorable accommodations.

The following representative firms have reserved liberal space in the trade section and are arranging to make attractive exhibits:

Alphano Humus Co.	New York
Bobbink & Atkins	Rutherford, N. J.
A. T. Boddington Co.	New York
Coldwell Lawn Mower Co.	Newburgh, N. Y.
A. N. Pierson, Inc.	Cromwell, Conn.
Wm. F. Leary	New Rochelle, N. Y.
George L. Stillman	Westerly, R. I.
F. R. Pierson Co.	Tarrytown, N. Y.
Arthur Cowee	Berlin, N. Y.
I. J. Stringham	New York
Miller & Doing	Brooklyn, N. Y.
De La Mare Ptg. Co.	New York
John G. Scheepers Co., Inc.	New York
Charles H. Totty	Madison, N. J.
J. M. Thorburn & Co.	New York
Stumpp & Walter Co.	New York
Nippon Gardens, Inc.	New York
The Matthews Mfg. Co.	Cleveland, O.
George W. Clarke Co.	New York
The Davey Tree Expert Co.	Kent, O.
Fulper Pottery Co.	Flemington, N. J.
B. Hammond Tracy	Wenham, Mass.
Knight & Struck Co.	New York
Doubleday Page & Co.	Garden City, N. Y.
S. P. Townsend & Co.	Orange, N. J.
Vaughan's Seed Store	Chicago-New York
Julius Roehrs Co.	Rutherford, N. J.
George E. M. Stumpp	New York
Gardens Chronicle	Madison, N. J.
The Cloche Co.	New York
Reade Mfg. Co.	Hoboken, N. J.
Lord & Burnham Co.	New York
Spencer Heater Co.	Scranton, Pa.
Schloss Bros.	New York
American Seed Tape Co.	New York
King Construction Co.	North Tonawanda, N. Y.
Benjamin Hammond	Beacon, N. Y.
Commission House for Women's Work.	New York
Peterson, Sinclair & Miller, Inc.	New York
Hitchings & Co.	Elizabeth, N. J.
Maurice Fuld	New York
Kirke Chemical Co.	Brooklyn, N. Y.
Joseph A. Manda	West Orange, N. J.
N. Y. Stable Manure Co.	Jersey City, N. J.
Bon Arbor Chemical Co.	Paterson, N. J.
W. H. Lutton	Jersey City, N. J.
Kroeschell Bros. Co.	Chicago
Richmond Cedar Works	Richmond, Va.
Weeber & Don	New York
The Weathered Co.	New York
Max Schling	New York
The Box & Bag Mart	New York
The Women's Farm & Garden Assn.	New York
R. & J. Farquhar	Boston, Mass.
Vanity Fair Shop	New York
The Plantlife Co.	New York

JOHN YOUNG, Sec'y.

Philadelphia Bowling.

Owing to the extremely cold weather no match was played on Tuesday. This will be played at a later date. The following were the scores rolled, February 15:

Team No. 1.			
W. H. Engler	110	170	163
W. Muth	120	179	151
D. Colflesh	107	149	143
T. Brown	166	140	148
W. Wanzer	167	165	128
	670	803	735
Team No. 3.			
J. Neidinger	134	108	125
W. Robertson	123	201	163
N. Geiger	150	125	117
R. Gaul	183	152	157
E. Gebring	107	129	124
	697	615	686
Team No. 5.			
J. C. Gracy	144	139	126
H. Eisele	160	147	139
A. R. Burton	148	158	169
R. Craig, Jr.	133	115	131
J. Dodds	195	181	192
	780	740	757
Team No. 6.			
Frank Polites	162	173	165
S. L. Miller	119	155	170
J. Weiland	151	158	173
J. Prince	146	114	105
T. Callahan	117	123	116
	695	723	729

BANQUET OF NEW YORK AND NEW JERSEY PLANT GROWERS.

San Francisco.

STOCK PLENTIFUL AND BUSINESS GOOD.

The market in this city has been in splendid condition during the past few weeks. Stock of all kinds has been coming along a little more freely, but it is the unanimous opinion of the trade that business is good, much more so, in fact, than at the corresponding season last year. The extreme cold spell has left us and the warm sunny days have had a very beneficial effect on all growing stock. Carnations are much more plentiful than at any time during the season. Good stock is still bringing $3 to $4 per 100. Poorer grades and splits bring very much less. The quality of the blooms is just now splendid and some grand Matchless, Pink Sensation and Belle Washburn arrive daily. Carnation prices have held up much better this season than in former years. The rose stock is all that could be wished for. While the cut coming in is large, prices are very firm and the best stock is selling at good figures. American Beauties are more plentiful and so is Russell. We noted some splendid Hadley during the week. Richmond is still grown by some of the Japanese growers. Ophelia is just as popular as ever. Quite a few sweet peas are to be seen, but with few exceptions are sadly lacking in quality. Cattleyas are plentiful and move very well at steady prices. A few cypripediums are noted once in a while. Quite a few odontoglossums are available also. Violets are now in their glory and can be had in any quantity. Enormous shipments of this popular flower arrive daily, a great portion of which finds its way to the street peddlers. Gardenias are rather scarce with prices well held. Tulips and daffodils are in great quantities. Some splendid Lilium giganteum and longiflorum are arriving daily. The stock seems to be very fine this season. Prices for good stock hold up in good shape. Every florist reports his St. Valentine's day's business much in advance of former years. Little or no space was used by the florists in the daily papers to push the sale of stock for that day. The demand for greens is very steady. This is one item that is in rather short supply. Smilax is very scarce and hard to get, owing to the severe cold weather.

NOTES.

J. S. Sweet, at Santa Rosa, has just published a very interesting booklet on "How to Grow Chrysanthemums." Mr. Sweet is probably the leading amateur grower on this coast and his blooms at the show in Santa Rosa last fall would have done great credit to our best commercial growers. His book is well written and will prove of much benefit to intending growers.

The third annual California wild flower show will be held in the Fairmont hotel, April 24-28. The show will be directed by Mark Daniels, former national superintendent of parks. Every part of the state will contribute to the wild flower exhibition this year. It is estimated that over 900 varieies were displayed at the last exhibition.

After three years as a member of the Art Floral Co., Julius has withdrawn from the company and in future will devote his entire attention to his store in the St. Francis hotel. He is now busily engaged in an extensive landscape planting near Portola, where a great number of beautiful landscape designs are being executed.

At the last monthly meeting of the Menlo Park Horticultural Society the members were treated to a very interesting lecture by Leonard Coates, of Morgan Hill, on "Native California Trees and Shrubs." Mr. Coates has long been recognized as an authority on California flora and his lecture was well received.

The E. W. McLellan Co. has been receiving quite a few finely grown sweet peas from their Burlingame greenhouses. Owing to the high quality of the stock splendid prices are being received. Shipping business keeps up steadily with this firm.

The Art Floral Co. showed some splendidly grown Erica Melanthera last week. Manager Matraia says that business is very good. Owing to the Mardi Gras during the coming week, heavy orders are already being booked.

The display of orchid blooms in the MacRorie-McLaren store were much admired during the week. Most of the blooms were of great size. They report the demand for this class of stock to be unusually heavy this season.

The automobile show, which closed during the week, helped the trade in many ways. The decorations were very elaborate and great quantities of flowers were used up daily and also by the society throngs at night.

Martin Poss, of the Floral City Nursery at San Mateo, is a daily visitor to the flower market. Mr. Ross is greatly pleased with the way business is keeping up and is looking forward to a very busy spring.

H. S. Maddux has beeen appointed secretary of the state horticultural commission. He succeeds E. J. Vosler, who has been sent to Australia to secure parasites to combat the beet leaf hopper.

Kenneth S. Murray, the rose grower, has purchased quite an addition to his property at Redwood City. It is his intention to add to his already extensive range of glass in the near future.

George Draycott has returned after several years' stay in the southern part of the state and is now in charge of a section at the MacRorie-McLaren Co.'s greenhouses at San Mateo.

G. N.

Buffalo.

BUSINESS IS QUIET.

Weather conditions have moderated and the same may be said of trade. The arrival of the Lenten season, which always puts a quietus on social events, was no exception this year. The supply of flowers is equal to all demands, with the exception of American Beauties, which continue scarce. Other roses are plentiful and carnations are good stock. While the receipts of bulbous stock are of generous proportions, there is no surplus. Funeral work has been plentiful and well divided.

NOTES.

On February 15 six of the local trade journeyed to Cornell University at Ithaca, N. Y., for the winter meeting of the New York State Federation of

Horticultural Societies and Floral Clubs. There were about 60 at the meeting, which is always held during farmers' week at the university. A lot of business was transacted and the necessity of the federation was demonstrated this time. The meeting in New York in March should be well attended as reports of interest to the florists, market gardeners, and horticulturists will be given at that time. President F. R. Pierson presided and the meeting was addressed by Commissioner Wilson of the New York state fair commission. Full reports will be made by the secretary, but it certainly behooves all florist and horticultural clubs and societies to join the federation. The exhibit of roses by John H. Dunlop, Richmond Hill, Ont., and F. R. Pierson Co., Tarrytown, N. Y., were good, Mr. Dunlop showing Russell, Hoosier Beauty and Shawyer, the finest the writer has seen. The basket arrangements of the students were very fine and good taste in color arrangements was shown. The brides' bouquets and corsages arranged by Mr. Slattery of W. J. Palmer & Son's, Buffalo, and the novelties sent by G. E. M. Stumpp of New York were acquisitions to the exhibition and certainly lent encouragement to the students, who expect to make floriculture their life work.

Marking the close of a busy season and in appreciation of the winter's work, S. A. Anderson entertained his employes, to the number of about 40, at a dinner at the Hotel Iroquois, February 21, followed by a theatre party. Mr. and Mrs. Anderson joined in the festivities and S. J. Mahoney made a most acceptable toastmaster. Toasts were responded to by Mr. Anderson and Miss Lindsay of the office, Frank Adams of the Elmwood store, Carl Butz, greenhouse superintendent, Mr. Miller of the J. N. Adam branch and J. A. Cannon of the store. Many others were called upon but were overcome by modesty and articulation failed. The review of reviews was assigned to Mr. Anderson, and like the others, his modesty prevented his naming the peculiarities of all, but Me My Henry, Edna Peters, and the boys were duly remembered. The absence of Miss Redmond, Miss Hoke and Herr von Fiebelkorn was much regretted, and last, but not least, "Dan," the first light of the delivery system, was also absent.

A bill has been introduced in the state legislature pertaining to Sunday closing of flower shops, which from sentiment expressed throughout the state should make it a law. Flowers, if people could be made to realize, can be handled on Saturday as well as on Sunday and it is only a question of time when many more lines of business will be forced to close on this day. Why wait and be put in that class?

Many florists and other large users of coal have had a hard time, the cold weather eating into the coal pile and causing a shortage.

Visitors: J. H. Dunlop, Toronto, Ont.; Max Beattus, Dayton, Ohio, and several bulb representatives from Holland, whom we are always pleased to see. BISON.

WORCESTER, MASS.—Randall's Flower Shop will move from 13 Pleasant street to more commodious, handsomely decorated quarters at 22 Pearl street about April 1.

CRAWFORDSVILLE, Ind.—Prof. A. H. Nehrling, of the Massachusetts Agricultural College, Amherst, has taken over the establishment of McDonald & Steele and will devote his attention to this business after the close of the present school year.

Pittsburgh, Pa.

MARKET CONDITIONS UNCHANGED.

Market conditions have not changed much since last report, except there is a good supply of all stock, especially sweet peas. It seems as though every one is growing larger quantities this year. The market has been overcrowded this week with these flowers. The quality is fine and loads of them are sold, not at the top price, but they are moved each day at some price, as the next day the same amount or more will be received. Lent is now here and some change in the market is expected, but everyone has loads of money to spend and the flower business may not suffer any decline. Carnations are not so plentiful, but indications are that large crops of roses and carnations are about due. Roses are now coming in in larger quantities than any time before and naturally dropped in price. Novelty roses are hard to move at any price. There are quantities of freesias, tulips, daffodils, mignonette and almost any other flower that large buyers call for. Violets are sold mostly to the street men. Greens are scarce and bring good prices.

NOTES.

At the next regular meeting of the florists' club a very interesting lecture will be given on the "Cliff Dwellers of the Rio Grande and Grand Canyon of Colorado." Stereopticon views and motion pictures will be shown, which will interest all who attend, as well as being instructive. All members and their ladies are invited, as well as florists who are not members. Lunch will be served and all who attend are assured of a pleasant evening. Suppose we all come out the first Tuesday of March.

Ross Adgate, of the McCallum Co., has started on a southern trip which will consume about two months. He will call on the trade, showing his complete line of supplies.

Chas. Lindacher of Canton, O., was in the city last week, purchasing supplies for his increased business.

Visitor: C. W. Kinder of Donora.

M.

Boston.

MARKET WEAKENS DURING LENT.

The market has fallen off considerably during the past week, February 22 being a holiday, and the first week of Lent seeming to cause a general depression. Roses are moving slowly, prices having dropped to $12.50 per 100. Carnations are very plentiful, $1 to $2.50 being the average prices. Bulbous stock such as tulips and jonquils are moving slowly. Violets are going fairly well at 40 cents per 100. There is an abundant supply of freesia and lily of the valley, both of which seem to drag. Business all through the entire trade seems to be depressed, but it is hoped that after this week there will be an improvement.

NOTES.

The Gardeners' & Florists' Club held its annual carnation night February 20. The meeting was one of the most interesting and active assemblies which the club has had for some time. The exhibits were unusual. There were about 1,500 blooms of carnations from some of the best growers in the country, and the speakers included the best authorities on carnations. C. S. Strout and S. J. Goddard were scheduled to speak and in addition David Ward, of the Cottage Gardens Co., Inc., J. A. Nelson of Framingham, W. D. Howard of Milford and W. E. Lenk of the Halifax Gardens gave interesting talks. Mr. Goddard, in his talk, caused quite a discussion as to the propriety of awarding the highest honors to new seedlings until they have been thoroughly tried out. Mr. Strout gave a very beneficial talk, as he clearly showed the advantage of the systematic recording of varieties and their output, a very important item of modern business, which is often neglected by growers.

Edward Murray, of the staff of Thos. F. Galvin's Back Bay store, has gone to a hospital to undergo an operation. He is well and favorably known to the trade of both Boston and New York, having previous to locating here been with J. H. Small & Sons of New York.

We were pleased to meet Charles F. Boyle, who is now manager of Thos. F. Galvin's Back Bay store. He is not a large man, but has a lot of brains, and is well posted on every phase of the florist business.

David Duncan, of Arlington, died at his home February 22 after two years' illness. Mr. Duncan was well known among the trade, having been in the business for about 30 years. Mr. Duncan and Wm. Sim, now at Cliftondale, were once partners at Arlington.

On February 14 a fire caused about $600 damage at the establishment of Daffen & Humes, at East Weymouth.

Friends of Peter Miller, of the Thos. J. Grey Co., offer their sympathy upon the loss of his father, who died at his home in Glasgow, Scotland.

Mrs. Rogers will move her store to the corner of Summer and South streets about March 1. The new store will be half of the old Ligget drug store, facing South street, a model flower shop for this district.

Philip L. Carbone reports his safe arrival in France, where he is buying pottery for his Boyleston street store.

Mrs. Paul Brigham of Westboro is confined to the hospital in Waltham with scarlet fever. F. L. W.

Kansas City, Mo.

GOOD BUSINESS AND STOCK PLENTIFUL.

Business is quite brisk at the opening of the Lenten season, but the demand is principally for funeral work and flowers for the sick. Pot plants, especially the bulbous varieties, move well. Roses are of fine quality, more plentiful and lower in price and carnations have taken quite a fall. Sweet peas, some with 14 to 16 inch stems, are seen and lilies are once more included in the offerings. Bulbous stock improves daily.

NOTES.

Wm. L. Rock Flower Co. reports the demand for cut stock picking up. Baskets and pot plants are moving better than for some time. Large quantities of bulbous stock are being handled.

H. Kusik & Co. are rushed to the limit in an endeavor to keep up with the heavy demand for wire work. Lilies are now being handled here in large quantities.

Arthur Newell reports the best week's business so far this year. Funeral work, both local and out-of-town, has been brisk and the call for hospital flowers has been heavy.

T. J. Noll & Co. have received a fine line of baskets for their Easter trade. A fine line of good stock in variety is to be seen at this establishment.

Charles Biederman & Son report good business in funeral orders. Their bulbous stock is coming on in excellent shape.

W. J. Barnes is cutting heavily in bulbous stock and carnations. Pot plants are moving out fast.

Fred Fromholdt's delivery car was damaged to the extent of $150 in an accident last week.

Ed. Ellsworth of the Rosery, reports heavy sales of bulbous stock.

E. J. B.

Cincinnati.

HEAVY SUPPLY AND PRICES WEAKEN.

With the beginning of Lent, receipts of cut flowers in this market became much heavier than they were and caused a drop in prices. Business is not as good as it was previous to Lent, but at that the wholesalers managed to clean up very substantially at the end of last week. The shortage in roses and carnations is over and receipts in each are now able to care for all present needs. Sweet peas have become so plentiful that the wholesalers can not move all they receive and many find their exit via the ash-barrel. Easter lilies and callas are plentiful. Excellent daffodils, tulips, hyacinths and narcissi are coming into the market. The best stock has a fairly ready sale. Single violets are very plentiful, but have a poor market. Other offerings include rubrum lilies, lily of the valley, orchids and marguerites.

NOTES.

C. E. Critchell received his first shipment of asparagus February 26, from the Lake Shore Ferneries, at Leesburg, Fla., since the freezing weather there a fortnight ago.

R. A. Betz, of Tromey's Flower Shop, has the sympathy of his friends in the death of his wife, which occurred February 25.

J. T. Conger, who has been on the sick list, is at his desk again.

P. J. Olinger and wife went to New Castle, Ind., February 26.

Visitors: H. Junge, Indianapolis, Ind.; Wm. Gardner, Richmond, Ind.; A. Miller, representing the American Bulb Co., Chicago, and Geo. Lampert, Xenia, O.

H.

Columbus, O.

TRADE IN MARKED DECLINE.

There is a slump in trade, following months of almost uninterrupted good business. The social season has slowed down and funeral work has fallen off very materially. Except for short-stemmed roses, which show a tendency to become higher, there is an abundance of everything. The weather for the past week has been so favorable to carnations and sweet peas that the prices of $1 a dozen on the former and 50 cents a bunch on the latter are not expected to stand up much longer. Tulips and other pot plants are really stronger than cut flowers, but there is no trouble in meeting the demand on anything seasonable. Florists are now making haste to clean up on azaleas, without much regard to cost. Much of this stock did not mature for the holiday trade, and the quality at best was poor. Otherwise the winter's business has been most satisfactory, and the trade is able to stand a dull period without feeling it keenly.

NOTES.

Prof. Alfred C. Hottes, of the department of floriculture, Ohio State University, gave a lecture at the First Congregational church, February 19, on "Site, Soil, Preparation, Plants and Planting of Roses." The occasion was a meeting of the Columbus Horticultural Society. The society is making an effort to promote enthusiasm in the growing of roses, and the address was an inspiration to the good-sized audience.

A large section of additional basement space has been taken on by T. J. Ludwig, giving a total of 1,500 square feet beneath the store proper, with an outside street entrance. This space was formerly utilized by a shoe store as a bargain salesroom, and is in fine condition. The whole floor will be devoted to storage and work tables, thus relieving the store itself of congestion and litter.

O. C. Grice will have five greenhouses at his new range on the River road north of the city. In addition to those which will be moved from the Woolman plant on the Hilltop, which he recently purchased, he will build a new house 40x200 feet.

J.

Cleveland, O.

CONSIDERABLE INCREASE IN SUPPLY.

There is considerably more stock on the market this week than for some time past. Bulbous stock of course leads in supply, such as single and double daffodils, Keizerkroon, La Reine and Murillo tulips, Easter and calla lilies, Paper White and Poeticus narcissi. Carnations, too, have increased in supply, but have maintained their own in demand. Sweet peas are more plentiful, and are lower in price. Lily of the valley is good stock. Violets are moving better. Asparagus has been very scarce. Maiden Hair fern cleans up daily. Roses are in better supply, but mostly in the shorter grades. American Beauties arrive daily, but long stock has been scarce. Some very good Ophelia, Rhea Reid and Mme. Pirrie roses are in good supply, also shorter grades of Pink and White Killarney and Wards. Snapdragon in pink, white and yellow clean up daily. Calendulas meet with a good sale.

The window display at the J. M. Gasser Co.'s retail store, 1006 Euclid avenue, has attracted many people the past week. It represents, and is a very good reproduction of their farm and greenhouses at Rocky River, O., showing each house filled with blooming flowers, the residence of the superintendent, the terrace where the employes live, barns, boiler houses, coal piles, liquid fertilizer ponds, etc. It is really a good advertisement, well executed, even to the smallest detail. Much credit is due F. C. W. Brown for his skill and ability as a craftsman.

C. F. B.

Nashville, Tenn.

BUSINESS VERY SATISFACTORY.

Improved weather conditions during the past week brought in a much larger, though not an abundant supply of flowers. Carnations are the leaders in quality at present and they are quite plentiful. The rose supply is improving, but the quality is none too good, the blooms being rather small and insignificant in appearance. There are mignonette, snapdragons and a few pansies, excellent stock, and a fine lot of sweet peas in all colors. Violets are beginning to come in plentifully and are much sought. Bulbous stock and lilies help out the situation. There are many beautiful pot plants on sale. Business has been good, especially in funeral work, many handsome designs having been turned out recently.

NOTES.

L. H. Haury & Sons have splendid pot plants and have arranged a very attractive window display. The younger Louis Haury has established a very nice range of six houses, each 30x100 feet on Heiman street and is confining his attention to growing bedding plants and vegetables, among the latter, large beds of lettuce, radish, parsley, tomato and cabbage plants, all of which look vigorous and healthy.

The Joy Floral Co. is receiving a nice lot of roses. They also have an abundant supply of jonquils and narcissi in variety.

Geny Bros. have excellent stocks of sweet peas and lilies and are cutting violets in quantity.

M. C. D.

OBITUARY.

The Late D. R. Mayo.

The late Daniel R. Mayo, of Knoxville, Tenn., whose sudden death was noted in our issue of February 24, page 310, was for the past 30 years a prominent figure in local business circles, and was for many years engaged in conducting a grocery store on South Gay street, north of the Appalachian hotel. He entered this business immediately after coming to Knoxville. He then entered the seed business and established his store at its present location on South Gay street.

Mr. Mayo was born September 28, 1854, being the eldest son of Lawrence S. and Mary T. Mayo. He was born in Monroe county, Ark., and came to Knoxville in 1880, and was married February 5 of that year to Annie E. Swift, eldest daughter of the late Dr. T. J. Swift. To this union were born six children, only two of whom survive, a son and a daughter. The son is Dale R. Mayo and the daughter is Miss Laura Swift Mayo. Mrs. Mayo also survives him. One brother, P. C. Mayo, of Holly Grove, Ark., and two sisters, Mrs. Bond, of Jackson, Tenn., and Mrs. James Parker, of Lake Village, Ark., also survive him.

The deceased was widely known as an upright citizen and business man who dealt fairly with his patrons. Since he has been engaged in the seed business he established a large and flourishing trade and had customers in practically all parts of East Tennessee and adjoining territory. He was regarded as a loyal and appreciative business man. His passing will be regretted by hundreds who knew him and respected him for his splendid character. The funeral services were held at the late residence, 721 Eleanor street, February 18.

Gustave Knoch.

Failing to renew his health in Florida, where he had spent six weeks, Gustave Knoch, 2463 Fort street west, Detroit, Mich., hanged himself among the flowers in his store, February 28. He had suffered from a nervous breakdown, due to overwork.

Besides his widow, five sons and three daughters survive him. These are Herbert, Clinton, Hazen P., Shirley and Sheldon Knoch; Mrs. Hiram L. Henderson, of California, and the Misses Minerva and Althea Knoch. Mrs. Caroline Roeder, of Detroit, is his sister.

Mr. Knoch was born in Detroit 51 years ago. He had been in the florist business more than 30 years, having built up the large establishment on Fort street west by his own efforts.

The funeral services were held from the residence at 2 o'clock Thursday afternoon, March 1, and the trade was well represented in beautiful displays of floral tributes.

AMES, IA.—Forester Meyer of the Minneapolis, Minn., park system, delivered two lectures at the Iowa Agricultural College here, February 2.

NATICK, MASS.—Robert Montgomery, who was injured in a fall in New York several weeks ago, is recovering and will be well again in a short time.

DICKINSON, N. D.—E. H. Knapp will open a retail store here in the near future. Buchbinder Bros., of Chicago, have the order for the fixtures, including the refrigerator.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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DUNDEE, SCOTLAND.—The commandeering of burlap stocks is likely to make higher prices.

A BILL in the Illinois legislature to provide $1,200 per year for each county to help pay salary of a county agricultural adviser has been favorably recommended.

GREAT BRITAIN has placed an embargo on the following items of interest to horticulturists: flower and fruit baskets, flowers (artificial and fresh), raw fruits and Soja beans.

THE recent Florida frosts damaged the handsome specimen acalyphas, bougainvilleas and hibiscus in many parts of the state to such an extent that they had to be cut back to the ground.

ENTHUSIASM is the mainspring of business. It keeps one keyed up and on edge for the best that is in him. Without this inspiring force there can be little hope for success. Hitch your wagon to a star and you will get there.

Illinois State Florists' Association.

An excellent programme has been prepared for the annual meeting of the Illinois State Florists' Association, which will be held at Champaign, March 6-7. The Chicago party will leave the Park Row station, on the Illinois Central railroad, March 6, at 9:15 a. m., due at Champaign at 12:15 p. m. An attractive programme has been prepared, including the reports of officers and work at the experiment station. The election of officers for the ensuing year will take place at the afternoon session Tuesday, March 6, and the workrooms of the students in horticulture and floriculture will be open for inspection the following day.

Chicago Novelty Show.

Arrangements have been completed by the good of the club committee, George Asmus, chairman, to hold a novelty show and jubliee at the New Hotel Morrison, Thursday afternoon and evening, March 8, to which every florist in Chicago and vicinity is invited, special arrangements having been made to entertain a large attendance of the trade.

Guy French has been appointed manager of the show, and growers of novelties and members of the club are especially invited to send exhibits of cut flowers and plants, which will be displayed in Parlors B5 and B6 of the hotel. The exhibition, to which plans are now being made to invite the public, will be open for inspection from 3:00 p. m. until 10:30 p. m. All exhibits should be sent, express paid, to "A. Zech, Flower Show, care of New Morrison hotel, Chicago," to reach destination Thursday morning, March 8. All exhibits will be displayed to the best advantage.

The jubilee, in honor of the students of the University of Illinois, who will attend the meeting, will be in the form of a fine chicken dinner, which will be served promptly at 6:30 p. m., on the same floor as the exhibition. Dinner tickets are $1.50 each (refreshments and cigars with compliments of the florists' club.) Everyone in the trade should attend and bring a guest and meet these young men, who have promised to stage a very interesting exhibit from the university greenhouses.

Come! Let's make this the banner meeting of the year. Please notify F. Lautenschlager, 440 West Erie street, Chicago, immediately, how many reservations you wish.

F. LAUTENSCHLAGER,
Chairman Publicity Committee.

Discount Regulation

IN NEBRASKA, IOWA AND KANSAS.

At a joint meeting of the Nebraska, Iowa, and Kansas florists, held at Lincoln, Neb., January 16, it was agreed to adopt the following system of discounts and terms, which are to apply to agents in small towns, through which much of their business is transacted. A committee was appointed who recommended the following plan of payment and rate of discounts:

Bills are due first of each month following purchases.

No discount to show on invoices.

Twenty per cent discount allowed on bills paid on or before the 10th of the month; 10% for payment after the 10th; no commission on bills unpaid after 60 days from date of invoice.

Packing charges added to all invoices for plants and on cutflower orders, requesting packing in separate boxes.

This action was brought about to create a uniform system of discounts which heretofore had varied from 20 to 40 per cent. Over two hundred florists in these states have been asked to adopt this system, and all, so far as heard from, have been favorable to the movement, which went into effect February 1, 1917.

The committee consists of Roy F. Wilcox, Council Bluffs, Ia.; J. J. Hess, Omaha, Neb.; F. X. Stuppy, St. Joseph, Mo.; Chas. J. Mueller, Wichita, Kas.; Jas. P. Wilson, Des Moines, Ia.; C. H. Frey, Lincoln, Neb.

Getting together of the trade is always productive of good results in any community. In this case it is primarily to fix a standard trade discount of 20 per cent allowed to all agents, which amount is to be their profit for securing the business. Their agents should adopt the system of part cash with order, balance on delivery. No other plan is safe in handling such perishable stock.

With success in this movement, such a united body can go ahead and bring about other reforms and economies, such as selling and publicity campaigns when flowers are plentiful and on special holidays. The personnel of this able committee would bring success to any movement.

Glass Prices Up.

An explanation of the 10 per cent advance in the price of window glass is given in the recent circular of the Johnston Brokerage Co. as follows: "During the past month fully one-half of the factories of the country have been out of blast, and at certain periods two-thirds of the plants have been closed down on account of lack of fuel and materials, poor railroad service, etc. This has retarded the completion of our old contracts and has made deliveries of new business very uncertain, until our sold business has reached a point where the factories do not care to increase it at present discounts at the present time."

Handling the Surplus.

Now that the time of the surplus is approaching, it is up to the producers and handlers of the stock to provide an outlet before the wheels of trade become clogged and stall the machine. Every retail dealer, large and small, should be approached with inviting proposals and shown the advantage and profit in handling larger quantities of stock at lower prices. Many live men have seen the light and are quick to profit whenever opportunities of this kind appear. Others, however, still need to be shown, but once get them started, they will never drop out, and become no small factors in helping to carry the load.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list, and to correct any dates that may have been altered since the last advices.]

March 15-17, 1917. St. Louis, Mo.—Spring Flower Show. W. W. Obleweiler, executive secretary, Missouri Botanical Garden, St. Louis.

March 15-22, New York.—Spring show under the auspices of the Horticultural Society of New York and the New York Florists' Club, at Grand Central Palace. John Young, secretary, 53 West 28th street, New York.

March 20-23, Philadelphia, Pa.—Festival of the American Rose Society, Horticultural Hall. Benjamin Hammond, secretary, Beacon, N. Y.

August 21-24, New York.—Annual exhibition of the American Gladiolus Society, Museum building, New York Botanical Garden, Bronx park. Henry Youell, secretary, 538 Cedar street, Syracuse, N. Y.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By young lady florist; good saleswoman and designer; knowledge of bookkeeping; salary reasonable. Best reference. Chicago preferred. Address
Key 760, care American Florist.

Situation Wanted—Young married man wants permanent position in store; twelve years experience. General store work. At reference.
Phone— Lake View 6651. LANGSTAFF, 723 Roscoe St., Chicago.

Situation Wanted—By young man with grower. Several years California experience. Good grower, willing to work. Work must be steady and chance for advancement. Address
HERBERT S. MACE, 1225 Wells St., Chicago, Ill.

Situation Wanted—Assistant or head gardener with 11 years' experience in all branches of gardening. Best references from Europe and America. Age 25 years, single, 3 years in last position on big country estate. Private place preferred. Key 763, care American Florist.

Help Wanted—Good florist for pot plants and outdoor work. 6101 Broadway, Chicago.

Help Wanted—Rose house helpers and section men who have done some grafting. Apply
POEHLMANN BROS. CO., Plant B. Morton Grove, Ill.

Help Wanted—Two men experienced in greenhouse work. One in retail sales department, one good potter. $16.00 per week to start.
F. HOLZNAGLE, Detroit, Mich.

Help Wanted—At once thoroughly experienced unmarried man for fruit, flowers, vegetables under glass. Country estate. Wages $70 per month with room. Address
Key 764, care American Florist.

Partner Wanted—a live young man with capital to invest, who can take charge of one of our departments. State experience and give references in first letter, also capital.
THE WILMORE FLORAL CO. INC.
Growers of gladioli, dahlias, hardy perennials, etc. Box 1111, Denver, Colo.

For Sale—New greenhouses for sale on easy terms of payment; to close estate.
J. SCOTT MATTHEWS, 1st Nat'l Bank Bldg., Chicago.

Situation Wanted

As superintendent; has had a life experience in growing plants and cut flowers in this country and Great Britain; a capable supervisor of help; commercial or institution. Excellent credentials. State particulars.
FLORIST
8 West Chicago Avenue, CHICAGO

Help Wanted

Beauty or rose grower with $3,000 to $5,000 to become a partner and assume full responsibility of a large greenhouse plant shipping its product into the Chicago market. This is a chance of a lifetime for some deserving man to connect with one of the best and most substantial houses.
Key 759, care American Florist.

HELP WANTED

Men with general greenhouse experience for growing potted plants, etc.
RANDOLPH & McCLEMENTS
5936 Penn Avenue, Pittsburgh, Pa.

FOR RENT

100,000 feet of glass in Chicago. Excellent location. Reasonable rent. Dissolving partnership.
Key 765, care American Florist.

Situation Wanted

Head gardener, country estate superintendent or manager seeks position; competent, intelligent, temperate, steady; excellent greenhouse manager, life experience in growing all cut flowers, fruits and vegetables; landscape artist expert with orchard and farm crops, live stock and engines. Best references.
A. PAWLITZ
Pipestave Hill Farm, R. D. 97, W. Newbury, Mass

Seed Catalog Man

Wanted by old established Ohio Company. Should be familiar with all stocks usually listed in seed catalogues, also with all processes in the construction of catalogues, typesetting half-tone illustration, lithographing, photographing, etc., etc. Give experience, age, references, salary wanted and everything in detail. Position to be filled soon as possible. Good thing for right man.
THE LIVINGSTON SEED CO., Columbus, O.

FOR SALE

On account of unforseen circumstances I am compelled to sell a new Moninger 50x250 foot greenhouse that has not been erected. Also new No. 9 Kroeschell hot water boiler complete. For full information with blue prints, address
JOHN B. SMITH
Ridge Road, ROYAL OAK, MICH

For Sale or Rent

Seventy-five thousand feet of glass near Chicago. Satisfactory terms to responsible parties. For further particulars, address
Key 761, care American Florist.

Well Established

CHICAGO LOOP FLOWER STORE

Will sell or lease—none but responsible parties need apply. Immediate action necessary.
Key 762, care American Florist.

NEW EDITION—Issued August, 1916.

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen
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AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO.

A Rare Opportunity

to Buy or Lease one of the most up-to-date Retail Stores in the country in a city of 300,000; also a range of Glass of 65,000 square feet.

This business has been established for over 30 years and is without doubt an opportunity seldom presented. A money maker from start. Reason for selling, ill health. The owner will retain a part interest with any individual or corporation that takes this up, if so desired, but does not want any responsibility in the manangement. An opening for two or more live young men; only persons qualified to handle such a proposition need make application. For futher particulars apply to

Key 757, care American Florist.

"Hamburg Late White" Chrysanthemum

CERTIFICATE OF MERIT awarded by Chrysanthemum Society of America.

PICTURE was taken Dec. 10, 1916, and will give a good idea of the symmetrical form of flowers of "Hamburg Late White." These flowers were cut from plants grown from single stems and planted six inches each way.

"HAMBURG LATE WHITE" is pure white under all weather conditions, and is a sport of Maud Dean white, but has no trace of pink, as the original.

The average grower of chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible. "Hamburg Late White" has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but for late white, one of the best for commercial purposes. It can be had in bloom the latter part of November, by taking an early bud, but by selecting later buds, most of the flowers are cut during December, and would advise to select a late bud, as the later buds come somewhat fuller, and by selecting late buds, flowers can be had as late as the middle of January.

Keeping qualities are excellent, and where a light, graceful white flower is wanted, "Hamburg Late White" cannot be surpassed.

"Hamburg Late White" will be disseminated in the Spring of 1917. Plants will be ready April 1st, 1917, and all orders will be filled in rotation.

	Per 100	Per 1000		Per 100	Per 1000
Rooted Cuttings.....	$12.00	$100.00	2-inch pots.....	$15.00	$125.00

WILLIAM F. KASTING CO.

568-570 Washington St., BUFFALO, N. Y.

Detroit.

LENT BRINGS NO TRADE DIMUNITION.

The Lenten season has brought no dimunition of business thus far, and some dealers report a steady increase as spring approaches. This is especially true in the movement of bulbous plants and cut flowers, the display of which seems to awaken increased interest in the flower buyers and their indulgence in them is a natural result. Excepting roses and lily of the valley, there seems to be a heavy supply of all the other seasonable flowers. An unprecedented supply of freesias is afflicting the market, and but little is used, at low prices. Sweet peas are arriving in great quantities, but they are fine and most of them are disposed of at fairly remunerative prices. Carnations are now in soft condition, owing to the continuous cloudy weather, and their sale is slow. Easter lilies are rather scarce, and those available are bringing good prices, while Paper Whites and all other bulbous cut stock are, even this early in the season, bringing discouraging returns to the growers.

NOTES.

Frank Holznagle suffered a heavy loss by fire Sunday night, February 25. The service building, over 100 feet long, connecting the two ranges of greenhouses was completely destroyed, as were the ends of all the adjoining greenhouses and the stock in them. Fortunately, a greater loss by frost was arrested because of the mild weather prevailing, which enabled him to temporarily enclose the burned ends of the houses and succeeded in protecting much of the remaining stock. It appears that the fire originated by suspended electric light wires coming in contact with the metal or wires of an automoblie that came into the building late that evening. The gasolene of the machine was ignited, and that was responsible for the rapid work of the flames.

Robert Pyle, West Grove, Pa., gave a stereopticon lecture on roses at the Twentieth Century Club building on February 23. The address was given under the auspices of the home and school gardening committee of the club, and was most interesting and instructive. Mr. Pyle showed examples of the finer rose gardens of Europe and America and strongly urged the people of Detroit to inaugurate this form of development of the queen of all flowers. The president of the club announced at the meeting that the committee had, through its members, put up nearly 300,000 seed packets for the use of the school children during the coming season.

Geo. A. Rackham, who some time ago retired to a small fruit farm at Northville, Mich., has been quite ill with nervous prostration. Late reports of his condition show some improvement, and his many friends are hoping for his early and complete recovery.

The Detroit bowlers will go to Cleveland Thursday, March 1, to play the return games with the Forest City boys in the contest for the Michigan Cut Flower trophy, which went to that city in the initial contest in January last.

J. F. S.

Los Angeles, Calif.

NORMAL CONDITIONS RETURN.

The weather man is now issuing regular rations of sunshine to this vicinity and normal conditions are now prevailing locally. Carnations in great abundance are now in evidence everywhere and prices are lower in consequence. Some extra long stemmed flowers are to be seen. St. Valentine's day was observed here to a certain extent and there was considerable business in made-up baskets, many of the designs being exceptionally artistic. A number of the trade arranged special windows for the occasion.

NOTES.

The Broadway Florists are always very busy, the entire force being especially rushed recently handling the transient trade in addition to usual telephone orders. Jack D'Artignac, the designer and decorator at this establishment, arranged a very handsome banquet design recently in which over 5,000 daffodils, in addition to many ferns, were used. Jack is certainly an artist in his line.

O. C. Saake featured a very nicely arranged window for St. Valentine's day. He has been showing some very fine roses, especially September Morn, with stems strong enough for a fish pole. Some excellent Ophelia, Prima Donna and some good hyacinths were also seen at this establishment.

Seki Bros. & Co. have an immense stock of carnations. Trade is reported excellent and Mr. Seki, who is always optimistic, is well pleased with the business outlook.

Wright's Flower Shop, Inc., was well decorated with Valentine baskets in beautiful designs. They had many orders and a busy day.

Wolfskill Bros. & Morris Goldenson had a house of carnations and many special orders were filled for St. Valentine's day designs.

J. W. Wolters had as usual a very artistic arrangement for St. Valentine's day. Some especially fine genistas were seen here.

G. H. H.

Why We Can Offer

DORMANT ROOTS

Mild Winter
Cheap Coal
No Risk Freezing

CANNA BARGAINS

Grown Cheap
Pay on Long Time
Cheap Labor,
handling, packing, etc.

You Get Benefit—Good Until March 10.

KING HUMBERT, King of the Leaders, 3 Cents.

CHAS. HENDERSON
FLORENCE VAUGHAN
MADAM CROZY

2 Cents

MILWAUKEE
VENUS
EXPRESS

All other Standard Sorts Cheap for This Month and the

New Cracker Jack YELLOW KING HUMBERT, each 35c, Get It Now.

The Above Prices for Florist-Growers Only, Not Dealers.

BEGONIA BULBS

	Per 100	Per 1000
SINGLE SORTS—White, Scarlet, Yellow, Pink	$3.00	$25.00
Single Frilled	5.00	45.00
Single Butterfly	5.50	50.00
Single Mixed Colors	2.60	23.00
DOUBLE SORTS—White, Scarlet, Yellow, Pink	4.00	35.00
Double Frilled	6.50	60.00
Double Butterfly	6.50	60.00
Double Mixed Colors	3.50	32.00

AMERICAN-GROWN (Vaughan Farms)

GLADIOLUS BULBS

Double your returns by planting as a catch crop.

	Per 1000
Mrs. Francis King, 1st Size	$14.00
" " " Medium Size	10.00
Augusta, 1st Size	13.00
" Medium Size	10.00
America, 1st Size	15.00
" Medium Size	10.00
Chicago White, First Early	20.00
" " Medium Size	15.00
Florist XXX Mixed, 1st Size	15.00
Panama, 1st Size	30.00
Niagara, 1st Size	40.00
" Medium Size	35.00
Mrs. F. Pendleton	Per 100, 7.50
Myrtle	Per 100, 10.00

See our Spring "Book for Florists" for Complete Named List.

Spiraea (Clumps)

Best kinds grown. Prices reduced.

	Per 100
America, Lilac Rose	$8.50
Avalanche, White	9.00
Gladstone, White	8.00
Queen Alexandra, Pink	8.50

True Dwarf Pearl Tuberose

First Size, 4-6 inches	Per 1000 $8.25
Medium Size, 3-4 inches	Per 1000 5.00

Carload Lots—Frost Free—Ready

Caladium Esculentum

	Per 1000
5 to 7-inch	$15.00
7 to 9-inch	30.00
9 to 11-inch	55.00
11 to 12-inch	85.00

Lily of the Valley

	Per 1000
Pips, Hamburg, Holland Grown	$20.00

This stock proved very satisfactory last year.

Fortin's Valley, largest	per 100 2.75

LILY BULBS

Lilium Giganteum (New Crop)

	Per 1000
6 to 8-inch (Case of 400, $12.50)	$30.00
7 to 9-inch (Case of 300, 15.00)	45.00
8 to 9-inch	65.00
9 to 10-inch (Case of 200, $16.00)	77.50

Hardy Lilies—Splendid Solid Bulbs

	Per 100	Per 1000
Lilium Auratum (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
Lilium Rubrum, 8-9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00

Lilium Formosum

	Per 1000
6 to 8-inch, (350 to case) regular strain	$35.00
6 to 8-inch, (350 to case) true black stem variety	40.00

NEW YORK **VAUGHAN'S SEED STORE** CHICAGO

Our Spring "BOOK FOR FLORISTS" Should Hang at Your Desk.

Carnations-Roses-Bulb Stoc

Russell, Sweet Peas, Cattleyas, Valley, Beauties, Cecile Brunner

FOLLOWING IS OUR CURRENT PRICE LIST:

AMERICAN BEAUTIES.

	Per doz.
Specials	$6.00
36 to 40 inches	5.00
30 inches	4.00
24 to 28 inches	3.00

RUSSELLS.

	Per doz.
Extra Long	$5.00
Long	$3.00 to 4.00
Medium	2.00 to 2.50
Short	1.00 to 1.50

		Per 100
Milady, Richmonds, Brilliants, Sunbursts, Ophelia	Long	$10.00 to $12.00
	Medium	8.00
	Short	4.00 to 6.00
Aaron Wards, White Killarney, Killarney	Long	$10.00 to $12.00
	Medium	8.00
	Short	4.00 to 5.00

Extra long special roses we charge accordingly.

MINIATURE ROSES.

	Per 100
George Elgar	$2.00
Cecile Brunner	2.00
Baby Doll	2.00
Firefiame	4.00

ORCHIDS.

	Per doz.
Cattleyas	$6.00
Cypripediums	2.00

CARNATIONS.

	Per 100
Fancy	$4.00
Our selection	$2.00 to 3.00
Splits	1.50

VALLEY.

	Per 100
Fancy	$7.00
Firsts	6.00
Seconds	5.00

MISCELLANEOUS CUT FLOWERS.

Jonquils, Daffodils	
Freesia, long strong stocks	3.00 to
Tulips	3.00 to
Romans	
Easter Lilies	15.00 to
Violets	.75 to
Sweet Peas	1.00 to
Snapdragon per doz.	1.00 to

GREEN GOODS.

Smilax	per doz.
Sprengeri, per bunch, 50c, 75c, $1.00	
Adiantum	
Adiantum Hybridium	
Farleyense	$10.00 to
Galax gr. and br.	
Galax, gr. and br.	per 1,000
Leucothoe	
Mexican Ivy	
Ferns	
Ferns	per 1,000
Boxwood, per bu., 25c	case
Wild Smilax,	per case

FOR ST. PATRICK'S DA

48-in. Window Display Harp

Made of Green Frieze and Chenille Strings, - $5.00 E

HUGHES' SHAMROCK BOX

Two Plants to Each Box

$3.50 per Dozen **$25.00 per Hundr**

Green Dye

The color the Irish love so well

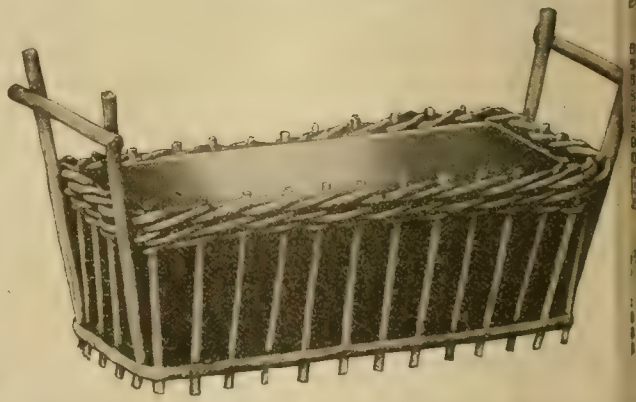
$1.50 per package

Sphagnum Moss

Can supply you with all you need at **$1.25** per bale.

Greening Pins

10-lb. box for **$2.00.**



No. 207—Two-Tone Bulb Basket, 60c each

POEHLMAN

72-74 E. Randolph St.,

ROSE PLANTS

GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

GRAFTED—2½-inch Russell .....$150.00 per 1000
Lots of 5000 or more..... 145.00 per 1000
GRAFTED—2½-inch Ophelia, Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond ..... 120.00 per 1000
Lots of 5000 or more..... 110.00 per 1000
These prices are absolutely net cash.
For 3½-inch stock an additional $50.00 per 1000 will be charged.

OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner .....$7.00 per 100; 65.00 per 1000
Lots of 5000 or more..... 62.50 per 1000
Sunburst, own root....$10.00 per 100; 90.00 per 1000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

CHRYSANTHEMUM ADVERTISEMENT WILL APPEAR IN LATER ISSUES.

Miscellaneous Plants

GARDENIA VEITCHII PLANTS, strong, healthy 2-inch stock, **$7.00 per 100**

ANDANUS VEITCHII—4-inch..... $0.35 each
5-inch .....60c, .75 each
6-inch ..... 1.00 each
7-inch ..... 1.50 each
8-inch ..... 2.00 each
ROTONS—5-inch ..... .60 each
UBBER PLANTS—
5-inch.....50c, 75c, $1.00, $1.50, 2.00 each
NGLISH IVY—4-inch.....$15.00 per 100
SPARAGUS PLUMOSUS—2½-inch pots 3.50 per 100
3-inch pots ..... 8.00 per 100
6-inch made-up pots..... 35.00 per 100

ASPARAGUS SPRENGERI—3-inch pots.. 7.00 per 100
4-inch pots ..... 10.00 per 100
TABLE FERNS—2½-inch pots..... $4.00 per 100
3-inch pots ..... 8.00 per 100
4-inch pots ..... 15.00 per 100
BOSTON and ROOSEVELT FERNS—5-inch. $0.35 each
AUCUBAS—
Well berried.....$1.00, $1.50, $1.50 to 3.00 each
CYCLAMENS—4-inch ..... .25 each
5-inch ..... .50 each
HYACINTHS—4-inch ..... .12 each
In pans .....50c, .75 each
FREESIAS—In pans..... .75 each

Palms Western Headquarters Palms

gest and most complete stock offered in the West, in a healthy, strong and clean condition.

ENTIA FORSTERIANA SINGLE PLANTS
inch pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves			Each
ch pots	5-6	26-28	inches high.....$	1.25
ch pots	6-7	30-32	inches high.....	1.50
ch pots	6-7	34-36	inches high.....	2.00
ch tubs	6-7	40-42	inches high.....	3.50
ch tubs	6-7	42-46	inches high.....	4.00
ch tubs	6-7	50	inches high.....	5.00
ch tubs	6-7	52-54	inches high, heavy	7.00
ch tubs	6-7	54-60	inches high, heavy	8.00
ch tubs	6-7	60-64	inches high, heavy	12,00
ch tubs	6-7	8	feet high, heavy..	40.00
ch tubs	6-7	9-10	feet high, heavy..	50.00

ENTIA BELMOREANA SINGLE PLANTS.

	Leaves			doz.	100	1,000
nch pots.....$1.50					$12	$100
h pots	5	10-12	inches high	2.50	$18	$150
						Each
h pots	5-6	16	inches high	5.00	40.00	.45
h pots	5-6	22	inches high.....$			1.25
h pots	5-6	26-28	inches high.....			1.50
h tubs	5-6	42	inches high.....			5.00

ecimen plants, 15 inch tubs, $75.00 each.

KENTIA FORSTERIANA MADE UP PLANTS.

Plants			Each
6 inch pots	3	26 inches high.....$	2.00
7 inch tubs	3	30-32 inches high.....	2.50
8 inch tubs	3	38 inches high.....	4.00
8 inch tubs	4	46-48 inches high.....	5.00
9 inch tubs	4	52 inches high.....	6.00
10 inch tubs	4	54 inches high.....	8.00
12 inch tubs	4	55-60 inches high.....	12.00
12 inch tubs	4	66 inches high.....	15.00
15 inch tubs	4	72-78 inches high, heavy..	25.00
15 inch tubs	4	75-80 inches high, heavy..	30.00

ARECA LUTESCENS.

Plants			Each
6 inch pots	4 bushy	24-26 inches high....$	1.25
7 inch tubs	4	30 inches high....	2.50

ASPIDISTRAS.

5 inch pots, 10-12 leaves, green.....$1.00
6 inch pots, 16-20 leaves, green..... 1.50
5 inch pots, 10-12 leaves, vari..... 1.50

PHOENIX ROEBELENII.

4 inch pots, 50 cents each; 5-inch pots.....$1.00

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, 90c per doz.....$7.00 per 100

LIVISTONA ALTISSIMA.

2¼ inch pots, $1.00 per doz.....$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots.....50c each

STEVENSONIA GRANDIFOLIA.

4 inch pots .....50c each

DRACAENAS.

	Each	Doz.	100
5 inch Amabilis .....$	0.90	$10.00	$80.00
5 inch Imperialis	1.00	12.00	
6 inch Fragrans	1.00	10.00	
5 inch Baptistii	1.00	10.00	
5 inch Terminalis	.60	7.00	
4 inch "	.40	4.20	
3 inch "	.25		22.00
5 inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

A Nominal Charge is Made for Packing.

N BROS. CO.

ong Distance Phone, Randolph 35. **CHICAGO, ILL.**

BIG DROP IN ROSE PRICES

BULB STOCK IN IMMENSE SUPPLY AT LOWER PRICES.

AMERICAN BEAUTIES

Our cut consists mostly of medium and shorter length stems, but very fine flowers.	Per doz.
Extra specials, extra long stems	$6.00 to $8.00
Stems 30 inches	4.00 to 5.00
Stems 18 to 24 inches	2.00 to 3.00
Stems 12 to 18 inches	1.00 to 1.50
Shorter lengths	50 to .75

RUSSELLS—The best in this market.	Per doz.
Specials, extra long	$2.50
Long	2.00
Good medium	1.00 to 1.50
Good short	75

RED ROSES Rhea Reid and Richmond	Per 100
Long	$10.00
Good medium	$6.00 to 8.00
Good short	4.00 to 5.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$10.00 to $12.00
Good medium stems	6.00 to 8.00
Good short stems	4.00 to 5.00

Pink and White Killarney, Brilliant	Per 100
Long	$8.00
Good medium	6.00
Good short	4.00

OUR SELECTION. Assorted Roses in lots of 200 or more, at the rate of $3.00 per 100

Cecile Brunner, bunch of 25 buds $0.50

Baby Doll, bunch of 25 buds 25

CARNATIONS

All colors, per 100 $3.00 to 4.00

BULB STOCK	Per 100
TULIPS	$2.00 to $3.00
PAPER WHITES	3.00
JONQUILS AND DAFFODILS	2.00
VALLEY	6.00

GREENS

ASPARAGUS and SPRENGERI	Per 100,	3.00 to 4.00
GALAX, Green or Bronze	Per 1000,	1.25
CHOICE COMMON FERNS	Per 1000,	3.50

All other seasonable stock at market prices.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS MORE PLENTIFUL.

Stock of all kinds is more plentiful at this writing, especially roses, which have been a little on the short side for some time. American Beauty roses are none too numerous, but there are plenty to go around at slightly reduced figures. Some especially fine Mrs. Chas. Russell are being offered, which are as perfect as it is possible to grow them at this season of the year. The large quantity of Mrs. Chas. Russell roses that are being offered has affected the American Beauty market to some extent, although the receipts of the last named variety have been increasing steadily the past week. Roses in general are more plentiful and are selling at lower prices than they have been for several months. Carnations are in good supply and are moving fairly well considering the general market conditions. Sweet peas are in extra large supply and very fancy stock is obtainable in large lots at very reasonable prices. Lilies and callas are more plentiful but clean up pretty well right along. Lily of the valley continues to hold its own and so do gardenias. Orchids are none too plentiful and what few are arriving find a ready market. Violets are not moving as well as they should. Calendulas are seen in large quantities everywhere, but appear to clean up every day at satisfactory figures. Southern jonquils made their appearance this week, but from all reports, the crop will not be as large as in former seasons, owing to the damage sustained during the recent frosts. Tulips are to be had in quantity at bargain prices, which holds good for bulbous stock in general not already mentioned. Very few Paper White narcissi are seen, but at that what little stock is offered is not bringing the prices that one would expect, owing to the limited quantity. Snapdragons, candytuft, stevia, daisies, pansies, mignonette, bouvardia and forget-me-nots, are included in the many other offerings. Greens are selling at better prices, especially Asparagus plumosus nanus and A. Sprengeri. Taken all in all, business is not as brisk as it might be, but it is much better than one would expect for the first week in Lent.

RUBBER HOSE PROPOSALS.

Sealed proposals will be received by the South Park Commissioners, Fifty-seventh street and Cottage Grove avenue, until 12 o'clock noon, Wednesday, March 7, 1917, for approximately 40,000 feet of one-inch rubber hose, delivered to 5818 Cottage Grove avenue. Specifications and blank bidding forms may be obtained at the above named office. A deposit of five per cent of total bid, either in currency or certified check, payable to the South Park Commissioners, must accompany each proposal as a guaranty of good faith. The successful bidder will be required to enter into a contract and give a surety bond in the sum of 25 per cent of estimated amount of contract. The right is reserved to reject any or all proposals. or any part of a proposal.

NOTES.

The demand for young American Beauty rose plants is very heavy and many of the growers are refusing orders for same. Whether the demand signifies that this variety will be grown more heavily next season or not remains to be seen, but the present indications are that it will be. One grower, who had 27 large houses devoted to this variety two years ago, will discard it altogether next season to make room for Mrs. Chas. Russell.

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

Practically all the local wholesale florists are now charging for boxes at actual cost on all shipping orders. The high cost of operating greenhouses this season has made this step absolutely necessary. Many of the houses have been charging for boxes for some time, while others figured the charge in at first cost, which practically amounts to the same thing.

An excellent programme has been prepared for the annual meeting of the Illinois State Florists' Association, which will be held at Champaign, March 6-7. The local party will leave the Park Row station, on the Illinois Central railroad, March 6 at 9:15 a. m., due at Champaign at 12:15 p. m.

H. B. Kennicott, of Kennicott Bros. Co., and wife left February 26 for St. Petersburg, Fla., on a combined business and pleasure trip. Mr. Kennicott will spend some time on his orange grove at St. Petersburg as well as call on the trade in all the principal cities going and coming.

The Chicago Wholesale Cut Flower Association will hold a special meeting in the Gray room at the Hotel Sherman, Thursday evening, March 1, at 6:30 o'clock.

HEAVY CROP OF ROSES

RUSSELL & SUNBURST

All the other varieties listed in the price list below. Order Here.

Buy Direct From The Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

	Per doz.
AMERICAN BEAUTIES	
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

	Per 100
RICHMOND	
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

	Per 100
MILADY	
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

	Per 100
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia	
Specials	$12.00
Select	10.00
Medium	$6.00 to 8.00
Short	4.00 to 5.00

	Per 100
ROSES, OUR SELECTION	$4.00
Carnations, fancy	$3.00 to 4.00
Freesias	3.00 to 4.00
Harrisii	$12.50 to 15.00
Jonquils	3.00 to 4.00
Stevia	1.50 to 2.00
Sweet Peas	1.50 to 2.00
Tulips	3.00 to 4.00
Valley	6.00
Violets	1.00 to 1.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Ferns, per 1000	$3.00
Galax, bronze and green, per 1000, $1.25	
Leucothoe Sprays	75c to 1.00
Smilax	per doz. strings 2.00 to 2.50

2,000,000 Feet of Modern Glass

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

N. J. Wietor, of Wietor Bros., is up and around again, after being on the sick list for several days. Mr. Wietor received a cocoanut right from the tree one day this week from George Manos, who is visiting at Lakeworth, Fla. The cocoanut came unwrapped with the address and stamp on the shell and attracted the attention of all the visitors at this establishment.

Chairman Asmus, of the National Flower Show Committee, who has been on the sick list for the past two weeks, is progressing slowly and expects soon to be out. Mr. Asmus says the western members of the S. A. F. executive committee will leave this city for New York, March 14.

Emil Reichling, superintendent of the Peter Reinberg greenhouses, evidently thinks very highly of Weiland & Risch's new rose Champ Weiland, for it will be grown on a larger scale than ever at the Reinberg greenhouses next season.

Chas. H. Fisk and wife will leave the latter part of this week for a month's visit in Florida. They plan on visiting H. B. Kennicott and wife at St. Petersburg while they are in the California of the southeast.

J. A. Budlong is showing a large supply of magnificent sweet peas, not to mention the very fancy Mrs. Chas. Russell roses.

Joseph Ziska & Sons report a great increase in business since they have occupied their present quarters at 169-175 North Wabash avenue.

President Miller, of the American Bulb Co., will celebrate the thirtieth anniversary of his birthday on March 4.

Samuel Seligman severed his connection with the American Bulb Co., Saturday, February 24.

My Friend Bill

Says:

If we would always bear in mind, that, anything we do, to benefit the trade in general, is bound to mean a profit to ourselves in the end, more of us would make an effort to work for the general good of our business.

The Man

who only works and strives for his own immediate profit, and, cannot be interested in any undertaking, unless it means a direct gain to him, is only of use to himself in this life, and, no community suffers by losing him.

Only

the determination of all the Real men in our business to help, and not to hinder, to boost, and not to knock his neighbor, the realization that cut-throat competition and contemptible underhand attempts to injure the other man's business, are the weapons of the self-acknowledged failure and the surest and quickest roads to ruin, will result in more good fellowship, a bigger, broader and more profitable business as a whole, and—finally greater returns for every honorable and conscientious man.

Bill Says:

WHY NOT BEGIN TODAY?

Do something for somebody without thought of profit, with all your good will, and you will experience much genuine pleasure and be highly elated that you are so fortunate as to be engaged in such a wonderful business, enabling you to come in contact with such enterprising, broadminded and thoroughly capable men.

Our

100%

"Service"

consists of Earnest, sincere co-operation with our Growers and Customers.

Van

PERCY JONES, Inc., Chicago, Ill.

Beauties--Roses--Carnations

Current Price List-- Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per Doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00

RICHMOND.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short stems	4.00

MRS. CHAS. RUSSELL.	Per 100
Fancy stock	$10.00 to $20.00

PINK KILLARNEY, WHITE KILLARNEY, KILLARNEY BRILLIANT, SUNBURST, OPHELIA.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short Stems	4.00

MINIATURE ROSES.	Per 100
Baby Doll	$2.00
Elgar	2.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy White and Pink	$2.50 to $3.00
Good	1.50 to 2.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	3.00
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.25

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

Bassett & Washburn are cutting a fine grade of Mrs. Chas. Russell and American Beauty roses, which are without a doubt the finest that this firm has ever offered. Mr. Washburn celebrated the fifty-ninth anniversary of his birthday February 27, and it is needless to add that his many friends in the trade, as usual, remembered him on the occasion.

A. L. Vaughan & Co. are strong on all seasonable flowers, particularly bulbous stock, which is in extra large supply with them. Orchids are in good demand at this establishment and clean up at an early hour each day.

Erne & Company, successors to Erne & Klingel, have noticed that the florists in general keep pretty close tab on the trade papers for practically all their orders are now reaching them under their new firm name.

Fritz Bahr is back from a pleasant visit at Red Bluff, Calif. His residence at Highland Park was partly destroyed by fire while he was away, but everything was put back in tip top shape before he reached home.

At Zech & Mann's store the receipts of roses are steadily increasing, but the demand seems to keep pace with the supply, for they clean up nicely every day, considering the general market conditions.

Wiltgen & Freres are doing nicely at their new wholesale store at 173 North Wabash avenue and are carrying a large line of stock, considering the short time that they have been in business.

Felix Reichling and L. Hoeckner, of the Peter Reinberg force, received their first and second degrees in the Knights of Columbus, Ravenswood Council, No. 1009, Thursday evening, February 22.

A. T. Pyfer & Co. are showing a large supply of extra fancy lilies from the Pyfer & Olsem greenhouses at Wilmette in addition to a mammoth supply of sweet peas.

O. A. & L. A. Tonner have established quite a trade in green goods, which department, in charge of Henry Arnold, is now an important part of their business.

A. Henderson and John Michelsen visited the Alois P. Frey greenhouses at Crown Point, Ind., February 24, known as the home of the Rainbow freesias.

The Chicago Flower Growers' Association is one of the few firms that is offering the rose, Fireflame, in quantity this season.

D. E. Freres reports a heavy demand for Asparagus Sprengeri, which he is handling in quantity.

The E. C. Amling Co. did a $250,000 business between October 1, 1916, and February 22, 1917.

John Poehlmann will spend a year farming near Rockford for the benefit of his health.

R. E. Blackshaw, of the A. L. Randall Co., is still on the sick list.

L. Loeser, of the Kyle & Foerster force, is serving on the jury.

Mrs. E. F. Winterson celebrated another birthday February 28.

George Reinberg is cutting from a large crop of fine callas.

ROSES

Fancy stock in all the leading varieties in large supply.

Carnations-Sweet Peas

STEVIA	STOCKS	VALLEY
CALENDULAS	VIOLETS	DAISIES
SNAPDRAGONS	FREESIAS	JONQUILS
PUSSY WILLOWS	DAFFODILS	MIGNONETTE
ROMAN HYACINTHS		DUTCH HYACINTHS

ORDER HERE—YOU CAN'T DO BETTER ELSEWHERE—OFTEN NOT NEARLY AS GOOD

The Chicago Flower Growers' Association

Wholesale Growers of Cut Flowers and Plants

182 N. Wabash Ave., L. D. PHONE—RANDOLPH 631 **CHICAGO**

Mention the American Florist when writing

Carnation Dye

Much the best dye on the market for St. Patrick's day. A packet will color from 75 to 100 carnation. **Per pkt., 25c;** postpaid on receipt of price.

Chas. W. McKellar

22 E. Randolph St., CHICAGO

Mention the American Florist when writing

BEAR IN MIND

OUR LINE OF CUT FLOWERS AND GREENS Is Complete In Every Particular.

HEAVY SUPPLY

ROSES - CARNATIONS - ORCHIDS

AND ALL OTHER ITEMS LISTED

CURRENT PRICE LIST — Subject to Change without notice.

AMERICAN BEAUTY	Per doz.
Extra long stems	$6.00
Stems 48 inches	5.00
Stems 30 to 36 inches	4.00
Stems 24 inches	3.00
Stems 18 to 20 inches	2.00
Stems 12 inches	1.50
Short Stems	100, $6.00

MRS CHAS. RUSSELL	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES	
Richmond, special	$12.00
" select	10.00
" medium	8.00
" short	$4.00 to 6.00
Milady, special	$12.00
" select	10.00
" medium	8.00
" short	$4.00 to 6.00
Killarney Brilliant, special	$12.00
" " select	10.00
" " medium	8.00
" " short	$4.00 to 6.00
Ophelia, special	$12.00
" select	10.00
" medium	8.00
" short	$4.00 to 6.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	6.00
" " short	4.00
Killarney, special	10.00
" select	8.00
" medium	6.00
" short	4.00
Mrs. Ward, special	12.00
" " select	10.00
" " medium	8.00
" " short	$4.00 to 6.00
Sunburst, special	12.00
" select	10.00
" medium	8.00
" short	$5.00 to 6.00
Cecile Brunner	2.00
Elgar	2.00
Baby Doll	2.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	
Fancy	$4.00
Good	$2.00 to 3.00

ORCHIDS.	Per doz.
Cattleyas	$5.00 to $6.00

MISCELLANEOUS.	Per 100
Violets	$0.75 to $1.00
Valley	6.00
Easter Lilies ....per doz.	1.50 to 2.00
Stevia	2.00
Calendulas	3.00 to 4.00
Daisies	1.00 to 2.00
Paper Whites	3.00
Snapdragons ....per bunch	.75
Mignonette	6.00
Callas ....per doz.	1.50 to 2.00
Sweet Peas	.75 to 1.50
Jonquils	2.00 to 4.00
Tulips	2.00 to 4.00
Freesias	2.00 to 4.00

GREENS.	
Asp. plumosus....per string	$0.50 to $0.75
Asp. plumosus sprays...bunch	.35 to .50
Sprengeri ....per bunch	.35 to .50
Adiantum ....per 100	.75 to 1.00
Smilax, choice....per doz.	1.50 to 2.00
Fancy ferns ....per 1,000	3.00
Galax leaves ....per 1,000	1.25
Wild Smilax ....per case	5.00
Boxwood ..per lb., 25c; 50-lb. case..	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave, Chicago

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

The good of the club committee of the Chicago Florists' Club has announced a novelty show and jubilee, to be held at the new Morrison hotel, Thursday afternoon and evening, March 8, to which every florist in this city and vicinity is invited, special arrangements having been made for the entertainment of a large attendance. Growers of novelties and members of the club are especially invited to send exhibits. The jubilee will be in the form of a splendid chicken dinner, at which University of Illinois students will be guests of honor. Full particulars of this event will be found in another column. Tickets for the jubilee are $1.50 and reservations should be made at once through Fred Lautenschlager, chairman of the publicity committee, 440 West Erie street, this city.

Poehlmann Bros. Co. is cutting a splendid grade of roses of all kinds, in addition to a complete line of all other seasonable cut flowers. Tim Waters, of the supply department, is distributing a number of rose measures to the wholesale houses, like those that are in use in some cities in the east. The measures are used in grading roses from 6 inches to 24 inches, which are sold according to actual length and not long, medium, and short, as some of the local houses are now doing. Poehlmann Bros. Co. has adopted this plan of selling and so have several of the other houses.

H. Van Gelder says that Percy Jones' total sales on February 18 were the largest of any Sunday during the past six years. His out-of-town trade steadily increased, to such extent that extra help has been added to the shipping department.

H. N. Bruns, wife and daughter, are expected back from California next week.

OUR CUSTOMERS
ARE
STANDING BY US!

So why not join the ranks of our satisfied buyers? Our line of Cut Flowers and Greens is complete in every respect and our prices are so reasonable, and our supply so large, that we can take the best possible care of all your orders.

TRY US NOW.

A. T. PYFER & CO.

—Wholesale Florists—

30 E. Randolph St., CHICAGO, ILL.

Long Distance Telephone—Central 3373.

Vaughan's Seed Store is crowded with outgoing March first delivery orders on gladioli, cannas as well as onion sets. The new business is unusually heavy for this early date.

Visitors: George Blackman, Evansville, Ind.; W. Kaber, of the Kaber Co., La Porte, Ind.; Walter E. Cook, representing Stumpp & Walter Co., New York.

Polish Gardeners and Florists' Club.

A new florists' and gardeners' club was organized in Chicago February 18. The membership of the new club is limited to the Polish-speaking florists and gardeners residing in the United States. The purpose of this new organization is to promote social fellowship among its members, encourage higher and better professional education, and assist in finding suitable positions for the members. More than twenty have already joined this new club, and a good many more are expected at the next meeting, which will take place March 4, 1917, at 3 p. m., at Kosciuszko Park Field House, located at Diversey and Avers avenues. Applications for membership from florists and gardeners outside of Chicago should be addressed to Thomas Skorupa, 2740 North Avers avenue, who will gladly furnish all necessary information. Mr. Skorupa, who is superintendent for the northwest park district commissioners, is the promoter of this new organization and is confident that through it much good can be accomplished for the advancement of the profession and its members.

Washington, D. C.

STOCK OFFERED AT BUYERS' PRICES.

Business during the past week has been very quiet. The supply is plentiful and can be had at buyers' prices, and the street men are in consequence reaping their harvest—the first since before Christmas. Carnations wholesale at from $2.50 to $3 per 100 and roses are offered at prices varying from $3 to $10. Lily of the valley is "going a-begging" at $4. American Beauty is the only scarce item. This rose is not to be had at any price.

NOTES.

All local florists are adding flags to their outdoor decorations, in preparation for "inauguration week." Many of the displays are very fine.

Miss L. Daugherty, who has been connected with the Geo. C. Shaffer store for a number of years, is visiting in New York and Philadelphia.

It is reported another flower shop is to open on Connecticut avenue in the near future.

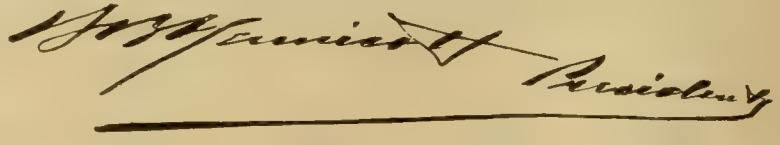
Visitors: J. J. Goudy and S. Bayersdorfer, Philadelphia; M. Manze, New York. G. C. D.

KENNICOTT BROS. CO.
Wholesale
Cut Flowers and Plants
CHICAGO

OUR IDEA
OF
SERVICE,
IS TO
HELP **YOU**
MAKE MONEY.

Inquire about our F. T. D. proposition.—

We protect the Retail Florist.



WANTED!
ASPARAGUS and SPRENGERI

Can handle regular shipments on commission to good advantage. Start shipping immediately—Checks weekly.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 CHICAGO.

SPRING LAKE, N. J.—The Peacock Dahlia Farms, of Berlin, have purchased 42 acres near here, where blooms will be grown for the New York and Buffalo markets. The entire output of the Berlin establishment will be consigned to the Leo Niessen Co., Philadelphia, Pa.

Never A Shortage Here

We are prepared at all times to fill orders, be stock scarce or otherwise.

If you want good stock and good treatment

Send Your Orders for

ROSES, CARNATIONS,

Valley, Sweet Peas, Lilies, Narcissi, Jonquils, Violets, Calendulas, Snapdragons, Freesia, Stevia, Tulips, Mignonette, Daisies, Pansies, Feverfew, Romans and all other seasonable stock; also Greens such as Ferns, Asparagus Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood

To Chicago's Most Up-to-date and best located Wholesale Cut Flower House

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

St. Louis, Mo.

MARKET CONDITIONS SATISFACTORY.

Business continues to improve. With the exception of a few rather quiet days the demand has been good. Social functions have been numerous and the call for decorations brisk. Stock has been plentiful and prices are returning to normal. Roses are more plentiful and the quality is good. American Beauty is in good demand with fair supply and prices range from 10 cents to 50 cents. Russell is still scarce but the supply of Killarney, Ophelia, Richmond, Ward, Sunburst and Milady is good and quotations are about as usual. Carnations are plentiful and the best grades move at $3 per 100, lower grades at $2. Bulbous stock is of very good quality and the call for same is good. Sweet peas are plentiful and prices are lower than in previous years. The best Spencers are sold at $1, with the shorter grades offered at 50 cents to 75 cents per 100. Violets are beginning to arrive in quantity and the quality is very good. The best bring $3 per 1,000, lower grades $1.50 and $2. Lily of the valley is scarce but the demand is light. Orchids are plentiful and move well.

NOTES.

At a meeting of the retail florists' association held February 18, the following officers were elected for the ensuing year: F. H. Weber, president; Theo Miller, vice-president; M. W. Uhlschmidt, secretary, 111 Collinsville avenue, East St. Louis, Ill.; F. C. Weber, Jr., treasurer.

A fine display of orchids is to be seen daily at the St. Louis Wholesale Cut Flower Co.

H. G. Berning reports excellent shipping business.

Visitors: J. F. Ammann, Edwardsville, Ill.; John Pilcher, Webster Groves, Mo.

X. Y. Z.

Carnations
Daffodils
Tulips
Mignonette

EVENLY BALANCED
QUALITY PRICE

Roses
Freesia
Narcissus Poeticus

JONQUILS $3.00 per 100.

SWEET PEAS $1.00 to $1.50 per 100.

FANCY CALLAS $2.00 per dozen.

SUPPLIES

Corsage Shields, Pins, Baskets, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads, Etc.

O. A. & L. A. Tonner

30 E. Randolph Street, Phone, Central 6284. CHICAGO, ILL.

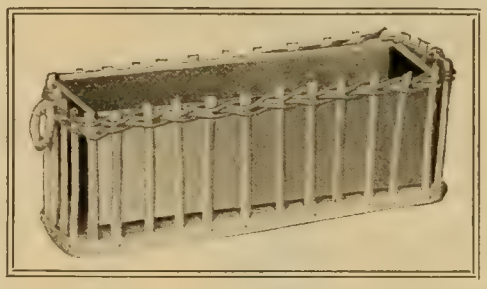
Send for our new Folder—Now ready

Novelties of All Kinds

H. Bayersdorfer & Co.

1127 Arch Street, Philadelphia, Pa.

Willow Bulb Baskets



Open weaved as illustrated, finished in any high-grade two-tone colors.

$7.20 per dozen

The same basket finished in enamel.

$6.00 per dozen

Liners are included in each offer—Order today.

Do you want our new Spring Catalog ?

RAEDLEIN BASKET CO., 713 Milwaukee Ave., Chicago

Toronto.

HIGH COSTS A TRYING PROBLEM.

The bright sunshine of the past week has had a noticeably good effect on stock, which is showing a marked improvement in quality and a much larger cut. Roses seem to revel in it, and, excepting American Beauties, there is a large supply. Trade is not any too brisk and consequently there is dropping of prices in most varieties. Hoosier Beauties, Ophelia, Shawyer and similar stock is now listed from $4 to $12 per 100, while the top price for Russell is $20. Carnations are plentiful at $1.50 to $2.50 per 100 and $3.50 is the price on select stock. Bulbous stock is quoted at $2 and $3, but if you are in position to use a quantity, price is only a secondary consideration. Where the growers get out on these prices is a mystery, for, with wages advanced and coal, in many instances, at $9.50 a ton, one must be good in jockeying figures to find a profit here. The coal situation has been a trying one, and, although a number have suffered some loss, the most serious are reported from Kitchener, where H. L. Jansen reports $10,000 damage, and W. Wilshire, of North Toronto, has let his place freeze up. The milder weather and help from the railway commission have relieved the shortage, however, and no further anxiety is felt. The storemen are taking advantage of the lower prices of stock and many well filled establishments show evidence that they are trying to push sales; but, with social festivities tabooed, the outlet is not large.

NOTES.

The high cost of living is making all sit up, and home gardening is to be part of the curriculum in the schools of this city. Pupils are to be encouraged to take up this interesting and, it is to be hoped, profitable study, not only in the growing of flowers, but vegetables as well. Prizes will be given, and evening lectures are being arranged for. The government has been seeking quotations on seeds by the thousands of packets, so that it looks as if there will be a dominion-wide distribution.

The annual social meeting of the gardeners and florists was held in St. George's hall February 20, when 150 were in attendace. An elegant programme had been provided, and, under the chairmanship of our genial Thos. Manton, all had a good time. The inner man was well looked after by Messrs. Jay and Mills. The next meeting will take place March 20, at the same hall, when the spring show will be held.

Bert Crowherst has perfected his circulator for hot water boilers, and under several severe tests a saving of from 40 to 60 per cent in fuel resulted. This would have been a life-saver to many this season.

Visitor: E. A. Dykes, representing Ed. Jansen, of New York.

H. G. D.

GREEN

Cyaceine Flower Coloring for St. Patrick's Day

We have handled this coloring for the past three years and find it to be the most satisfactory green coloring in the market and have never known it to injure flowers in any way, not even destroying their fragrance.

We offer this to you at 50c per package (enough for one or two quarts and will color from 100 to 300 carnations) or three packages for $1.25 postpaid.

Special discounts on large quantities.

It is impossible to get any more coloring imported, therefore order early.

A. T. PYFER & COMPANY, 30 E. Randolph St., Chicago, Ill.

Wichita, Kan.

VALENTINE TRADE SHOWS POSSIBILITIES.

St. Valentine's day trade was worth while and exceeded that of previous years by a good margin—probably 20 percent. Cut flower stock was mostly sold out by noon, otherwise a greater increase in sale volume would have been recorded. There was no increase of the usual retail prices. Flowering plants including bulbous stock sold well. Roses, carnations, violets and sweet peas shared the glory about equally in the cut-flower section. There was a nice trade among the grown-up sort of people, who probably would have passed by the old style, celluloid angel valentine, thus indicating an enlarged field of possibilities for the florist. The weather was fine—above freezing, and enjoyed by both customer and florist. February business is holding up good, with funeral work a large factor.

NOTES.

Ferdinand Kuechenmeister is doing special jury duty this week and his sons at the greenhouses say that they sort of miss him on some of the rush days.

Herman Fisher, of Marysville, Kan., is attending the Masonic grand lodge in session here this week.

Visitors: Robt. Newcomb, of the American Bulb Co., Chicago; M. Gullett, of Lincoln, Ill.; Arthur Zirkman, of M. Rice Co., Philadelphia, Pa.

C.

Original St. Patrick's Green Carnation Absorber

Enough powder to make one to two quarts of fluid..... **50c**

Enough powder to make two to four quarts of fluid..... **$1.00**

ABSOLUTELY THE BEST

Satisfaction guaranteed or money cheerfully refunded.

ERNE & COMPANY

Successors to

ERNE & KLINGEL

30 E. Randolph St., Chicago.

For St. Patrick's Day

Large green frieze (60 yds.).....$1.00
Medium green frieze (60 yds.)... .75

St. Patrick's Carnation Fluid

(For coloring carnations green)
75c per 1½ quart quantity.

GEO. H. ANGERMUELLER,
Wholesale Florist
1324 Pine St., St. Louis, Mo.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

JOSEPH E. WILTGEN MICHAEL F. FRERES

Wiltgen & Freres

173 N. Wabash Avenue, WHOLESALE FLORISTS Long Distance Phone, Randolph 1975 CHICAGO

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978.

ZECH & MANN

Wholesale Florists

30 East Randolph St., - - Chicago

Telephone Central 3284

HOERBER BROS.

Wholesale Growers of Cut Flowers

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. Store: 162 N. Wabash Ave. Chicago

George Reinberg

Wholesale Florist

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$6 00
" " 36-in.	5 00
" " 30-in.	$3 00@ 4 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short.....per 100,	6 00@ 8 00
" Mrs. Chas. Russell	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	4 00@15 00
" Killarney	4 00@12 00
" White Killarney	4 00@12 00
" Richmond	5 00@15 00
" Prince de Bulgarie	5 00@15 00
" Rhea Reid	5 00@15 00
" My Maryland	4 00@12 00
" Mrs. Geo. Shawyer	5 00@15 00
" Milady	5 00@15 00
" Sunburst	5 00@15 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	5 00@15 00
" Ophelia	5 00@15 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	5 00@15 00
" Tipperary	4 00@12 00
" Francis Scott Key	5 00@15 00
" Bayard Thayer	5 00@20 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	2 00@ 4 00
Cattleyas.....per doz.,	6 00
Freesias	2 00@ 4 00
Gardenias....$2 00@$4 00 per doz.	
Sweet Peas	1 00@ 2 00
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons.....$0 75 per doz.	
Violets	50@ 1 00
Lilium Harrisii	12 50@15 00
Valley	4 00@ 6 00
Jonquils	3 00@ 4 00
Daffodils	3 00@ 4 00
Romans	3 00@ 4 00
Mignonette	4 00@ 6 00
Bouvardia	4 00@ 8 00
Pansies.....per bunch, 10c@15c	
Stevia.....per 100 1 50@2 00	
Paper Whites..per 100 2 00@3 00	
Adiantum Croweanum	1 00
Ferns..... per 1000, 2 50@ 3 00	
Galax..... " 1 00@1 25	
Leucothoe	75
Mexican Ivy....per 1000, 5 00@6 00	
Plumosus Strings..each, 60@ 75	
Smilax.....per doz., 2 00@2 50	
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c lb., per case	8 00
Wild Smilax.....per case, $5 00	

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Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

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Kansas City, Mo.

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Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.

Evergreen, Ala.

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

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Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

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ACACIA

For something very choice in yellow for decorative purposes, recommend Acacia.

$2.50 per bunch.

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We can fill your order for Lilac at any time, no matter what quantity you need.

$1.50 per bunch.

GARDENIAS

They are inexpensive now and every retailer can afford to keep them them in stock.

$10.00-$25.00 per 100.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

MARKET CONDITIONS NORMAL.

Washington's birthday trade was not up to expectations by any means. This was accounted for, coming as it did at the beginning of Lent. Business, however, was normal. Roses are more plentiful and prices a little lower than a week ago. Carnations are moving well, notwithstanding an oversupply, and a few of the best grades bring $4 per 100. Sweet peas are more plentiful and the prices are very low, though a few of the extra long stems of the orchid type brought $2.50 per 100. Lilies are more abundant and are moving very slowly. Orchids are in good supply with a fair call. Gardenias are plentiful and meet with only a moderate demand. Lily of the valley is in good supply with a declining price. In bulbous stock, Paper Whites are scarce, daffodils plentiful, while freesias are in good supply. A few Roman hyacinths find a fairly good call. In miscellaneous stock there are plenty of antirrhinums, yellow and white daisies, mignonette and pansies, which are moving rather slowly. There is some good lilac which is selling well. Greens are scare, especially Asparagus plumosus and adiantum. This is on account of the shortage of the stock coming from the south.

NOTES.

A meeting of the plant growers of this city and vicinity was held February 21 at the florists' club rooms, to consider advancing the prices of plants. There was a good attendance, over 100 people being present. Robert Craig, Jr., outlined the growing conditions of many years ago up to the present time — labor conditions — this being practically 50 per cent—coal, and earthen pots, which made it impossible to sell today at the old prices and make a profit. The concensus of opinion was that the prices of all bedding stock must be increased. The following took part in the discussion: A. R. Burton, representing Henry F. Michell Co., Inc., Harry Betts, Wm. Didden, Mr. Deitrich, the Ashmann brothers, and A. M. Campbell.

J. Otto Thilow has returned from a delightful trip to the Hawaiian Islands in the best of health and spirits.

F. C.

Lowell, Mass.

Morse & Beals, 8 Merrimac square, report a good season's business. They have an attractive store which is well stocked. We remember Walter E. Morse of this firm when he was a "broth of a boy," but even then he was a good designer. He could make the wire frame for practically any design called for and complete it in a tasteful manner, with the flowers. LeForest Beals, his partner, is well and favorably known in the business and political circles of Lowell. At the store of James J McManmon, 6 Prescott street, we found great activity. He has a fine range on the outskirts of the city, also a nursery, and has by energy and hard work built up a fine business.

A. F. F.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

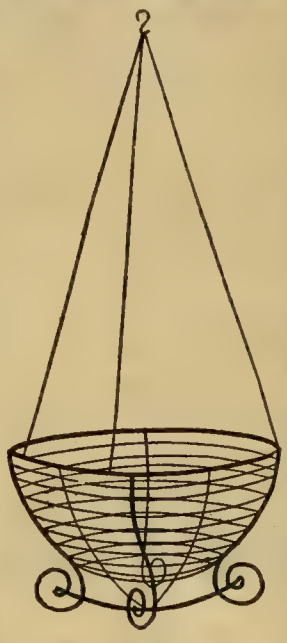
Wholesale Flower Markets

CINCINNATI, Feb. 28.	Per 100
American Beauty, per doz.	1 00@ 6 00
Roses, Killarney	2 00@12 00
" Mrs. Chas. Russell	8 00@10 00
" Ophelia	8 00@12 00
" Richmond	4 00@15 00
" Sunburst	4 00@12 00
Carnations	2 00@ 3 00
Lilium Giganteum	12 50
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Violets	25@ 50
Sweet Peas	25@ 1 00
Jonquils and Daffodils	2 00@ 3 00
Tulips	4 00

BOSTON, Feb. 28.	Per 100
Roses, Beauty	20 00@60 00
" Killarney Queen	4 00@12 00
" White and Pink Killarney	4 00@12 00
" Double White Killarney	4 00@12 00
" Killarney Brilliant	6 00@16 00
" Hadley	6 00@16 00
" Cardinal	4 00@10 00
" Mock	8 00@16 00
" Mrs. Chas. Russell	8 00@16 00
" Sunburst	8 00@16 00
" Taft	4 00@12 00
" Milady	4 00@10 00
" Ward and Hillingdon	4 00@10 00
" My Maryland	3 00@12 00
Cattleyas	35 00@50 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 5 00
Paper White	2 50@ 3 00

BUFFALO, Feb. 28.	Per 100
Beauty Special..per doz.,	$7.00
" Fancy.... "	5.00
" Extra.... "	4.00
" 1st..... "	2 00
" 2nd..... "	50c@1.00
Roses, Killarney	4 00@12 00
" My Maryland	4 00@12 00
" Sunburst	4 00@12 00
" Ward	4 00@ 6 00
" Ophelia	5 00@15 00
" Russell	10 00@20 00
" Stanley	6 00@12 00
" Mock	6 00@ 8 00
" Shawyer	4 00@12 00
Lily of the Valley	5 00@ 6 00
Lilies	10 00@12 00
Cattleyas	40 00@50 00
Carnations	2 00@ 3 00
Violets	30@ 40
Asparagus Sprengeri.. 35@ 50	
Ferns ..... per 1000, 2 50	
Smilax	15 00@20 00
Stevia	1 00@ 1 50

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1.35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order,)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer, Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING, 1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

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Everything in the line of Cut Flowers, Plants and Florists' Supplies.

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HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

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Choice Cut Flowers and Greens

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We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing

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Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

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Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

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Pittsburgh Cut Flower Co.

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(Successor to McCallum Co.)

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Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.

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C. A. KUEHN, Wholesale Florist. 1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Feb. 28.	Per 100
Roses, Beauty, special	30 00@50 00
" " fancy	20 00@30 00
" " extra	15 00@20 00
" " shorter grades	10 00@12 00
" Mrs. Chas. Russell	10 00@30 00
" Prima Donna	8 00@20 00
" Killarney	5 00@12 00
" White Killarney	5 00@10 00
" Liberty	10 00@30 00
" Hadley	8 00@20 00
" Sunburst	6 00@12 00
" Ophelia	8 00@15 00
" Hoosier Beauty	8 00@20 00
Carnations	3 00@ 5 00
Cattleyas.....each. $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	4 00@ 6 00
Calendulas	3 00@ 5 00
Daisies, yellow	2 00@ 3 00
Violets, single and double	50@ 1 00
Sweet Peas	1 00@ 2 50
Freesias	4 00@ 6 00

PITTSBURGH, Feb. 28.	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	4 00@12 00
" My Maryland	4 00@12 00
" Sunburst	4 00@12 00
" Mrs. Aaron Ward	4 00@12 00
Cattleyas	75 00
Lilium Giganteum	12 00
Carnations	3 00@ 4 00
Lily of the Valley	6 00
Snapdragons	5 00
Paper Whites	3 00
Violets	50
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, Feb. 28.	Per 100
Roses, Killarney and W. Killarney	4 00@10 00
" Ward	4 00@ 6 00
" Mrs. Chas. Russell	6 00@30 00
" Ophelia	5 00@12 00
" Hoosier Beauty	5 00@12 00
Lilies.....per doz., 1 50@ 2 00	
Cattleyas....per doz., 6 00	
Carnations	1 50@ 3 00
Rubrums	5 00
Valley	4 00@ 6 00
Violets	75@ 1 00
Stevia	2 00
Sweet Peas	75@ 1 50

Cut Boxwood Sprays

Used extensively as Greens in Funeral Work, etc.

Any amount, 12c per pound.

McCALLUM CO.

Pittsburgh, Pa.

Mention the American Florist when writing

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, VIOLETS, EASTER LILIES and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

A good opening for a few more growers of cut flowers.

1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, Feb. 28.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No. 1	2 00 "
" No. 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	4 00@10 00
Carnations	2 00@ 3 00
Valley	4 00@ 6 00
Lillies	12 50
Orchids	50 00@ 60 00
Ferns	per 1000. 3 00

New York.

LENTEN SEASON BRINGS USUAL DULLNESS.

With a public holiday immediately following the beginning of Lent, business during the past week was dull. It is realized that the best of the season has passed and that the lean times are approaching. The florists seem to be in a philosophical frame of mind, for just now there are compensations in being a florist. Nobody likes to be called robber! and thief! or other opprobrious names, but many dealers in food, in this city at least, are being thus reviled. As flowers are not articles of diet, the florists are to that extent immune. Reviewing the season, it is almost surprising that the florist business has been so prosperous when the high cost of living has been so prominent. Of course, the greatest sufferers are people who never patronize the florists to any extent, but high prices have borne heavily on the great middle class, which is the mainstay of nearly every business. Roses, which, as we have frequently noted, have kept up in price throughout the winter, have now taken a drop and will soon go lower. American Beauties are high because they are scarce, but there is an abundance of tea roses and the supply is likely to increase. Special Ophelia, a popular rose in this market, now wholesales at from $8 to $12 per 100, whereas but a short time ago $15 was the ruling price. Extras and No. 1s and 2s are more in demand, in all varieties, than the specials and have held up better, but will also be cheaper. Lilies are plentiful. Some of the dealers have been holding short stock for eight cents per flower, but the buyers will offer but six cents as the best stock can be bought for eight and 10 cents. Carnations, bulbous stock other than lilies, sweet peas and violets, are cheap and getting cheaper. The best gardenias bring $4 to $5 per dozen. Various other minor stocks are slow.

February 26—The market is quiet, with a surplus of stock, excepting American Beauties, which are scarce. All roses are growing cheaper. Lilies, sweet peas, carnations and violets are hard to clean up. On account of the cold snap in Florida and the temporary cutting off of the supply of asparagus, there has been a little flurry in prices on home-grown stock, but there is enough to supply the demand, at from $3 to $4 per dozen bunches. Light Florida shipments are arriving and that trade is likely to be normal in a few weeks.

NOTES.

It is a bad situation that does not develop a touch of humor. The wealthy women of the West Side have been insistent on the mayor and public service commission to preserve the beauties of Riverside park from the encroachments of the New York Central railroad. In the parade of East Side women February 24, which developed a riot at the Waldorf-Astoria hotel, a banner was carried inscribed: "Mr. Mayor, Never Mind Riverside Drive—We Want Onions, Potatoes, Chickens, Too." Other humorous features are the "investigations" of high prices. One jail sentence would be more beneficial than all the investigations combined, and much less expensive.

Henry Lustgarten, a grower of Manhasset, L. I., suffered a serious loss on the night of February 19, when five of his greenhouses, each 20x100 feet, were destroyed by fire. The cow and automobile shed with one cow and one automobile were also destroyed. Henry Lustgarten is a carnation grower, and a member of the Cut Flower Exchange of this city, where he sells his stock. He is an industrious worker; has a large family of young children and will have much sympathy from the trade on account of this calamity. The loss amounted to nearly $10,000, of which but $500 was covered by insurance.

Frank Millang, of the Cut Flower Exchange, who, accompanied by Mrs. Millang, has just returned from a stay at Palm Beach, Fla., says that they enjoyed the trip. He adds that the recent cold snap has done great damage to the fruit and vegetables of Florida.

Warren Spaulding, who is manager of the salesroom for Thomas Young, Jr.'s Beechwood Heights Nurseries, advises us that business has been encouraging since they opened their store at 57 West 28th street.

Alfred Kottmiller, of 426 Madison avenue, advises us that thus far, Lent has not affected his business, as he was very busy throughout the past week with decorations and in other lines of work.

The appointment of ex-Governor John Franklin Fort of New Jersey, by President Wilson, as a member of the Federal Trade Commission, gives general satisfaction.

L. E. Hauser, of the Cut Flower Exchange, has been somewhat indisposed with an attack of lumbago, but has pluckily kept about and attended to business. A. F. F.

Horticultural Society of New York.

The Horticultural Society of New York staged a splendid exhibition of cut flowers and plants in the American Museum of Natural History, February 17-18. The following exhibits from commercial growers were noteworthy: F. R. Pierson Co., Tarrytown, N. Y., roses and ferns; Lager & Hurrell, Summit, N. J., orchids; Bobbink & Atkins, Rutherford, N. J., collection of flowering shrubs and trees; A. L. Miller, Jamaica, N. Y., collection of flowering plants; Cottage Gardens Co., Inc., Queens, N. Y., Carnation Cottage Maid.

Fine stock from private estates was also exhibited. Mrs. Payne Whitney. Manhasset, N. Y., (Geo. Ferguson, Gr.), took first prize for a vase of Sunburst roses; first for a vase of white freesias; first for three vases of single early tulips; first for three vases of narcissi, and second for a vase of 100 sprays of sweet peas, 50 Rose Queen and 50 Yarrawa. Mrs. J. H. Flagler, Greenwich, Conn. (Wm. Whitton, Gr.), took first prize for vase of snapdragon, 25 spikes, assorted; first for vase of mignonette, 12 spikes, variety Farquhar's Universal; first for six pots of Primula malacoides; first for six cinerarias, pots eight-inch and upward; first for six pots of Primula obconica; special prize for Primula Kashmiriana, and special for display of pansies. Mrs. F. A. Constable, Mamaroneck, N. Y. (James Stuart, Gr.,) took first prizes for Roses Ophelia and Hoosier Beauty; first for six pots of cyclamens and first for six Amaryllis Hippeastrum.

Mrs. H. Darlington, Mamaroneck, N. Y. (P. W. Popp, Gr.), took a special prize for a fine display of tulips and other bulbous stock, Erlangea tomatosa, and first for vase of Darwin tulips; second for three vases of single early tulips. Wm. Shillaber, Essex Fells, N. J., (J. P. Sorenson, Gr.), took first prize for 100 sprays of sweet peas, variety Yarrawa. Mrs. M. A. Booth, Great Neck, N. Y. (E. Fordel, Gr.), first for a collection of hybrid freesias.

In orchids, collections of cut blooms, first prizes were taken by Lager & Hurrell, and by Mrs. H. I. Pratt, Brooklyn, N. Y. (A. J. Manda, Gr.), Clement Moore, Hackensack, N. J. (J. P. Mossman, Gr.), took a second prize.

F. R. Pierson Co. took first prize for a vase of Rose Killarney Queen, first for a vase of Scott Key and first for a vase of Ophelia; also first for 12 pots Nephrolepis exaltata and its varieties. Bobbink & Atkins took first for a collection of flowering shrubs and trees. A. L. Miller was awarded a special prize for flowering plants. Cottage Gardens, special for carnation Cottage Maid. F. O. Wheeler, Rye, N. Y. (J. F. Orr, Gr.), was awarded a special prize for a plant of furze.

A meeting of the society was held on the afternoon of February 17 and Mrs. Max Farrend lectured on "Roses and the New Rose Garden at the New York Botanical Garden." A. F. F.

OUR MOTTO: The Best the Market Affords.

Valley

Orders taken now for 1917 Crop of German - Swedish - Dutch Pips.

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Everything in Cut Flowers
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All the NEW ROSES, CARNATIONS and Seasonable Flowers.

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Phones 1664—1665 Madison Square
34 West 28th Street, NEW YORK
Receivers and Distributors of Choicest Cut Flowers

Wholesale Flower Markets

	New York, Feb. 28.	Per 100
Roses, Beauty, special		75 00@100 00
" " extra and fancy		40 00@50 00
" " No 1 and No 2		6 00@12 00
" September Morn		6 00@20 00
" Prima Donna		5 00@12 00
" Alice Stanley		4 00@10 00
" Mrs Geo. Shawyer		4 00@10 00
" Double White Killarney		2 00@10 00
" Killarney, Special		5 00@ 6 00
" " No 1 and No 2		2 00@ 4 00
" " Queen		2 00@10 00
" " Brilliant		2 00@10 00
" Aaron Ward		4 00@12 00
" Richmond		2 00@ 8 00
" Sunburst		2 00@10 00
" J L Mock		4 00@10 00
" Ophelia		2 00@10 00
" Mrs. Chas. Russell		4 00@12 00
" Hadley		6 00@50 00
" Hoosier Beauty		2 00@ 8 00
Cattleya Orchids, special		60 00
" " inferior grades		25 00@35 00
Oncidiums	per flower, 6c to 8c	
Rubrums		6 00@ 8 00
Lilies, Longiflorum and Formosum		5 00@ 8 00
Lily of the Valley		2 00@ 5 00
Carnations		2 00@ 3 00
Mingonnette	per doz	25@ 75
White Lilac	per bunch	50@ 1 00
Gardenias	per doz.	2 00@ 5 00
Sweet Peas		25@ 50
Sweet Peas, Spencers		1 00@ 1 50
Snapdragons		8 00@16 00
Violets		25@ 40
Yellow Narcissus		1 00@ 3 00
Paper White Narcissus		1 50@ 2 50
Tulips		1 25@ 3 25
Adiantum Croweanum and Hpyridum		75@ 1 00
Asparagus Plumosus	doz. bchs.	3 00@ 4 00
Smilax	doz. strings	75@ 1 25
Freesias		1 00@ 2 00
Iris	per doz	3 00@ 4 00

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111 West 28th St., New York
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Phone, Madison Square 4051.
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Asparagus Plumosus Nanus A Specialty.
RETTA E. RANKIN, Manager.

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Traendly & Schenck
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Between 26th and 27th Sts.
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Orchids, Roses, Carnations, and all the other best products of the leading growers.
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Desirable well space to rent for advertising.
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Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

A Big Cut in Prices But No Cut in Quality

This is your opportunity to buy the regular "Arnold Quality" boxes at a price far below present market values. As long as they last our present stock will be sold at prices listed below. We are unable to guarantee the filling of all orders as many of our sizes are exhausted. We will, however, fill all orders in rotation as they come in. Place your order now, thus making sure that you get yours.

WHITE GLAZE
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.60
8x 5x5 "	4.25
10x 6x5½ "	5.00
12x 8x5½ "	6.45
14x10x8 "	10.65

For Cut Flowers

16x 4 x3 2" covers	$ 3.80
20x 4 x3 "	4.25
18x 5 x3 "	4.25
21x 5 x3 "	5.00
24x 5 x3½ "	5.35
30x 5 x3½ "	6.45
36x 5½x3½ "	8.05
18x 6 x3½ "	5.20
21x 7 x3½ "	5.65
21x 8 4x "	6.60
24x 8 x4 "	7.50
24x 8 x5 "	8.20
28x 8 x5 "	9.25
36x 8 x5 Telescope	12.80
40x 8 x5 "	15.65
42x 8 x5 "	18.75
36x10 x5 "	15.65
42x10 x5 "	21.35
48x10 x5 "	25.60

VIOLET GLAZE
For Violets and Corsages

7x 4x4 2" covers	$ 3.80
10x 6x5½ "	5.25
14x10x8 "	11.25

PLAIN VIOLET
Made of Moisture Proof Board for Violets and Corsages

7x4x4 2" covers	$2.65
8x5x5 "	3.35
10x6x5½ "	3.80
12x8x5½ "	5.25

MIST GRAY
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.60
8x 5x5 "	3.90
10x 6x5½ "	4.30
14x10x8 "	8.50
15x 6x5 "	5.00

For Cut Flowers

16x 4x3 2" covers	$ 2.65
18x 5x3 "	3.05
28x 6x4 "	5.00
18x 6x4 "	4.30
21x 7x3½ "	4.60
21x 8x4 "	4.95
24x 8x4 "	5.50
28x 8x4 "	6.20
28x 8x5 "	7.10
36x 8x5 Telescope	9.90
42x 8x5 "	15.65
48x 8x5 "	17.80
30x10x5 "	9.90
42x10x5 "	18.50
48x10x5 "	21.35

For Designs and Sprays

36x12x6 Telescope	$17.10
20x12x8 "	14.25
12x12x8 "	12.80
14x14x8 "	13.50
16x16x8 "	14.25
20x20x8 "	16.50
24x24x8 "	21.35
28x28x8 "	27.00
24x14x8 "	17.80
30x14x8 "	20.60
36x14x8 "	22.75
40x14x8 "	24.85

MIST BROWN
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.80
8x 5x5 "	4.15
10x 6x5½ "	4.50
12x 8x5½ "	5.25
14x10x8 "	9.00
15x 6x5 "	5.25

For Cut Flowers

16x 4x3 2" covers	$ 2.80
20x 4x3 "	3.25
18x 5x3 "	3.25
21x 5x3 "	3.80
36x 5½x3½ "	6.75
21x 7x3½ "	4.85
24x 8x4 "	5.80
28x 8x4 "	6.30
36x 8x5 Telescope	10.55
40x 8x5 "	13.50
42x 8x5 "	16.45
36x10x5 "	13.50
42x10x5 "	19.55
48x10x5 "	22.50

For Designs and Sprays

30x12x6 Telescope	$15.00
36x12x6 "	18.00
20x12x8 "	15.00
16x16x8 "	14.75
28x28x8 "	28.50
24x14x8 "	18.75
30x14x8 "	21.75
36x14x8 "	24.05
40x14x8 "	26.30
32x32x8 "	37.55

MANILA
For Cut Flowers and Designs

	Per 100
16x 4x3 2" covers	$ 2.50
20x 4x3 "	2.90
18x 5x3 "	2.90
21x 5x3 "	3.40
36x 5½x3½ "	6.05
18x 6x4 "	4.05
21x 7x3½ "	4.40
21x 8x4 "	4.75
24x 8x4 "	5.20
24x 8x5 "	5.65
36x 8x5 Telescope	9.45
40x 8x5 "	12.15
42x 8x5 "	14.70
30x10x5 "	9.45
36x10x5 "	12.15
42x10x5 "	17.55
48x10x5 "	20.20
40x10x6 "	20.20
28x 8x6 "	8.10
30x12x6 "	13.50
36x12x6 "	16.20
24x14x8 "	17.55
30x14x8 "	20.20
36x14x8 "	21.95
40x14x8 "	24.05

Samples will be sent promptly on request. Quantity discounts as follows: 500, 5%; 1,000, 10%; over 1,000, 15%. Special 5% discount when cash is received with order.

No charge for printing when orders are for 500 or over.

SPECIALS

We will sell these boxes at the prices listed as long as they last. We have only a few left. At the prices offered they will not last long, so place your order at once if you want your share. They are all the regular well-known "Arnold Quality" boxes.

PALM GREEN
For Violets and Corsages

	Per 100
7x 4x4 2" cover	$ 3.80
15x 6x5 Telescope	5.25
15x 7x6½ "	7.45

For Cut Flowers and Designs

18x 5x3 2" cover	$ 3.25
12x12x8 Telescope	14.85
24x24x8 "	22.50
28x22x8 "	26.00
28x28x8 "	28.50

The "Old Favorite" Palm Green. Place your order now before they are all gone. The Designs and Violet sizes are a great bargain.

PEERLESS GREEN
For Cut Flowers and Designs

	Per 100
21x 8x4 2" covers	$ 4.65
28x 8x4 "	5.60
18x 5x3 Telescope	2.90
21x 5x3 "	3.35
28x 8x5 "	6.70
30x10x5 "	9.25
30x12x6 "	12.30
36x12x6 "	16.00

A very good looking shade of Light Green, slightly lighter weight quality than the Palm Green, but a very good box for local deliveries and a bargain at the prices offered.

PARCEL POST CONTAINERS

	Per 100
24x 5x4 2½" cover	$ 4.50
30x 5x4 "	5.00
28x 6x4 "	6.00
24x 8x4 "	5.75
28x 8x5 "	6.50
30x12x6 3" "	15.50
36x14x8 "	20.00
40x14x8 "	21.00
42x17x8 "	24.00
24x24x8 "	20.00
26x17x10 4" "	22.00
24x20x10 "	22.00
24x24x10 "	24.00
30x30x9 "	31.00

For Baskets and Potted Plants

12x12x15	$12.00
15x15x20	20.00
18x18x20	25.00
19x19x30	33.50

The ideal packer for shipping. You will find these a great help in having your flowers arrive in fine condition. Waterproofed inside and out.

GREEN MARBLE CUT FLOWER BOXES

Size	Per 100
7x 4x4	$3.60
8x 5x5	3.90
10x 6x5½	4.30
15x 6x5	6.00
12x 8x5½	5.25
14x10x8	9.00
16x 4x3	3.25
20x 4x3	$4.00
18x 5x3	4.00
21x 5x3	4.50
24x 5x3½	5.00
30x 5x3½	5.75
36x 5½x3½	7.00
21x 7x3½	5.25
24x 8x4	$6.50
24x 8x5	7.00
28x 8x4	7.50
28x 8x5	8.00
36x 8x5 Telescope	11.00
40x 8x5 "	13.00
42x 8x5 "	16.00
30x10x5 Telescope	$11.50
36x10x5 "	13.50
42x10x5 "	19.00
48x10x5 "	22.00
24x10x10 3" cover	17.00
30x10x10 "	20.00
36x12x7 "	18.50
24x12x10 "	18.00

A. A. ARNOLD PAPER BOX CO.

1302 W. Division St.,

Chicago, - - Illinois.

Fort Wayne, Ind.

Business has not suffered with the coming of the Lenton season. Funeral work has led the demand and orders for weddings and a brisk counter trade have helped. The supply of stock is exceptionally good. Roses, however, are short of the demand.

NOTES.

At a well attended meeting of the florists' club, February 22, W. J. Vesey, Jr., was elected president to fill the vacancy caused by the resignation of Mrs. H. J. Wickman, who has left the city.

A. J. Lanternier & Co. report a good demand for funeral work. The engagement of Miss Hilda Lanternier, well known as a florist of much ability, to R. J. Brown, is announced.

The Doswell Floral Co. is displaying excellent stock. A good demand for spring flowers is reported.

Markey Bros. have been very busy with funeral work. Stock at their range is in fine condition.

W. J. & M. S. Vesey are meeting a heavy demand for both roses and orchids.

Edgar Wenninghoff has been very busy with wedding orders of late.

The Flick Floral Co. has added a new Ford to its delivery service.

H. K.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857.

Wittbold FLORIST

745 Buckingham Place.

L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullanphy Florists (INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co's
STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Albany, N. Y.

EYRES,

Flowers or Design Work.

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET.

Mention the American Florist when writing

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph Delivery Association.

THOS. F. GALVIN INC.

NEW YORK 561 Fifth Ave.

BOSTON 1 Park Street
799 Boylston Street

Deliveries to steamers and all Eastern Points.

Mention the American Florist when writing

Max Schling

NEW YORK.
No. 22 West 59th Street
Adjoining Plaza Hotel
Member of the Florists' Telegraph Delivery.

Original Decorations a Specialty.
Branch:
THE VANDERBILT HOTEL
Main Phone, Murray Hill, 783
Branch " " " 1808
Park Ave. and 34th St.

Kottmiller

Member F. T. D.
426 Madison Ave.
And 49th St., NEW YORK

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

REUTER'S

For Rhode Island and Connecticut

STORES

New London, Conn., Norwich, Conn. and Westerly, R. I.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Young & Nugent

Telephone 2065-2066 Madison Square.
42 West 28th Street,
To out-of-town florists: We are in the Heart of **NEW YORK**
And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Bangor, Me.

Adam Sekenger

FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing.

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.,

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

Mention the American Florist when writing

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
Cable address: Alexconnell,
Western Union Code.

Mention the American Florist when writing

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Ave., Chicago.

Largest and most centrally located store in the city. All orders given prompt attention.

Mention the American Florist when writing

Rochester, Minn.

Wire and Mail Orders Our Specialty.

Bragg's Flower Store

Successor to Rochester Floral Co.
RETAIL STORE. GREENHOUSES.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

A. J. PALMER & SON
Palmer's
364 MAIN STREET
BUFFALO, N.Y.
Members Florists Telegraph Delivery Association

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

LARGEST FLOWER STORE IN THE CITY

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.
Established 1874.
DARDS
N. E. CORNER 44TH ST. AND MADISON AVE.
Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.
Members of Florists' Telegraph Delivery.

St. Paul, Minn.
Holm & Olson,
20-22-24 West Fifth Street.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.
HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

Newark, N. J.
Begerow's
946 BROAD STREET.
Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.
A.W.Smith Co.
KEENAN BLDG.
Largest Floral Establishment in America
Established 1874. Incorporated 1909.

Philadelphia, Pa.
The London Flower Shop, Ltd.
1800 Chestnut Street
Members of Florists' Telegraph Delivery.

Syracuse, N. Y.
MILES S. HENCLE
FLORIST
536 SOUTH SALINA STREET
General designs—All flowers in season

Name Index to Retail Florists Filling Telegraph Orders.

Alfred Lozier Rosery, Des Moines, Ia.
Alpha Floral Co., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Archias Floral Co., Sedalia, Mo.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bragg's Flower Store, Rochester, Minn.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Broadway Florist, The, Los Angeles, Calif.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago, Ill.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave. and L., Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Quebec.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
Forter, Edward A., Cincinnati, O.
Foster, Fred, St. Louis, Mo.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Furrow & Co., Guthrie, Okla.
Galvin, Thos. F., Inc., New York.
Gasser, J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Hanft Bros., Madison Av., at 62nd St., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., New York.
Hatcher, John C., Amsterdam, N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Hencle, Miles S., Syracuse, N. Y.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison Ave. and 76th St., New York.
Higgins, N. F., Springfield, Mass.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Howard & Smith, Los Angeles, Calif.
Huscroft's Flower Shop, Steubenville, O.
Jahn, Hugo H., Brooklyn, N. Y.
Johnston & Co., T. J., Providence, R. I.
Joseph's, 233-235 Grant Ave., San Francisco.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kerr Floral Co., Robt. C., Houston, Tex.
Kirchner, Chas. F., Cleveland, O.
Kottmiller, New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 25 E. Madison St., Chicago.
Leborius, J. J., Duluth, Minn.
London Flower Shop, Ltd., Philadelphia, Pa.
Mangel, Chicago.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McConnell, Alex., New York.
Metairie Ridge Nursery Co., New Orleans, La.
Miami Floral Co., Miami, Fla.
Mullanphy Florists, St. Louis, Mo.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
Palmer, W. J. & Sons, Buffalo.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Pyfer & Olsem, Wilmette, Ill.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Reuter's, New London and Norwich, Conn.
Robbins, F. A., Augusta, Me.
Rock, Wm. L., Flower Co., Kansas City.
Saake, O. C., Los Angeles, Calif.
Schiller the Florist, 2221 W. Madison, Chicago.
Schling, Max, 22 W. 59th St., New York.
Schmidt, Chas. L., Harrisburg, Pa.
Sekenger, Adam, Bangor, Me.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Van Meter Flower Shop, Springfield, O.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Whitted Floral Co., Minneapolis, Minn.
Williams, Mrs. E. A., Pittsburgh, Pa.
Witthold Co., G., 745 Buckingham Pl., Chicago.
Wolfskill Bros. & M. Goldenson, Los Angeles.
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John Breitmeyer's Sons
Corner Broadway and Gratiot Avenues.
Artistic Designs.
High Grade Cut Blooms
We cover all Michigan points and good sections of Ohio, Indiana and Canada.
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Henry Hart, Inc.
FLORIST
1000 Madison Avenue
Telephone—Lenox 3822.
In the Heart of the most exclusive residential section.

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CLEVELAND
EUCLID AVENUE
Members of Florists' Telegraph Delivery.

Toronto, Can.
Canada's best known and most reliable florist
Only the Best Dunlop's
8 and 10 West Adelaide Street,
We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford
HUGO H. JAHN
—Florist—
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Brooklyn Representative of National Florist Corporation.

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FLOWERS
3924 Market Street Both Phones

Cleveland, O.
CHAS. F. KIRCHNER
9005 Superior Avenue.
Orders filled for all points in Ohio. Satisfactory Service Assured.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to

Schiller The Florist

2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

Brooklyn, N. Y.

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BROOKLYN'S LARGEST FLORIST

SEVEN STORES

Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heinl)

336 Superior St., Toledo, O.

Both Phones, 527.

Special attention to Mail and Telegraph Orders

Member of Florists' Telegraph Delivery.

Rochester, N. Y.

J. B. KELLER SONS, FLORISTS

25 Clinton Avenue, N.

Rochester Phone, 506. Long Dist. Bell ph. 2189

Members of Florists' Telegraph Delivery.

Cleveland, O., and Vicinity.

Bramley & Son

1181 E. 71st St.

The Largest Growers of Flowers in City

Duluth, Minn.

J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Houston, Texas.

Robt C. Kerr Floral Co.

Main and McKinney Phone, Preston 160

LEWIS HENDERSON, Florist

1814 Douglas St., OMAHA, NEB.

Member of Florists' Telegraph Delivery.

N. F. HIGGINS

FLORIST AND DECORATOR

150 State St., SPRINGFIELD, MASS.

HANFT BROS.

NEW YORK.

—Established 1848—

Madison Ave., at 62nd St.

PHONE PLAZA 428.

The Boulevard Floral Co.

2391 Broadway, New York

Telephone, Schuyler 6375

FINE STOCK, ARTISTIC ARRANGEMENT AND PROMPT DELIVERY.

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BRIGGS FLORAL CO.

228 W. Madison St.

801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

PYFER & OLSEM

WILMETTE, ILLINOIS

Careful attention to all mail or telegraph orders for delivery in Wilmette—Chicago's North Shore Suburb—Evanston, Kenilworth Winnetka. Glencoe. Lake Forest.

New York Established 1849

David Clarke's Sons

2139-2141 Broadway, cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

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Podesta & Baldocchi

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Mail or telegraphic orders promptly and most carefully executed.

Kansas City, Mo.

A. Newell FLORIST

Established over 20 Years.

N. E. COR. 10th and GRAND AVENUE.

New York.

DRAKOS CO.

FLORISTS

2953 Broadway, Opp. Columbia College

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Hession

Madison Ave. and 76th St.

NEW YORK

Quality Flowers

TWO GREENHOUSES ON PREMISES.

Plant Specialists Phones 107 420 775 Lenox

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Denver, Colo.

The Park Floral Co.

J. A. VALENTINE, President.

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Cincinnati.

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FLOWERS

Mail and Telegraph Orders carefully executed.

138-140 Fourth Street East

Mention the American Florist when writing

Miami Floral Co.,

Orders promptly filled.

MIAMI, FLORIDA.

Mention the American Florist when writing

Sedalia, Missouri.

Archias Floral Co.

Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.

Member of Florists' Telegraph Delivery.

Lang Floral & Nursery Co., Dallas Texas

1303 Main Street

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No Orders too large, none too small.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.

O. C. SAAKE

FLORIST

WE SOLICIT TELEGRAPH ORDERS.
Regular Trade Discount.
215 W. FOURTH STREET.

NASHVILLE, TENN.

JOY FLORAL COMPANY

Members of Florists' Telegraph Delivery.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants.

We solicit telegraph orders. Regular trade disct.
229 WEST THIRD STREET

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

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Little Rock, Ark.

PAUL M. PALEZ

FLORIST

All orders carefully filled and delivered to all parts of the city, Arkansas and the Southwest.

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St. Louis, Mo.

F. H. WEBER

Boyle and Maryland Avenues.

Flowers delivered in city and state on short notice

Member of Florists' Telegraph Delivery.

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California Florists

will take care of all telegraphic orders.

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Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florist of GRAND RAPIDS.
Members of Florists' Telegraph Delivery.

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Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
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Steubenville, Ohio.

Huscroft's Flower Shop

173 North Fourth Street

All Orders Promptly Executed

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS.

735 Euclid Ave. CLEVELAND

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

SAN FRANCISCO

JOSEPH'S

233-235 GRANT AVENUE

Members of Florists' Telegraph Delivery and National Florists for this District. A specialty made of "Welcoming" and "Bon Voyage" packages.

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

FRED FOSTER FLORIST

703 Olive St., St. Louis, Mo.

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MRS. E. A. WILLIAMS
621 Penn Ave.

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313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

E. W. PEARSON

47 State St., NEWBURYPORT, MASS.,

Covers all New England points.

KANSAS CITY, MISSOURI.

Rock's Flowers

Members Florists' Telegraph Delivery Ass'n.

CHICAGO

Mangel The Palmer House Florist

17 E. MONROE ST.

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice

Trade discounts. First-class. stock.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

THE DOMINION FLORAL CO.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention

C. Frauenfelder FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

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DES MOINES IOWA

ALFRED LOZIER ROSERY

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

Howard & Smith

653 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

WORCESTER, MASS.

Randall's Flower Shop,

13 Pleasant Street.

Member of Florists' Telegraph Delivery.

Cincinnati, O.

Edward A. Forter

FLORIST

Successor to A. Sunderbruch's Sons

128 W. Fourth St., Phones, Main 1874–1875

Member of Florists' Telegraph Delivery.

New York.

G. E. M. STUMPP

761 Fifth Avenue

Member of Florists' Telegraph Delivery.

FURROW & COMPANY

Oklahoma City and Guthrie, Oklahoma.

Members of Florists' Telegraph Delivery.

VAN METER FLOWER SHOP

SPRING and HIGH, Springfield, O.

BEST FLOWERS for EVERY OCCASION.

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

Members of Florists' Telegraph Delivery.

Boston, Mass.

HENRY R. COMLEY, Florist, 6 Park St.

50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y. N. Y. C. Arcade, State St., Amsterdam, N. Y. Greenhouses: Hatcher's Station, Hoffmans, N. Y.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

WHOLESALE AND RETAIL.

Members of Florists' Telegraph Delivery.

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Chicago Detroit

CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.

35 Broadway, DETROIT, MICH.

Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

Los Angeles, Calif.

TELEGRAPH ORDERS

The Broadway Florist

Wholesale and Retail.

414½ S. Broadway.

Main 2837. Home A276

Wedding Decorations

Funeral Designs Cut Flowers

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF HEINL'S

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

St. Louis, Mo.

WIRE

Grimm & Gorly

Mention the American Florist when writing

Augusta, Me.

F. A. ROBBINS, Florist

122 WINTHROP STREET

We deliver in Maine and all New England points.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Cleveland, O.

A. Graham & Son

5523 Euclid Ave.

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HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

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Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

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Randolph & McClements

Floral Experts

5936 Penn Av., PITTSBURGH, PA.

Mention the American Florist when writing

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing

PROVIDENCE, R. I.

and all T. J. JOHNSTON & CO.

NEW ENGLAND POINTS. 107 WASHINGTON ST., PROVIDENCE

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

VISITED CHICAGO: W. C. Dirsolf, representing the David Landreth Seed Co., Bristol, Pa.

JOHN LEWIS CHILDS, of Floral Park, N. Y., expects to return from California early in March.

LOS ANGELES, CALIF.—Onion sets, white, sold here February 15 at 18 cents per pound; browns, 12 cents.

CHICAGO.—Prices for grass seed on the Board of Trade February 28 were as follows: Timothy, $4.00 to $5.75 per 100 pounds.

J. CHARLES MCCULLOUGH, of Cincinnati, is enjoying the balmy Florida breezes and fishing in the vicinity of Palm Beach.

SEARS, ROEBUCK & Co., the well-known Chicago mail order house, had the best business day in its history February 26, sales aggregating $1,200,000.

DETROIT, MICH.—The Twentieth Century Club, of this city, has, through its members, put up nearly 300,000 packets of seed to be distributed among the school children this season.

THE countrywide advocacy of home garden planting of vegetables by the general press, on account of the high prices of foodstuffs, should make good business for the seedsmen this year.

TORONTO, ONT.—Home gardening is to be a part of the curriculum in the schools of this city. The government has been seeking bids on thousands of packets of seed, indicating Dominion wide distribution.

ARNOLD RINGIER, of the W. W. Barnard Co., Chicago, and wife, are expected home from California the latter part of the present week or early next week. Mr. Ringier has fully recovered from his attack of grip and Mrs. Ringier is much better.

CUCUMBER TELEGRAPH, according to a recent English writer, originated with a small private gardener near Rollinson's Nursery, at Tooting, Surrey, about 1866, and was distributed by Rollinson at one shilling (a fraction over 24 cents) per seed.

ONION SETS.—At this time of the year the daily onion set market prices at Chicago are made by the commission houses on South Water street, and just now changes are frequent. February 28 these were less-than-carlot prices, yellow and red $4.50, whites, $5 or $5.50, containers extra.

GILROY, CALIF.—L. W. Wheeler, of the Pieters-Wheeler Seed Co., says good rains the past week have been very beneficial to the seed crops. Radish probably will be a light crop, as frosts the past month killed the first plantings and the replanted acreage will be late. All other crops promise well at this time, although they have been retarded by the cold weather. It is believed all crops are practically sold, lettuce excepted.

MAIL order seed houses, east and west, report business running well ahead of last year in volume.

ST. LOUIS, MO.—The St. Louis Seed Co., since its recent fire, is occupying temporary quarters in the Rialto building.

CAMBRIDGE, N. Y.—Wm. C. Langbridge, of the Jerome B. Rice Seed Co., who has been on the sick list, is now greatly improved in health.

GREENE, N. Y.—E. L. Page, of the Page Seed Co., who was recently operated upon in a New York hospital, is gaining rapidly and expects to be able to return home this week.

FURTHER particulars of the late Daniel R. Mayo, of Knoxville, Tenn., whose death was noted in the Seed Trade Department last week, will be found in our obituary column this week.

SAN FRANCISCO, CALIF.—C. C. Morse & Co. report that the recent heavy rains have been of inestimable value to their seed crops.—The Hallawell Seed Co. has experienced the best season in the history of the firm.

ABRAHAM ROSENBLUM, said to be the onion king of New York, says there are less than 500 carloads of onions in the United States, while the normal demand to the middle of April when the Texas crop comes in will be 4,000 cars.

COLUMBUS, O.—The Livingston Seed Company is enjoying the most phenomenal business in its history, in the seed department, both wholesale and retail, attributed in great measure to the present high cost of vegetables and the agitation in the newspapers for private planting.

VARIOUS fertilizer companies doing business in the south, where the spring trade is further advanced than in the middle states, report that their business is running 15 per cent ahead of last season, and they have had to call in their traveling salesmen because they think they will be unable to fill increased orders.

Movies of California Seed Fields.

John C. Bodger, of John C. Bodger & Sons Co., Los Angeles, Calif., passed through Chicago last week on his return home. Mr. Bodger reports a very successful business tour of the East, and much interesst was taken in the moving pictures of his firm's seed fields which were displayed at various points on the trip.

Free Seed Appropriation.

In the bill making appropriations for the department of agriculture, which recently passed the house and senate at Washington, D. C., the amount provided for seeds, bulbs, trees, vines, cuttings and plants for congressional distribution is $243,720. Other appropriations include the following: Investigating insects affecting truck crops, $47,760, but $20,000 of this amount is to be spent studying diseases of peas and beans, and $25,000 is to certify to shippers the condition of fruits arriving at destination that had been packed under the instructions of the department; safeguarding insecticides, testing articles on the market, etc., $87,430; fixing standards for climax baskets for grapes and containers for berries, small fruits, etc., $4,000; eradication of the brown-tail and gypsy moths, maintenance and quarantining districts for insect pests, $305,050; to combat the Chestnut Blight, white pine blister and other diseases of ornamental trees, $300,000, each state or affected locality to appropriate a like amount to that used by the government; foreign seed and plant department for collection and distribution of rare seeds, bulbs and plants, $93,040; studying and testing commercial seeds, publishing names of firms who sell stock not up to standard, $34,700; investigating insects of deciduous fruit trees, $5,000; investigating diseases of orchard and other fruits, $76,415. The total amount of the appropriation for the department of agriculture is $25,831,213. The bill also gives the secretary of the department of agriculture the power to quarantine any state or territory to prevent import or export of trees or plants of any kind when there is danger of disease or insect infestation. Interested parties are to be given a hearing. Common carriers are to be notified of such a quarantine and the public is also to be notified through advertisements in the newspapers of the district. At such times all inspection, disinfection, certification and methods of delivery will be subject to the rules of the department governing the emergency. For further particulars see the bill, H. R. 19359, copies of which may be had through congressmen.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Dwarf Tuberoses

Dwarf Double Pearl Tuberoses—
Special prices on application.

Caladium Esculentum Bulbs.

LILIUM MULTIFLORUM

7 to 9, 9 to 10, and 10 to 11.

Attractive prices on application.

LILIUM FORMOSUM

7 to 9, 9 to 10—(**Black Stem.**)

Please tell us how many you can use and we shall make prices accordingly.

Selected strains of **Ageratum, Alyssum Aster, Begonia Erfordii, Calendula Meteor, Prince of Orange, Candytuft, Celosia, Centaurea, Cobaea Scandens, Cosmos, Lobelia, Gypsophila, Petunia** and **Verbena.** Special prices on above on application.

J. M. THORBURN & CO.
53 Barclay Street, through to 54 Park Place
NEW YORK CITY.

JAPANESE LILY BULBS

SAITAMA ENGEI & CO., Ltd.

Toyono, Nr. Kasukabe,
Saitama-ken, Japan.

Write for Lily Bulbs for this fall season delivery.

We are growers of the Lily Bulbs of fine quality on large scale.

Special price for large quantities on application.

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade
CARPINTERIA, CALIF.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.
Correspondence Solicited.
George R. Pedrick & Son,
PEDRICKTOWN, N J.

Grass Mixtures

FOR
Golf-Tennis-Polo
MEET ALL REQUIREMENTS FOR ALL SOILS
The Albert Dickinson Co.,
CHICAGO, ILL.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.
Branches: Michigan, Wisconsin and Idaho. **MILFORD, CONN**

Palm and Asparagus Seed

NEW CROP—JUST RECEIVED

	100	1000
Cocos Weddelliana	$1.25	$10.00
Latania Borbonica	.50	3.50
Phoenix Canariensis	1.00	7.50
Musa Ensete (Banana)	.75	5.00
Asparagus Plumosus	.50	3.50

——GREENHOUSE GROWN——

ARTHUR T. BODDINGTON CO., Inc.

128 Chambers Street, **NEW YORK.**

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write or prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE
226-230 W. Kinzie St., **Telephone Main 2762.** **CHICAGO**

CEDAR ACRES
Gladioli Exclusively

Catalogue giving full cultural directions and attractive prices on all varieties. It is free.

B. HAMMOND TRACY, **Box A, Wenham, Mass.**

Mexican Tuberoses
Crinum Fimberatum

Make me an offer per thousand.

FOR EASTER LILIES
All first size blooming buds
Write for prices.

WOLFE THE FLORIST
WACO, TEXAS.

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA.

We carry a reserve stock of all the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Western Seed & Irrigation Co.

Wholesale Seed Growers and Dealers
SPECIALTIES:
Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, **NEBRASKA.**

Lily Bulbs

Shipment from Storage

Giganteum,	7-9	in.	$14.50 per case of	300
"	8-10	in.	16.50 "	250
"	9-10	in.	16.50 "	200
Multiflorum,	7-9	in.	15.00 "	300
"	8-10	in.	17.50 "	250
Auratum,	7-9	in.	9.50 "	180
"	8-10	in.	10.50 "	150
"	9-11	in.	9.00 "	100
Rubrum,	7-9	in.	11.50 "	220
"	8-10	in.	12.50 "	170
"	9-11	in.	12.50 "	120

Giganteum shipped from Chicago as well as New York.

McHutchison & Co. The Import House
95 Chambers St., **NEW YORK**

Mention the American Florist when writing

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

Mention the American Florist when writing

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.
Rocky Ford, Colorado.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Mention the American Florist when writing

READY NOW

HYACINTHS, DAFFODILS, TULIPS

3½-in. pots, $6.30 per 100, f. o. b. Chicago.

The root development is complete and shoots started—just brought in from field beds. Hyacinths run one to pot. Daffodils and Tulips will average three flowers to the pot. These are shipped in 100 lots in paper pots, and are ready for forcing in time for Easter.

Just as Cheap as the Bulbs

So order your supply immediately, for they are now being shipped in this semi-developed state, immune from frosts. Retail florists who have no greenhouse can force these Hyacinths, Daffodils and Tulips in their store windows or supply them to their customers so they can bring them into bloom in their homes. **Order Early.**

THE GEO. WITTBOLD CO., Wholesale Growers and Florists
745 Buckingham Place, CHICAGO, ILL.

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

American Bulb Co.
A. Miller, President.
WHOLESALE DEALERS IN
Bulbs, Seeds, Supplies, Etc.
178 N. Wabash Ave., Chicago, Ill.

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale Farm. **Bristol, Pa.**

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER.
Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.
Correspondence Solicited.

R. & M. GODINEAU
SEED GROWERS
Angers, - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

TOMATO SEED
Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn, in variety, on contract.
EDGAR F. HURFF,
Correspondence Solicited. SWEDESBORO, N. J.

GARDEN SEED
Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK and ORANGE, CONN.

TO THE TRADE.
HENRY METTE, Quedlinburg, Germany.
GROWER and EXPORTER on the VERY LARGEST SCALE of all CHOICE VEGETABLE, FLOWER AND FARM SEEDS. (Established 1787.)

SPECIALTIES: Beans, Beets, Cabbages, Carrots, Kohlrabi, Leek, Lettuce, Onions, Peas, Radishes, Spinach, Turnips, Swedes, Asters, Balsams, Begonias, Carnations, Cinerarias, Gloxinias, Larkspurs, Nasturtiums, Pansies, Phloxes, Primulas, Scabiosa Stocks, Verbenas, Zinnias, etc. Catalogue free on application.

HENRY METTE'S TRIUMPH OF THE GREAT PANSIES—(mixed), the most perfect and most beautiful in the world, $6.00 per oz., or $1.75 per ¼ oz., $1.00 per ⅛ oz., postage paid. Cash with order.

All seeds offered are grown under my personal supervision on my own vast grounds, and are warranted true to name, of strongest growth, finest stocks and best quality.

ALSO GROW LARGELY ON CONTRACT.

Mention the American Florist when writing

KELWAY'S
SEEDS--Flower, Vegetable and Farm
For present delivery or on contract. Wholesale only.
Special quotations for next season and from 1917 harvest now ready.
Langport, - England.

My New PRICE LIST of
Winter Orchid-Flowering Sweet Pea Seed
Has been mailed. If you have not received a copy, send Postal for it.
Part of new crop is ready now.
Ant. C. Zvolanek, Lompoc, Calif.

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
CONTRACT GROWERS OF
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.
Mention the American Florist when writing

The L. D. Waller Seed Co.
Gaudalupe, California
Wholesale Growers of
FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS
Correspondence Solicited.

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS
Mention the American Florist when writing

Burpee's Seeds Grow

NEW ASTER AMERICAN BEAUTY

American grown Aster seed is now acknowledged to be so vastly superior to European grown seed that there is no reason why European grown seed should be at all considered. Even in the Early Queen of the market type American grown seed has been found superior to European. The Royal and Crego types closely follow Queen of the Market, and these are followed by the Late Branching types.

Burpee's New American Beauty Aster is in type of growth and form of flower similar to the Late Branching, but differs in, that all the large blossoms are produced on much longer and heavier stems. In some instances stems measure more than two feet in length. It has the longest blooming period of any Aster that we know of. The large double flowers are of a bright carmine-rose almost identical with the World's Famous American Beauty Rose.

Mr. Fred Howard of Howard & Smith, Los Angeles, California, writes March 29, 1916, in reference to American Beauty Aster, "It is in my opinion one of the most remarkable Asters which has come under my notice. The plants attain a height of some four feet, and the flowers are borne singly at the ends of stems which attain a length of thirty to thirty-six inches. The most remarkable feature to be noted regarding this Aster is the length of time which it remains in flower The plants at our nursery came into bloom during the month of July, and we were still cutting from them late in September. It is unlikely that they would come into bloom so early under Eastern conditions, but if they come in later I have no doubt the season during which they flower would be equivalent. The stems are absolutely non-lateral branching. The flowers attain an enormous size owing to the fact that the entire sap flow is diverted to the one terminal bud or flower. The color is a distinct shade of carmine-rose. The addition of new colors to this new type of Asters will in my opinion prove to be a strain of great merit."

Burpee's American Beauty Aster is illustrated in color on the front cover of Burpee's Annual for 1917, and now that we have harvested a little more seed than was estimated we have decided to offer it to the Florist Trade. This Superb Aster should have a place in every Aster field. It will certainly prove its superior merit.

Packet containing 40 seeds, 10 cents; packet of 120 seeds, 25 cents; trade packet, 1000 seeds, $1.25.

FLOWER SEEDS FOR FLORISTS

Florists and Market Gardeners, in addition to Burpee's Annual, should have Burpee's Blue List, the Market Growers' Handbook. This is a wholesale price list for commercial planters. Write for this today. A post card will bring it.

W. ATLEE BURPEE & CO.,

SEED GROWERS **PHILADELPHIA, PA.**

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

POTATOES from Hillsboro, New Brunswick, entered at the port of New York at 80 cents per bushel, have been advanced to $1.12 per bushel by the board of United States general appraisers.

CARIBOU, ME.—Potatoes reached the unprecedented figure of $8.40 per barrel here, February 18, three thousand barrels being sold at that price. Prediction is made that they will reach $10 a barrel before the end of the season.

Prices of Indoor Fruits and Vegetables.

Chicago, Feb. 20.—Mushrooms, home grown, 50 to 60 cents per pound; lettuce, small cases, 27½ to 30 cents; radishes, 50 to 60 cents, dozen bunches; celery, 75 cents to $1.50, open crate; tomatoes, six baskets, $3.00 to $4.75; cucumbers, per 2 dozen box, $1.50 to $2.50.

New York, Feb. 20.—Celery, per crate, $2.50 to $4.00; cucumbers, 60 cents to $1.75 per dozen; mushrooms, 90 cents to $2.00 per 4-lb. basket; tomatoes, per lb., 10 to 25 cents; radishes, per 100 bunches, $2.00 to $4.00; lettuce, per strap, $1.00 to $4.00.

Vegetable Prices Still Hit High Spots.

From various points in New Jersey it is reported that on account of the high cost of labor and of seed the farmers will plant no more than they and their immediate families can care for.

It is stated that seed potatoes are being held at $10 per bag and that fancy varieties will go to $12.

New York dealers say that potatoes will be no cheaper until the Florida crop comes in. It is even doubtful if prices will be much less when it does.

Grocers are suggesting rice to their customers as a substitute for potatoes, as it does not cost over 10 cents per pound. About the only other foodstuffs that have not greatly advanced in price are salt codfish, mackerel and herrings, and dried fruits. A. F. F.

Potato Notes.

Five million bushels of potatoes are said by railroad officials to be held up in Aroostook county, Maine, through inability of Bangor & Aroostook Railroad to obtain coal. Railroad has tried to relieve conditions by borrowing a day's supply from Maine Central and by purchase of 500 tons from Canadian mines.

Secretary Wheeler of Massachusetts board of agriculture says that price of potatoes may rise to $20 a barrel in Boston and that higher prices would result if an abnormal number of persons demanded seed potatoes to raise their own crops.

It is estimated that on January 1 there were 9,184,000 bushels of potatoes on hand in New York state, of which about 8,000,000 bushels were held by farmers. Estimated that 5,000,000 bushels are needed for seed.

Marketing Plants for City Gardens.

Never before in our memory has there been such an agitation for city gardening as is now going on nation wide. Interpreted, this means a tremendous demand for seeds and plants. In these notes we will deal with the plant trade only. Having made a specialty for years of producing vegetable plants in quantities, we are in position to give some helpful hints. To simplify matters, we some years ago adopted the standard strawberry quart basket as a carrier for our retail plants and have not changed since.

Into these baskets we transplant seedlings of cabbage, cauliflower, tomato, eggplant, peppers, asters, pansies, nasturtiums, etc., all the way from four plants up to a dozen, in each basket, according to variety, and they are then sold basket and all. Having been grown in these baskets, the plants will stand much handling and reselling, if wholesaled, and the city planters can hold them again if needed until they are ready to plant. Each basket is labeled, to educate the buyers, and we find our business in this line has increased from year to year, and, judging by inquiries, will be heavier than ever this year. Under proper conditions plants are quickly and easily produced, and are often more profitable than some of the florists' plants grown in pots.

MARKETMAN.

Lancaster County Florists' Association.

Two's company, three's a crowd; so there was a crowd of us started to Manheim in a driving snowstorm to visit that borough and the three Hostetters. Eleven of us all told, but we had a merry party and a pleasant visit.

At Munroe Hostetter's we found a general assortment of stock for cutting, sweet peas, carnations, primroses and mignonette; one bed of mignonette had been caught with the cold spell and damaged with frost, but the balance of the place was not hurt.

At Phares Hostetter's we found the entire place covered with the flower that 'toils not, neither does it spin" (calla lilies), some 20,000 in bloom, and more than that number coming on for next season. These covered the ground with not even a path between and the air was filled with sweet peas, and good ones, too, which comes about as near using all of the space possible, for there were not many cubic inches of air unoccupied.

At E. P. Hostetter's everything is done on a large scale and because it is done on a large scale do not imagine it is done haphazard. His houses of Sprengerii and plumosus would gladden the eye of any commission man. H. A. Schroyer says his mignonette is the finest in the county, and Schroyer ought to know, as he uses it by the 1,000. Baby primroses are here by the 10,000 in both pink and a pure white of his own, all used for cutting. Sweet peas have almost taken the place of carnations, and if his rows were stretched end to end the writer would not like to walk their length in one day; he does not talk sweet peas by the 1,000, it is by the 10,000—not every one a gem, but enough gems among them to make his average mighty high, and yet he knows nothing about sweet peas, for, at the meeting in the evening, he said he had nothing to say. In carnations, he had principally Enchantress Supreme and Matchless, with a few very fine Victory. One bed of some 8,000 Matchless in his big King houses was extra good.

In the evening the attendance was not quite up to the mark and the exhibition way off from what it should have been, but was very good considering the condition of the weather. Exhibits of sweet peas were staged by Frank L. Kohr, Phares Hostetter, B. F. Barr and T. J. Nolan brought a bunch from E. P. Hostetter's King house to show what such a house could produce. Having been disappointed in getting the essayist expected, the writer read an article on "Sweet Peas Under Glass," and the subject was so well covered in the article that the discussion following amounted to practically nothing. The writer also gave a resume of the Indianapolis carnation meeting and show and answered many questions as to varieties, etc. The president granted a recess of five minutes when a box of cigars was passed around among those present by Ed. C. Beck to celebrate the arrival of a new girl at his house.

In the question box was one on the coal situation for next season, but the minute co-operative buying is mentioned there is a sudden freeze-up over what had previously been a very cordial assembly, and it will take a harder situation than the present one to get real intelligent co-operation started. It is to be hoped that our sons, or at least our grandsons, will have wiser heads on their shoulders. We are, however, getting together on a few things and invite the attention of the florists in general and the S. A. F. in particular to some things that are going to eminate from Lancaster shortly. At the next meeting, March 15, "Easter Plants," by Thomas Fries, will be the feature.

ALBERT M. HERR.

Providence, R. I.

GOOD SUPPLY OF EXCELLENT QUALITY.

Funeral work and counter trade now consume a large portion of the stock offered for sale in this market. There is a wealth of flowers, the variety and color being among the best of the year's offerings. Bulbous stock is arriving in earnest, especially jonquils, tulips, narcissi and Dutch hyacinths. Other offerings include roses, carnations, violets, sweet peas, etc. Several of the growers are making fine showings of pot plants.

NOTES.

John Marshall, of Fruit Hill, had heavy cuts of good violets for the valentine trade and his sweet peas, also of good quality, sold out without trouble.

Cassidy, the Florist, in the Strand theatre on Washington street, will remove to a new location on Dorrance street.

Geo. Johnson & Son, 521 Elmwood avenue, have sold their nursery and forestry business to Hugo DeWild.

Olney Williams is in good crop with daffodils and carnations, for which there are ready buyers.

The florists are already making preparations for a good Easter business.

Joseph Kopelman is rapidly recovering from his recent illness.

Burke & Burns have been making good deliveries of violets.

H. A. T.

97th Year
J. BOLGIANO & SON,
Wholesale Garden and Field Seeds,
Onion Sets, Seed Potatoes
Growers of Pedigree Tomato Seeds
Baltimore, Md.

Place your order now for young stock

Grafted ROSES Own Root

Ophelia, Hoosier Beauty, Hadley, Pink Killarney, White Killarney, Killarney Brilliant, Richmond. Grafted on best Manetti, 2¼-in., 100, $12.50; 1000, $120.00.

Mrs. Chas. Russell, 2¼-in. grafted, 100, $16.00; 1000, $150.00.

All of the above named and many other varieties on own roots. For full list see our Spring Book for Florists. Ask for prices.

CLIMBING ROSES—Dormant

3 YEAR OLD.

Excelsa—"Red Dorothy Perkins."
Delight—Bright carmine flowers; base of petals, white.
Dorothy Perkins—Beautiful shell-pink.
Flower of Fairfield—Everblooming Crimson Rambler.
Hiawatha—Single crimson, lighter center.
Lady Gay—Beautiful cherry pink.
Price: Doz., $3.00; 100, $22.00; 1,000, $200.00

2 YEAR OLD.

Crimson Rambler.
Dorothy Perkins.
Excelsa.
Flower of Fairfield.
White Dorothy Perkins.
Price: Doz., $2.00; 100, $15.00; 1000, $140.00

TWO-YEAR OLD ROSES—Dormant

	Doz.	100
Anna de Diesbach	$2.00	$15.00
Baroness Rothschild	2.25	16.00
Betty	2.50	18.00
Captain Christy	2.50	18.00
Caroline Testout	2.50	18.00
Conrad F. Meyer	2.25	16.00
Frau Karl Druschki	2.50	18.00
George Arends	$2.50	$18.00
General Jacqueminot	2.00	15.00
General McArthur	2.50	18.00
Gruss an Teplitz	2.25	16.00
Jonkheer J. L. Mock	2.50	18.00
J. B. Clark	2.25	16.00
Mabel Morrison	2.00	15.00
Mme. Abel Chatenay	$2.50	$18.00
Magna Charta	2.00	15.00
Mrs. John Laing	2.00	15.00
Orleans	2.50	18.00
Paul Neyron	2.00	15.00
Persian Yellow	2.25	16.00
Prince C. De Rohan	2.00	15.00

Well-Rooted—CARNATION—Cuttings

WHITE	100	1000
Matchless	$3.00	$25.00
White Enchantress	3.00	25.00
White Wonder	3.00	25.00
FLESH PINK		
Alice	3.00	25.00
Enchantress	3.00	25.00
Enchantress Supreme	3.00	25.00
Superb	12.00	100.00
MEDIUM PINK		
Akehurst	$3.00	$25.00
Pink Sensation	3.50	30.00
DARK PINK		
Good Cheer	4.00	35.00
Mrs. C. W. Ward	3.00	25.00
Peerless Pink	3.00	25.00
VARIEGATED		
Benora	3.00	25.00
RED	100	1000
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Belle Washburn	6.00	50.00
Champion	3.00	25.00
Nebraska	6.00	50.00
Thenanthos	12.00	100.00
MAROON		
Pocahontas	3.00	25.00

CHRYSANTHEMUMS—New and Standard Varieties.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

CHAS. H. TOTTY

MADISON, NEW JERSEY

Wholesale Florist

Chrysanthemum Novelties my Specialty

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1000
Vinca Variegata, 2-in., $2.00 per 100	$20.00
S. A. Nutt, 2-in.	16.00
Rex Begonias, 3-in. per dozen	1.00

Satisfaction guaranteed.

ELMER RAWLINGS,
Wholesale Grower
ALLEGANY, NEW YORK

GERANIUMS

Delivery April 3rd and after at $10.00 per 1000 for **S. A. Nutt** and **Buchner**, and $12.50 per 1000 for **Ricard** and **Poitevine.**

Asparagus Plumosus, fine stock at $27.50 per 1000. **Asparagus Sprengeri**, $20.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Miscellaneous Plants

Coleus, Beckwith's Gem, Golden Crown, Cecil Brown (Trailing Queen), Her Majesty, and other standard varieties, rooted cuttings, 80c per 100; $7.00 per 1000; 2¼-in. $2.50 per 100, $20.00 per 1000.

Daisy, Nicholson White, finest long stem; White Marguerite, $4.00 per 100, 2½-in.

Ageratum, White Cap, Blue Star, Topis Blue, $2.50 per 100.

Begonia, Glorie de Chatelaine, 2½-in., $5.00 per 100; 3-in. $10.00 per 100.

Achyranthes Herbsti, Dwarf bright red, fine for border and edging. 2¼-in., $4.00 per 100.

Buddleia, Asiatica, winter-flowering white, 2½-in., $6.00 per 100.

Calla Elliotiana, dormant bulbs, 2-in., $10.00 per 100.
" Spotted, dormant bulbs, 2-in., $4.00 per 100.

Heliotrope, best market varieties of purple, 2¼-in., $3.00 per 100.

Kentia Belmoreana, 5-in. pots, 18 to 20 in. high, at $1.00.
" " 6-in. pots, 22 to 24 in. high, at $1.50.

THE STORRS & HARRISON CO.,

Painesville, Lake Co., Ohio.

The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

PROVIDENCE, R. I.—John Allan, for many years superintendent of Cornelius Vanderbilt's estate, died February 15, aged 85 years.

COHASSET, MASS.—Cyrus R. Keene, veteran proprietor of the South Shore Nursery, a resident of this city for many years, died February 17, aged 88 years.

ACCORDING to the United States forestry service, the slash pine, a little known but valuable tree, is fast replacing the longleaf pine in the South. Its growth is more rapid and its yield of turpentine larger. The wood is said to be the heaviest, hardest and strongest coniferous wood grown in this country.

Nursery Stock Reappraised.

The board of United States general appraisers has made the following reappraisements of nursery stock entered November 20, 1916, by D. Van der Vis & Son, Boskoop, Holland: Rhododendron seedlings, 15-18 inches, entered at eight cents, advanced to 12 cents; similar stock, two feet, entered at 12 cents, advanced to 20 cents. Magnolia, six feet, entered at 20 cents, advanced to 30 cents. Pyramid boxwood, four feet, entered at 20 cents, advanced to 35 cents.

The Ohio Nurserymen's Association.

The Ohio Nurserymen's Association held its tenth annual meeting at the Deshler hotel, Columbus, Ohio, February 1. The attendance was larger than at any previous meeting and more than the usual interest was manifested in the discussions. The feeling seemed to be one of optimism, and that the nurserymen could expect from now on an improvement in conditions and prices. Officers of the association were re-elected as follows: T. J. Dinsmore, Troy, president; W. B. Cole, Painesville, secretary; A. R. Pickett, Clyde, treasurer.

Connecticut Nurserymen's Ass'n.

The eleventh annual meeting of the Connecticut Nurserymen's Association was held at Hotel Garde, Hartford, Conn., Wednesday, February 21. It was a very interesting session. The question of foreign importation, diseases of plants, etc., was discussed and much information relative to the latter was obtained through our being favored with addresses from such able speakers as Dr. W. E. Britton, state entomologist; Dr. Geo. B. Clinton, state botanist; W. O. Filley, state forester, F. B. Kelley and others.

Under election of officers, F. S. Baker of Cheshire, Conn., was elected president; C. F. Brainerd, of Thompsonville, vice-president; F. L. Thomas, Hall & Lewis building, Meriden, Conn., re-elected secretary, and W. W. Hunt, of Hartford, re-elected treasurer.

F. L. THOMAS, Sec'y.

PEONIES AND GENERAL NURSERY STOCK.
Send for Catalogue
PETERSON NURSERY
30 No. LaSalle St., CHICAGO, ILL.

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

F. O FRANZEN 5319 N. Clark St CHICAGO

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
For both the practical man and the teacher.
342 pages, illustrated. Price $1.50.
American Florist Co.
440 S. Dearborn St., CHICAGO

Forest Tree Seedlings
ORNAMENTAL SHRUBS and LINING OUT STOCK
We offer for Spring 1917.
Altheas in varieties. Berberry, Deutzias, Forsythias, Privets, Spiraeas, Weigelias, etc.
SEND FOR TRADE LIST.
FOREST NURSERY CO.,
McMINNVILLE, TENN.

Specialists in Specimen Stock
FOR LANDSCAPE WORK.
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices.
COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Roses
On Canina Stocks
Write for Prices
Ask for the new Polyantha MARY BRUNI
Royal Nurseries
GRATAMA BROS. & CO.
HOOGEVEEN (HOLLAND).

Dependable Nursery Stock
IF you would personally visit Andorra Nurseries and motor with us over the thousand and one acres, see the enormous variety of our stock, observe the expert care taken in root pruning and transplanting, you would understand why every Andorra Nursery plant, shrub or tree has such a fine system of fibrous roots and gives such satisfactory results.
Send for semi-annual wholesale price list.
Andorra Nurseries
William Warner Harper, Proprietor
Box 30, Chestnut Hill, Phila., Pa.

Roses From 2½ inch Pots, Ready Now.

The assortment below consists of stock of last summer's propagation. These plants have all been rested and are practically dormant now. Our 2½ inch Rose plants are stronger and more stocky than the ordinary 2¼ inch pot roses generally offered. They are in fine condition for shifting into 3½ inch and 4 inch pots, and are splendid stock for growing on for Spring and Decoration Day sales.

DWARF POLYANTHA AND BABY RAMBLER VARIETIES

	Per 100	1000
Baby Tausendschon, pink	$4.00	$35.00
Baby Rambler, crimson	4.00	35.00
Clothilde Soupert, flesh pink	3.50	30.00
Erna Teschendorf, red	4.00	
Jessie, red	3.50	
Mrs. W. H. Cutbush, pink	$3.00	
Mme. Jules Gouchault, pink	4.00	
Ellen Poulsen, deep pink	5.00	$40.00
Yvonne Rabier, white	4.00	35.00

HYBRID TEAS AND TEA VARIETIES

	Per 100	1000
Etoile de Lyon, yellow	$3.50	
Gruss an Teplitz, red	3.50	
Meteor, crimson	3.50	
Radiance, pink	4.00	
Kaiserin Augusta Victoria, white	$3.50	
Killarney, pink	4.00	
Maman Cochet, pink	3.50	$30.00
White Cochet, blush white	3.50	30.00

JACKSON & PERKINS CO., Newark, New York

Our 2 to 3 Feet Privet.

California Privet

Over two million California Privet of finest quality; in all sizes, from one to four feet. Send for our new spring Trade List giving revised and reduced prices. Especially attractive prices in carload lots. The illustration shows the make up of our best grade of 2 to 3 feet size. We have the largest and best stock of California Privet of any nursery upon this planet.

Polish or Iron Clad Privet

We offer a nice lot of this, in sizes from 6 inches up to 3 feet.

J. T. LOVETT, Inc.
LITTLE SILVER, N. J.

CHRYSANTHEMUMS

Novelties For 1917

The Best Of 1916 Introductions.

Standard varieties, both commercial and Exhibition.

NOW READY.

Also **Pompons, Anemones and Singles.**

Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.
Adrian, Mich.

For the Best New and Standard

DAHLIAS

Address

Peacock Dahlia Farms,
P. O. Berlin, N. J. Williamstown Junc., N. J.

ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.

Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000
Thenanthos - -	$12.00	
White Enchantress,	$3.00	$25.00
White Wonder, -	3.00	25.00
Matchless, - - -	3.00	25.00
Peerless Pink, - -	3.00	25.00
Aviator, Best Money Maker,	$6.00	$50.00
Ward, - - - -	$3.00	$25.00
Washington, - -	3.00	25.00
The Herald, - - -	3.00	25.00
Victory, - - - -	3.00	25.00
Champion - - -	3.00	25.00

MISCELLANEOUS PLANTS

PRIMULA MALACOIDES
2½ in.....3c each 4 in.....10c each
3 in ....5c each 5 in.....15c each

PRIMULA OBCONICA
4 in.....10c each 5 in.....15c each

CALCEOLARIA HYBRIDUM
Best strong plants, 2½ in.....7c each

CYCLAMEN
Full of bud and bloom, 5 in., 50c each; 6 in., 60c each; 7 in., 75c each.

CINERARIAS
Dwarf mixed, 3 in., 4c each; 4 in., 10c each.

BEGONIAS
Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

PYFER & OLSEM, Wilmette, Illinois.

FERNS IN FLATS

In Best Varieties For Fern Dishes.
$1.50 per 100. 100,000 READY NOW.
Write for Wholesale Catalogue of
FERNS, KENTIAS, ETC. to

H. PLATH
"THE FERNERIES"
Lawrence and Winnepeg Avenues.
SAN FRANCISCO, CALIFORNIA.

FIRST AID TO BUYERS

SPRING LIST **ROSES** 2¼ and 4-inch

400 Best Sorts—Old, New, Tried, True

THE LEEDLE FLORAL COMPANY SPRINGFIELD-OHIO

BELLE WASHBURN

The New Red Carnation With An Unbeatable Record Behind It.

Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country.

This is purely a commercial carnation—very bright clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress of which it is a seedling.

Prices of rooted cuttings ready for delivery now and later, 25 or less at the rate of $8.00 per 100. 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100 and orders of 250 or more at the rate of $45.00 per 1000. All cuttings guaranteed strictly first class.

BASSETT & WASHBURN, Store and Office: 178 N. Wabash Ave. Greenhouses: Hinsdale, Ill. **Chicago**

CHAMP WEILAND

—THE ROSE—
"of the Cherry glow and Bronze foliage."

Put life into your Rose Houses by planting this variety—4 bottom breaks per plant at one time no uncommon sight. We say again, you need the big money maker of 1916. The rose for us to grow, the rose for you. Own root plants from 2 and 2½-in. pots, $12 per 100; $100 per 1000. Weiland & Risch, 154 N. Wabash Avenue, Chicago.

ROOTED Carnation Cuttings

600,000 Ready For Immediate Shipment

Finest rooted cuttings obtainable at remarkably low prices until we are sold out. Peter Reinberg's stock is known for it's supreme quality everywhere and is the best kind for you to buy. Look over our list of offerings — all money makers, and order what you need immediately. Do it right now. **HURRY.**

	Per 100	Per 1000
White Enchantress	$2.00	$16.00
White Perfection	2.00	16.00
Enchantress	2.00	16.00
Rose Pink Enchantress	2.00	16.00
Ward	2.00	16.00
Beacon	2.00	18.00
Herald	2.00	16.00
Joy	2.00	16.00
Belle Washburn	4.00	30.00
Champion	2.00	18.00

ROSES-BENCH PLANTS

	Per 100	Per 1000
American Beauty	$8.00	$75.00
Richmond	7.00	60.00
White Killarney	6.00	50.00
Pink Killarney	6.00	50.00

SPECIFY PLANTS WHEN ORDERING.

Peter Reinberg

30 East Randolph Street, Chicago, Ill.

Mention the American Florist when writing

Azalea Mollis

Handsome plants, 15-18 in. tall, 35-40 buds, $5.40 per dozen; $40.00 per 100.

Try these for your Easter and Spring trade. They are very practical and profitable.

Jackson & Perkins Co.

Newark, New York

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing

100,000 GERANIUMS

Ready now, 2 and 2¼ in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberle, Buchner, etc., $2.50 per 100; $22.50 per 1,000.

2¼ in. Fuchsias, 15 varieties; Double Petunias, 12 varieties; Marguerites, 3 varieties; Lantanas, 8 varieties; $2.75 per 100; $25.00 per 1,000.

Alonzo J. Bryan, Wholesale Florist
Washington, New Jersey.

Mention the American Florist when writing

Dreer's New White Canna Eureka

CANNAS

Our Own Introductions

Eureka. We consider this the best white flowering Canna for all purposes to which Cannas are devoted. It is of robust constitution, growing four feet high, forming sturdy, shapely plants very quickly. Its free flowering tendency can be readily understood when we chronicle the fact that a small plant set out May 15th, three months later carried 15 immense heads of flowers. These are of a creamy-white, changing in full sun to a pure white. **$1.25** per doz.; **$8.00** per 100; **$75.00** per 1000.

Favorite. There have been many yellow Cannas spotted with carmine or crimson that were good; it is, therefore, particularly interesting to find a variety that in every way eclipses its many predecessors and for which we have singled out this sort. The color is a rich, deep golden-yellow, produced on tall stems high above the foliage. The red dots, which are not too pronounced, add to the piquancy of the flower, without detracting from the golden mass effect. 5 feet. **35 cts.** each; **$3.50** per doz.; **$25.00** per 100.

Orange Bedder. A particularly attractive bedding variety of a bright orange with just sufficient scarlet suffusion to intensify the dazzling mass of color when the wide branching stems are covered with flowers. **$1.25** per doz.; **$8.00** per 100; **$75.00** per 1000.

The Gem. An entirely distinct spotted variety. The immense trusses of flowers are borne on upright branching stems well above the foliage, and are of deep cream or straw-yellow, spotted with deep carmine. **$1.25** per doz.; **$8.00** per 100; **$75.00** per 1000.

One each of the above 4 varieties for **75 cts.**

TWO DISTINCT CANNAS—The Last Introductions Received from Germany in the Autumn of 1914

Lahneck. In this variety we have an entirely distinct departure and advance in the assortment of pink Cannas. First of all we have in Lahneck a free grower, producing an abundance of trusses on erect stalks, well above the foliage. The color is difficult to describe and convey an adequate impression of its worth. It is fundamentally rosy, but throughout the flowers there are lines and shadings of scarlet-carmine hues that add much to their brightness. Add to this a narrow pale-gold border and you may form a slight conception of the beauty of this novelty. **75 cts.** each; **$7.50** per dozen.

Scharfenstein. Another variety that is sure to take a place among the standard sorts as quickly as it becomes known. The beautifully formed, large round florets are produced in compact but graceful trusses well above the green foliage. The color is a unique light red salmon with orange and carmine suffusions that altogether forms a most attractive addition to the range of colors found in Cannas. You will like Scharfenstein. **75 cts.** each; **$7.50** per dozen.

For a complete list of Standard Varieties of Cannas see our current Wholesale List.

HENRY A. DREER, 714 and 716 Chestnut St., Philadelphia, Pa.

The above prices are intended for the Trade only

A. N. Pierson, Inc.

Wholesale Florists

CROMWELL, - CONN.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - Indiana

Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.

CYCLAMEN, our own selected strain.

APLENIUM NIDUS AVIS (Bird's Nest Fern

Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.

Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.

Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.

Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.

Forcing Stock—Azaleas, Rhododendrons, Aucubas, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses, in large assortment, choicest quality, best commercial sorts.

Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most **extensive collection in America.**

Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.

Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.

Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

Wholesale price list will be mailed promptly on request.

Write for information and price today.

THE D. HILL NURSERY COMPANY, INC.

EVERGREEN SPECIALISTS
LARGEST GROWERS IN AMERICA

Box 404, DUNDEE, ILL.

WHOLESALE GROWERS AND IMPORTERS

Rooted Carnation Cuttings

Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches, are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it, it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. **$6.00 per 100; $50.00 per 1000.**

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
DARK PINK		
Peerless Pink	2.50	20.00
C. W. Ward	2.50	20.00

FLESH PINK.	Per 100	Per 1000
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00

RED	Per 100	Per 1000
Aviator	$6.00	$50.00
Champion	3.00	25.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

CUTTINGS
Carnations Carnations

As Carnation lovers well know, I have always had a penchant for growing fancy Carnations, and am

AT IT AGAIN

in a small way, but the quality we are growing at Eureka, Calif., is

BETTER THAN EVER.

Only a few varieties to offer but these are all right with us.

Matchless (Ward)	$3.00 per 100	$25.00 per 1000
Mrs. C. W. Ward (Ward)	3.00 per 100	25.00 per 1000
Alice (Fisher)	3.00 per 100	25.00 per 1000
Belle Washburn (Bassett & Washburn)	6.00 per 100	50.00 per 1000

NOVELTY FOR 1917 DELIVERY

Cottage Maid (Ward) ..... $12.00 per 100 $100.00 per 1000

Beautiful sport of Mrs. C. W. Ward; rivals Pink Sensation in size and more brilliant in color

NOVELTY FOR 1918 DELIVERY

Crystal White (Ward) ..... $12.00 per 100 $100.00 per 1000

As it grows with us at Eureka, Crystal White is all one can desire for a Fancy White Carnation. The color is there, the stem is there, the size is there, the substance is there, the fragrance, (pure strong Clove) is there, the vigor of growth, blooming, keeping and shipping qualities are all there and it is ..... **PURE WHITE.**

Advance orders will be booked for 1918 delivery. Send your orders early. Pacific Coast Stock Is Limited.

We solicit orders from points west of Chicago only. Eastern territory can be better served from our Queens Carnation Houses.

ADDRESS ORDERS TO

COTTAGE GARDENS NURSERIES, Inc.

C. W. WARD, President

EUREKA, ... CALIFORNIA.

If You Are Interested in Mid-Winter

Blooming Plants

—or anything in—

Soft Wooded Plants

—Write—

Geo. A. Kuhl, Wholesale Grower, PEKIN, ILL.

VINCAS

	Per 100	Per 1000
Rooted cuttings		$10.00
Strong field rooted tips, one to three leads, 2¼ in. pots	$3.00	25.00
Carnations, rooted cuttings. White Enchantress and Beacon	2.50	20.00
Table Ferns, fine stock, 2¼ in	3.50	30.00

JAMES VICK'S SONS, Rochester, N. Y.

GENISTAS

5 in. pots, very bushy and well set with buds, just right for Easter, $4.00 per doz.

Chorizemas, 3 in. pots for growing on, $2.00 per doz. **Gardenia Veitchii,** 2 in. pots, ready for 3½ in., at $8.00 per 100. Pot grown **Deutzia Gracilis,** fine for Easter, $8.00 per 100.

A. L. MILLER, Jamaica, N. Y.

NEW RED ROSE

Donald MacDonald

A new Hawlmark Red Rose sent out this year by Alex Dickson & Sons

We have tested this Rose for Winter forcing for two years, and with us it produces more red roses during the winter than any Rose we have ever grown. It is not a large Rose, but has perfectly formed medium sized flowers that sell at sight. Color bright orange carmine; will not turn blue; because the base of the petals is orange. It is not a summer rose, as it has the same substance as Killarney. We build the plants up until November, and from Thanksgiving until May it is a money maker for the Rose Grower, as no pinching is necessary.

Strong Grafted Plants
$35.00 per 100; $300.00 per 1000
Own Root Plants
$30.00 per 100; $250.00 per 1000

Robert Scott & Son, Inc.
Sharon Hill, Delaware Co., Pa.

Ready Reference Section.

10 CENTS PER LINE, NET.

AGERATUMS.

Argeratum. White Cap, Blue Star, Topis Blue, $2.50 per 100. The Storrs & Harrison Co., Painesville, O.

AMARYLLIS.

TAIT'S SEEDLINGS, 2½ to 2¾ in. diameter, $20 per 100; 25 at same rate. 1¼ to 1¾ in. diameter, for growing on, $10 per 100; 50 at same rate. This is a cross bred strain from English, Holland and American stock. Send orders quick. Cash, please.
C. S. TAIT,
Brunswick, Ga.

ASPARAGUS.

Asparagus plumosus, 2½-in., $3.50 per 100; 3-in., $8 per 100; 6-in., made up, $35 per 100. Sprengeri, 3-in., $7 per 100; 4-in., $10 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS NANUS. Extra heavy 3-in., $4.50 per 100. SPRENGERI, extra heavy, $4.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong $6.00 per 1,000. VAUGHAN'S GREENHOUSES, Western Springs, Ill.

Asparagus plumosus, fine stock, $27.50 per 1,000; Sprengeri, $20 per 1,000. Albert M. Herr, Lancaster, Pa.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

Azalea Mollis. Handsome plants, 15-18 in. tall, 35-40 buds, $5.40 per doz., $40 per 100. Jackson & Perkins Co., Newark, New York.

BAY TREES.

BAY TREES—Write for wholesale price list. JULIUS ROEHRS CO., Rutherford, N. J.

BEGONIAS.

Begonias, tuberous rooted, fine stock, just received. Single, separate colors, $2.75 per 100; $25 per 1,000; single mixed, $2.50 per 100, $22.50 per 1,000. Double, separate colors, $4.25 per 100, $37.50 per 1,000; double mixed, $4 per 100, $33 per 1,000; 250 at 1,000 rates. S. S. Skidelsky & Company, 1004 Lincoln Bldg., Philadelphia, Pa.

We are now booking orders for BEGONIA CINCINNATI for spring delivery. Clean stock with good heavy crowns, shipped in 2½-in. paper pots. Packing free.
Cincinnati .....$15.00 per 100
You will appreciate our good packing. See our ad for carnations elsewhere in this issue.
STUPPY FLORAL CO., ST. JOSEPH, MO.

Begonias, Glory of Cincinnati, Melior and Mrs. J. A. Peterson. Price list on application. J. A. Peterson & Sons, Westwood, Cincinnati, O.

REX BEGONIAS, mixed varieties, 3-in., $10 per 100; 4-in., 15c to 25c each; 6-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BLEEDING HEART.

Bleeding Heart roots, $15 per 100. ERNEST ROBER, Wilmette, Ill.

BOUVARDIAS.

BOUVARDIAS. Large stock plants, pink and white, $2.00 per doz.; $12.50 per 100. Cash with order. ROSE HILL NURSERIES, New Rochelle, N. Y.

BOXWOOD.

BOXWOODS.

PYRAMIDS. Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b., Dundee, Ill. Write for prices on larger sizes.

BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.

THE D. HILL NURSERY CO., INC.,
Box 404. Dundee, Ill.

For varieties and prices see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BOX TREES—Standards, Pyramids and Bush. Price list on demand. JULIUS ROEHRS CO., Rutherford, N. J.

BULBS.

Bulbs. Gladiolus, Tuberoses, Lilium Formosum, L. Giganteum, Hardy Lilies, Begonias, Spiraea, Caladium Esculentum, and Valley. For varieties, sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Lily bulbs, Giganteum, Multiflorum, Auratum and Rubrum. For sizes and prices see advertisement elsewhere in this issue. Shipment from storage. McHutchison & Co., 95 Chambers St., New York.

Dwarf double pearl tuberoses, Cladium Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIAS.

CALCEOLARIA HYBRIDS.
2¼-inch .....$ 6.00 per 100
3-inch ..... 10.00 per 100
CINERARIA, COLUMBIAN MIXTURE.
2½-inch .....$ 3.00 per 100
3-inch ..... 6.00 per 100
4-inch ..... 10.00 per 100
ERNEST ROBER, WILMETTE, ILL.

CANNAS.

Cannas, our own introductions. For varieties and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714 and 716 Chestnut St., Philadelphia, Pa.

Cannas, 2 to 3 eye roots. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Cannas. King Humbert, 3 cents, Firebird, 12c, Yellow King Humbert, 35c. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

CARNATIONS.

Strong rooted cuttings from flowering wood only. Guaranteed clean and healthy.

	100	1,000
Nebraska, best of all scarlets	$5.00	$45.00
Belle Washburn	5.00	45.00
Good cheer, fine new rose pink	6.00	50.00
Enchantress	2.00	17.50
Matchless	2.00	17.50
Mrs. Akehurst, good early rose pink	2.00	17.50

See our ad for Verbenas elsewhere in these columns.
STUPPY FLORAL CO.,
St. Joseph, Mo.

CARNATIONS.

THENANTHOS
has an ancestry to be proud of.

Its parentage is
ENCHANTRESS x RED SEEDLING

The Red Seedling was a cross of
NELSON x LAWSON

Brilliant Scarlet—Large flower.
Very strong growth—prolific bloomer.
Fine strong cold grown cuttings.
Ready for immediate shipment.

$12.00 PER 100.
$100.00 PER 1,000.
250 at 1,000 rate.

A. L. RANDALL CO.,
(Plant Department).
Wabash Ave., at Lake St., Chicago, Ill.

CARNATIONS.
Standard and New Varieties.

	Per 100	Per 1000
White.		
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Enchantress Supreme	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
Peerless Pink	$2.50	$20.00
C. W. Ward	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Champion	3.00	25.00
Variegated.		
Benora	$3.00	$25.00

J. D. THOMPSON CARNATION CO.,
Joliet. Illinois

FOR IMMEDIATE SHIPMENT.

nation cuttings.	100	1,000
We can save you money on strong rooted car-		
White Enchantress	$2.00	$17.50
White Perfection	2.00	15.00
Victory, red	2.00	15.00
Joy, red	2.00	15.00
Herald, red	2.00	15.00
C. W. Ward, dark pink	2.00	15.00
Afterglow, dark pink	2.00	15.00
Washington, rose pink	2.00	15.00
Dorothy Gordon, rose pink	2.00	15.00
Winsor, rose pink	2.00	13.00
Enchantress, light pink	2.00	14.00
Belle Washburn	5.00	45.00

Look over your wants and send in your orders now while low prices are prevailing.
J. A. BUDLONG,
184 North Wabash Ave., Chicago.

ROOTED CARNATION CUTTINGS. A1 STOCK.

	100	1,000
White Enchantress	$2.00	$15.00
Pink Enchantress	2.00	15.00
Aviator (best Red)	6.00	50.00
Superb (flesh Pink)	12.00	100.00

ZECH & MANN,
30 East Randolph Street, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CARNATIONS.

Belle Washburn, the new red carnation with an unbeatable record behind it. Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country. This is purely a commercial carnation—very bright, clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress, of which it is a seedling. Prices of rooted cuttings ready for immediate delivery. 25 or less at the rate of $8.00 per 100; 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100, and orders of 250 or more at the rate of $45.00 per 1,000. All cuttings guaranteed strictly first class. Bassett & Washburn, 178 N. Wabash Ave., Chicago.

ROOTED CARNATION CUTTINGS.

Large supply of extra fine stock ready now. Our carnation cuttings are recognized everywhere as the best obtainable and are big value at the prices quoted.

	100	1,000
Champion	$2.50	$20.00
Victory	2.50	20.00
Bonfire	2.50	20.00
Carnegie	2.50	20.00
Enchantress	2.50	20.00
White Enchantress	2.50	20.00
Alice	3.00	25.00

WEITOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

CARNATIONS, STRONG, WELL ROOTED CUTTINGS.

RED—Beacon, Victory, Joy, Champion. $20.00 per 1,000.
Aviator, Belle Washburn, Red Wing. $50.00 per 1,000.
PINK—Winsor, Peerless, Enchantress, Philadelphia, C. W. Ward. $20.00 per 1,000.
Sensation, Alice. $30.00 per 1,000.
Superb. $100.00 per 1,000.
WHITE—Matchless, Enchantress, White Wonder, White Perfection. $20.00 per 1,000.
30 days on approved credit.
2% discount for cash with order.
KENNICOTT BROS. CO.
165 N. Wabash Ave., Chicago, Ill.

Carnation cuttings. We are offering the following varieties of the best quality: Matchless, Mrs. C. W. Ward. Alice $3 per 100, $25 per 1,000; Belle Washburn, $6 per 100, $50 per 1,000; Cottage Maid, $12 per 100, $100 per 1,000; Crystal White, (1918 delivery), $12 per 100, $100 per 1,000. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Rooted carnation cuttings, A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Peerless Pink, Washington, Ward, The Herald, Victory, Champion. $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

We can handle cut carnations to good advantage on consignment and will be pleased to hear from any grower who would like to ship to us. Can also use all other seasonable stock regularly. Checks weekly.
O. A. & L. A. TONNER,
30 E. Randolph St., Chicago.

Carnation Cuttings. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Carnations, rooted cuttings, 600,000 ready for immediate shipment. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation Superb. Fine new flesh pink. Rooted cuttings. Delivery now. $12.00 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnations, rooted cuttings, White Enchantress and Beacon, $2.50 per 100; $20 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS, R. C., postpaid. Lavender Queen, 1c; Crystal Gem, Chrysolora, 1½c; Golden Queen, Marigold, Mistletoe, Elberon, Oconto, 2c; Odessa, 3c; Josephine Foley, 10c. Cash. Theo. D. Kuebler, R. F. D. 6, Evansville, Ind.

CHRYSANTHEMUMS

Immediate delivery.
CHRYSANTHEMUMS—ROOTED CUTTINGS.
Varieties listed in order in which they bloom.

	100	1,000
White.		
Smith's Advance	$2.00	$15.00
Crystal Gem	2.50	20.00
Early Frost	2.50	20.00
Oconto	2.50	20.00
V. Poehlmann	2.00	15.00
Alice Byron	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00
Yellow.		
Golden Glow	2.00	15.00
Golden Queen	2.50	20.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Odessa	2.50	20.00
Yellow Bonnaffon	2.00	15.00
Nagoya	2.00	15.00
Dolly Dimple	2.50	20.00
Pink.		
Amorita	2.00	15.00
Chieftain	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00
Red and Bronze.		
Shrimpton	2.50	20.00
H. E. Converse	3.50	30.00

Twenty-five at the 100 rate.
250 or more at the 1,000 rate.
J. D. THOMPSON CARNATION CO.
Joliet, Illinois

CINERARIA.

CINERARIAS, COLUMBIAN MIXTURE.

2¼-inch	$ 3.00 per 100
3-inch	6.00 per 100
4-inch	10.00 per 100
CALCEOLARIA HYBRIDS.	
2¼-inch	$ 6.00 per 100
3-inch	10.00 per 100

ERNEST ROBER, WILMETTE, ILL.

CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus, in beauty, as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it, $1.50 per doz., $10.00 per 100 from 2½ in., with plenty of fine cuttings on them.
C. Winterich, Cyclamen Specialist, Defiance, O.

Coleus. For varieties and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Coleus, 3-in. stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

Cyclamen giganteum, Improved Wandsbek type, strong seedlings, in 8 varieties, equally divided, $4.00 per 100; $30.00 per 1,000; transplanted, $5.00 per 100; $40.00 per 1,000.
Rococo Erecta (new), finest ever introduced (not to compare with the old Rococo), to be well recommended for commercial growing. Strong seedlings, $5.00 per 100; $40.00 per 1,000; transplanted, $6.00 per 100; $50.00 per 1,000.
2½ and 3-in. stock ready May 15. Orders booked in advance. We grow over 350,000 and can show many testimonials as to the quality of our strain and stock.
Ernest Rober, Wilmette, Ill.

CYCLAMEN, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c, 6-in., 50c to 75c, 7-in., $1.00 to $1.50 each; full of buds and blooms. HENRY SMITH, Grand Rapids, Mich.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DAHLIAS.
Standard cut flower varieties. Lyndhurst Farm, Hammonton, N. J.

DRACAENAS.

DRACAENAS.

	Each	Doz.	100
5 inch Amabilis	$0.90	$10.00	$80.00
5 inch Imperialis	1.00	12.00	
6 inch Fragrans	1.00	10.00	
5 inch Baptistii	1.00	10.00	
5 inch Terminalis	.60	7.00	
4 inch "	.40	4.20	
3 inch "	.25		22.00
5 inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

POEHLMANN BROS CO.,
Morton Grove, Illinois.

DRACAENA INDIVISA, 6-in. pots, $25 per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

FERNS.

Hardy ferns, wholesale price.

	100	10	each
Adiantum pedatum, Maidenhair.	$6.00	$0.70	$0.10
Aspidium cristatum, Evergreen.	6.00	.70	.10
Aspidium goldiana	7.00	.80	.10
Aspidium spinulosum, Wood Fern	6.00	.70	.10
Asplenium felix foemina, hardy	6.00	.70	.10
Aspl. Thily. Silver Spleenworth	7.00	.80	.10
Dryopteris thelypteris, Shield..	5.00	.60	.10
Onoclea sensibilis	4.00	.50	.10
Onoclea strutiopteris, Ostrich..	7.00	.80	.10
Osmunda cinamomea	8.00	.90	.10
Osmunda claytoniana	8.00	.90	.10

Full 100 ferns, your selection, at 100 rate.
LUDWIG MOSBAK, OSKOV, MINN.

BOSTON AND ROOSEVELT FERNS.
4-in., 12c; 6-in, 40c.
These ferns are all pot-grown, and in A-1 condition, and guaranteed to be as good as any on the market. Cash with order.
FELIX KRAMER,
Blaine St.,
NILES, OHIO

Ferns in flats, in best varieties, for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

Fine Nephrolepis ferns. For varieties and prices see advertisement elsewhere in this issue. F. R. Pierson Co., Tarrytown, N. Y.

TABLE FERNS, best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

FERNS, BOSTON. Fine heavy 4-in., $14.00 per 100; 5-in., $18.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Table ferns, fine stock, 2¼ in., $3.50 per 100; $30 per 1,000. Jas. Vick's Sons, Rochester, N. Y.

FUCHSIAS.

FUCHSIAS. Mixed varieties, 6-in. pots, 25c; 7-in. 50c each. HENRY SMITH, Grand Rapids, Mich.

FUNKIA.

FUNKIA, undulata variegated, strong clumps, 8 to 15 eyes, $15 per 100. Ernest Rober, Wilmette, Ill.

GENISTAS.

GENISTAS, 4-in., 35c, 6-in., 50c, 7-in., 75c each. Nice stocky plants, ready for bloom. HENRY SMITH, Grand Rapids, Mich.

Genistas, 5-in., very husky and well set with buds; just right for Easter; $4 per doz. A. L. Miller, Jamaica, N. Y.

GERANIUMS.

Geraniums, fine lot of 3-in. plants, fall propagated, topped and branching. For varieties and prices see advertisement on front cover of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

100,000 geraniums, ready now, 2 and 2¼-in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberle, Buchner, etc., $2.50 per 100, $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Delivery April 3rd and later. Albert M. Herr, Lancaster, Pa.

GERANIUMS. American Beauty, 2 and 2½ in., 3c. Cash. Theo. D. Kuebler, R. F. D. 6, Evansville, Ind.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GREENS.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

HYACINTHS.

Hyacinths, daffodils and tulips, 3½-in. pots, $6.50 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

HYDRANGEAS.

HYDRANGEAS OTAKSA, 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

IRISES.

Irises. Catalogue now ready. Peterson Nursery. Stock Exchange Bldg., Chicago.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

From Storage.

Lily of the valley. Orders taken now for 1917 crop of German, Swedish and Dutch pips. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

NURSERY STOCK.

Nursery Stock. Forest tree seedlings, ornamental shrubs and lining out stock. Altheas, Berberry, Deutzias, Forysthias, Privets, Spiraeas, Weigelias, etc. Send for trade list. Forest Nursery Co., McMinnville, Tenn.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

KENTIA FOISTERIANA SINGLE PLANTS.
2¼ inch pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves			Each
6 inch pots	5-6	26-28	inches high	$ 1.25
6 inch pots	6-7	30-32	inches high	1.50
6 inch pots	6-7	34-36	inches high	2.00
8 inch tubs	6-7	40-42	inches high	3.50
8 inch tubs	6-7	42-46	inches high	4.00
8 inch tubs	6-7	50	inches high	5.00
9 inch tubs	6-7	52-54	inches high, hv.	7.00
10 inch tubs	6-7	54-60	inches high, hv.	8.00
10 inch tubs	6-7	60-64	inches high, hv.	12.00
15 inch tubs	6-7	8	feet high	40.00
15 inch tubs	6-7	9-10	feet high	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves			doz.	100	1,000
2¼ inch pots				$1.50	$12	$100
3 inch pots	5	10-12	ins. high	2.50	18	150
						Each
4 inch pots	5-6	16	ins. high	5.00	40.00	.45
6 inch pots	5-6	22	inches high			$1.25
6 inch pots	5-6	26-28	inches high			1.50
8 inch tubs	5-6	42	inches high			5.00

Specimen plants, 15 inch tubs, $75.00 each.

KENTIA FOSTERIANA MADE UP PLANTS.

	Plants			Each
6 inch pots	3	26	inches high	$ 2.00
7 inch tubs	3	30-32	inches high	2.50
8 inch tubs	3	38	inches high	4.00
8 inch tubs	4	46-48	inches high	5.00
9 inch tubs	4	52	inches high	6.00
10 inch tubs	4	54	inches high	8.00
12 inch tubs	4	55-60	inches high	12.00
12 inch tubs	4	66	inches high	15.00
15 inch tubs	4	72-78	inches high, hv.	25.00
15 inch tubs	4	75-80	inches high, hv.	30.00

ARECA LUTECENS.

	Plants			Each
6 inch pots	4 bushy	24-26	inches high	$1.25
7 inch tubs	4	30	inches high	2.50

POEHLMANN BROS CO.,
Morton Grove, Illinois.

PALMS.

Kentias. Our stock is larger than usual; all bright, clean stock. Kentia Belmoreana, Kentia Forsteriana. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus veitchii, 4-in., 35c; 5-in., 60c and 75c; 6-in., $1; 7-in., $1.50; 8-in., $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15, 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

My Easter Greeting Pelargoniums all at reduced price of 2½-in. from 9c to 7c and rooted cuttings from 8c to 6c. FELIX KRAMER, Blaine St., Niles, Ohio.

PEONIES.

Peonies. Write for list. Peterson Nursery, Stock Exchange Bldg., Chicago.

PEPPERS.

Peppers. Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.
Peppers, Celestial, 4-in., $12.00 per 100; $100 per 1,000.
Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.
PYFER & OLSEM, Wilmette, Ill.

PRIMULAS.

OBCONICA PRIMULAS, 4-in., well grown stock just coming into bud and bloom, excellent pot plants for Easter and Mothers' day sale; fine assortment of color and shading, per 100, $10.00. Packed secure from frost, no charge for packing.
Also fine 2½-in S. A. Nutt geraniums, now ready to shift. Per 100, $2.50.
Cash. Please.
JOSEPH H. CUNNINGHAM,
Delaware, Ohio

PRIMULA MALACOIDES.

	100	1,000
Extra fine stock.		
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM, Wilmette, Ill.

PRIMULAS, Obconica and Malacoides, 2¼-in., $3, 3-in., $5, 4-in., $12.50, 6-in., $25 per 100. Chinensis, 4-in., $12.50, 6-in., $25 per 100; 4 and 6-in. in bloom. HENRY SMITH, Grand Rapids, Mich.

PRIMULA MALACOIDS, 4-in., pink, in bloom, $15, and extra select $20 per 100. Chinensis, 3-in., $6 per 100; in bloom, $8 per 100. Ernest Rober, Wilmette, Ill.

PRIVET.

California Privet. Finest quality in all sizes, from one to four feet. Polish or Iron Clad Privet in sizes from six inches to three feet. Write for spring trade list. J. T. Lovett, Inc., Little Silver, N. J.

Amoor River Privet, 2 to 3 ft., $2.00 per 100; $15.00 per 1,000. REYNOLDS NURSERY COMPANY, Winston-Salem, N. C.

ROSES.

ROOTED ROSE CUTTINGS.

	100	1,000
Sunburst	$3.50	$30.00
Richmond	2.50	20.00
Killarney	2.50	20.00
White Killarney	2.50	20.00
Ophelia	4.00	35.00

GEORGE REINBERG,
162 North Wabash Avenue, Chicago.

New Red Rose—Donald MacDonald. A new Hawlmark red rose sent out this year by Alex Dickson & Sons. It is a money-maker for the rose grower, as no pinching is necessary. Strong, grafted plants, $35 per 100; $300 per 1,000. Own root plants, $30 per 100; $250 per 1,000. Robert Scott & Son, Sharon Hill, Delaware Co., Pa.

ROSES.

Roses. Extra strong, field-grown climbing roses to bloom for Easter; also hybrid perpetual roses. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Roses. From 2½-in. pots, ready for shifting into 3½-in. and 4-in. pots and are splendid stock for growing on for spring sales. For varieties and prices see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

Roses—Bench plants. American Beauty, $8 per 100, $75 per 1,000; Richmond, $7 per 100, $60 per 1,000; White and Pink Killarney, $6 per 100, $50 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

ROSES. American Beauty and other varieties. 6-in. pots for Easter forcing, 35c to 50c each. Kaiserin and Maryland, 2-in., $4, 3-in., $8 per 100. HENRY SMITH, Grand Rapids, Mich.

Roses, on Canina stocks. Write for prices and ask for the new Polyantha Mary Bruni. Royal Nurseries, Gratama Bros. & Co., Hoogeveen, Holland.

BABY ROSES. Well-rooted; started in pots; in bud, $4 per dozen. Ernest Rober, Wilmette, Ill.

Roses. Pot-grown, 2¼ and 4-in. Write for list. The Leedle Floral Co., Springfield, O.

SNAPDRAGONS.

SNAPDRAGONS. White, pink and yellow, 2-in. pots, $3 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Seed. Asparagus plumosus nanus, northern greenhouse grown. 100 seeds, 50c; 250 seeds, $1; 1,000 seeds, $3.50; 5,000 to 10,000 seeds, $3 per 1,000. Vaughan's Seed Store, Chicago and New York.

Seed. Asparagus Sprengeri, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, sweet peas, Spencers grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Winter Orchid Flowering Sweet Pea. Price list now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, Tomato. For varieties and prices see advertisement elsewhere in this issue. J. Bolgiano & Son, Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet, pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Beet, sweet corn, garden bean, onion sets and seed potatoes. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Vegetable, flower and farm. Henry Mette, Quedlinburg, Germany.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SHAMROCKS.

Shamrocks, 2-in out of pots, $3 per 100; 1-in. miniatures in pots, $2.50 per 100. Cash. M. S. Etter, Shiremanstown, Pa.

SPIREAS.

Spirea Gladstone, Queen Alexandra, strong clumps, $12 per 100. ERNEST ROBER, Wilmette, Ill.

STRAWBERRY PLANTS.

Lowest prices for Progressive and Superb. Other varieties as low as $1.50 per 1,000. Catalog free. L. G. Tingle, Box 170, Pittsville, Md.

VEGETABLE PLANTS.

TOMATO PLANTS. Bonny Best, 2½-in. pots, 2c. Cash. Theo. D. Kuebler, R. F. D. 6, Evansville, Ind.

VINCAS.

Vincas, rooted cuttings, $10 per 100; strong field-rooted tips, one to three leads, 2¼-in., $3 per 100, $25 per 1,000. James Vick's Sons, Rochester, N. Y.

Vinca variegata, 2-in., $2 per 100; $20 per 1,000. Elmer Rawlings, Allegany, N. Y.

MISCELLANEOUS.

Magic composting fertilizer; one ton guaranteed to analyze 2.75 to 3 per cent ammonia, 3 per cent phosphoric acid and 1 per cent potash; will go as far as five tons of ordinary manure. Chicago Feed & Fertilizer Co., Union Stock Yards, Chicago.

Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Choice landscape, decorative and forcing stock for florists' trade. For varieties see advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Funson, 1353 N. Clark St., Chicago.

Glass cloth. A transparent waterproof fabric for all forcing purposes. Sample, 3x6 feet, 50c prepaid. Turner Bros., Bladen, Nebraska.

Clay's fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Aetna Brand Tankage Fertilizer. Write for prices. Farmers' and Florists' Fertilizer Co., 809 Exchange Ave., Room 5, Chicago, Ill.

MISCELLANEOUS.

Use Evans' Challenge Vent Machine. Write for catalog. John A. Evans Co., Richmond, Ind.

Japanese miniature gardens, fern dishes, vases, flower pots, jardinieres, etc. Nippon Garden, Inc., 259 Fifth Ave., New York.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works, 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogues. Giblin & Co., Utica, N. Y.

Wizard brand manures. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $1.85; 50,000, $8.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Tile greenhouse benches. Write for circular. Camp Conduit Co., Cleveland, O.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

GREENHOUSE INSURANCE.

Cyclone and hail insurance; also insurance on growing crops while in the fields. The American Mutual Cyclone and Hail Insurance Co., Muncie, Ind.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. We design, manufacture and build greenhouses of every style and size. Building material of all kinds. American Greenhouse Mfg. Co., 1000 Masonic Temple, Chicago.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Greenhouse construction. Builders of greenhouses and conservatories of every description. Lord & Burnham Co., 42nd Street Bldg., New York.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. Estimates on request. The Foley Greenhouse Mfg. Co., 31st and Spaulding Ave., Chicago.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, 75c per qt.; $2 per gal. Vermine, $1 per qt.; $3 per gal. Scaline, 75c per qt.; $1.50 per gal. Nikotiana, $1.50 per qt.; $4.50 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

POTS AND PANS.

Kramer's pot hangers, $1 per doz., by express. I. N. Kramer & Sons, Cedar Rapids, Iowa.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Pots. Hew's standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

Red pots. Geo. Keller & Sons, 2614-22 Herndon St., Chicago.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for $1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 85c; 500, $3; $5.50 per 1,000.

Pipe stems, about 6 feet, per 100, 60c; per 1,000, $5. Vaughan's Seed Store, Chicago.

WIRE WORK.

Florists' wire designs and fancy wire lamp shades. NORTHWESTERN WIRE WORKS, 228 13th Ave., N. E., Minneapolis, Minn.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

Peter Reinberg Says:

"We have had the Garland gutters in use over twenty years. They are in just as good condition as when they were first put in. We are not in need of any construction material at present, but when we are we **will place our order with your firm."**

Garland Quality Product has thousands of friends such as Mr. Reinberg.

Our 1917 Catalogue is very interesting. Send for your copy now.

GARLAND MANUFACTURING COMPANY

DES PLAINES, **LOUIS WITTBOLD, President.** **ILLINOIS.**

Mention the American Florist when writing

Trade Directory

—OF THE—

Florists, Nurserymen, Seedsmen

OF THE

United States and Canada.

PRICE: $3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Greenhouse Building.

The Philadelphia office of the King Construction Co. reports having recently built greenhouses and supplied materials for greenhouse construction as follows:

White Haven Sanatarium, White Haven, Pa., one house, 25x100 feet.

Captain J. R. De Lamar, Glen Cove, L. I., N. Y., fruit house, 244 feet long, one growing house, 21x200 feet, one growing house, 21x125 feet, and conservatory, 21x42 feet.

C. Steigmeier, Wilkes-Barre, Pa., King improved iron frame flat rafter house, 14x75 feet.

John Conyngham, Wilkes-Barre, Pa., palm house, 18x52 feet, one house 11x70 feet and rose house 19x42 feet.

Mrs. William Lord Conyngham, Wilkes-Barre, Pa., one house, 24x50 feet.

Alfred C. Harrison, Laverock, Pa., one house, 25x75 feet, service building, 25x27 feet.

Colonel H. C. Trexler, Allentown, Pa., one house, 35x125 feet.

Mrs. C. W. Hacker, Bryn Mawr, Pa., conservatory, 10x15 feet.

Mrs. Harriet Burr, Scranton, Pa. conservatory.

Middle Coal Field Poor District, Weatherly, Pa., one house, 21x75 feet.

John Welsh Young, Enfield, Pa., one house, 35x300 feet.

Samuel E. Houston, Chestnut Hill, Pa., conservatory, 16x34 feet.

United States Cut Flower Co., Elmira, N. Y., two houses, 37x250 feet.

O. A. Ellwell, Binghampton, N. Y., one house, 21x50 feet.

Building Materials Supplied.

Walter B. Winner, Marlton, N. J., one house, 35x75 feet.

Daniel G. Deacon, Camden, N. J., one house, 20x42 feet.

J. William Colflesh Sons, Philadelphia, Pa., four houses, 14x50 feet.

Zieger & Sons, Germantown, Philadelphia, Pa., one house, 42x100 feet, one house, 35x100 feet.

B. F. Barr, Lancaster, Pa., two houses, 24x40 feet.

H. B. Weaver, Bird in Hand, Pa., one house, 32x225 feet, one house, 28x225 feet.

Enon Lefever, Lancaster, Pa., one house, 25x60 feet.

S. M. Erb, Harrisburgh, Pa., one house, 40x100 feet.

Wade Gayley, Strassburg, Pa., one house, 35x140 feet.

Chas. Weaver, Ronks, Pa., one house, 34x105 feet, one house, 21x305 feet.

Anton Schultheis, Scranton, Pa., three houses, 35x150 feet each, also boiler house, 35x35 feet.

Fred Frank, Reading, Pa., one house, 21x100 feet, one house, 28x100 feet.

THAT COMPOST PILE

It's time for you to give this most important question prompt attention.

Do you know that one ton of Magic Composting Fertilizer, guaranteed to analyze 2.75 to 3 per cent Ammonia, 3 per cent Phosphoric Acid and 1 per cent Potash, will go as far as five tons of ordinary Manure?

HERE ARE THE REASONS:

	Magic Composting Fertilizer	Original Stable Manure
Plant Food	7 per cent	*1½ per cent
Humus	85 "	23½ "
Undecomposed Matter	5 "	15 "
Moisture	3 "	60 "

*In dry state 2 to 3.5 per cent.

Note carefully: If you use Magic Composting Fertilizer, you will save four-fifths of the expense involved in the handling and hauling of Stable Manure.

SAVES MONEY, LABOR, TIME.

Many of the large, as well as the small, successful Growers of Flowers and Vegetables, have been using Magic Composting Fertilizer instead of Stable Manure for years, and pronounce it a big saver of time, labor and money—three all important factors to all Growers.

Write for sample and prices. Special quotations on carload lots, bulk shipment.

Be sure and send for our famous fertilizer charts.

Chicago Feed & Fertilizer Company

Manufacturers of Magic Special Fertilizers for Florists and Vegetable Growers, and Originators of the Famous Fertilizer Charts.

UNION STOCK YARDS, **CHICAGO**

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR, Houston, Texas. President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., 1918. J. F. AMMANN, Edwardsville, Ill., President; W. J. VESEY, JR., Ft. Wayne, Ind., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition Philadelphia, March 20-23, 1917. S. S. PENNOCK, Philadelphia, Pa., President; LOUIS REUTER, Westerly, R. I., Vice-President; BENJAMIN HAMMOND, Beacon, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y. Secretary.

ILLINOIS STATE FLORISTS' ASSOCIATION.

Twelfth Annual Meeting and Exhibition, Champaign, March 6-7, 1917.

Heavy Demand For Education.

The twelfth annual meeting of the Illinois State Florists' Association was held in Floricultural Hall, University of Illinois, Champaign, March 6, President C. W. Johnson in the chair. Prof. J. C. Blair, of the Horticultural Department, welcomed the visitors and told of the great development in the demand for education in all horticultural lines, this being especially marked in landscape gardening and floriculture. Many students desiring instruction in floriculture have had to be turned away because of lack of accommodation and help in this work. In this great wealthy state it would seem to be only necessary to mention the needs of the university in these important departments to have them promptly supplied by the legislators or others with whom this great duty to the people rests.

President Johnson then delivered his address and this was followed by the reports of Secretary J. F. Ammann and Treasurer F. L. Washburn, F. W. Muncie on fertilizer work and E. M. R. Lamkey on pathological investigations. Prof. H. B. Dorner, of the department of floriculture, in his description of the instructional work at the university gave an excellent account of the graduates of his department, showing that with one exception, all were holding highly satisfactory positions in commercial lines and emphasized Prof. Blair's reference to the inadequacy of the facilities at their command.

The election of officers for the ensuing year resulted as follows: I. L. Pillsbury, Galesburg, president; W. J. Keimel, Elmhurst, vice-president; J. F. Ammann, Edwardsville, secretary; F. L. Washburn, Bloomington, treasurer. Galesburg was suggested for the next fall exhibition of the association and the proposed amendment to the by-laws was lost. Vaughan's Seed Store, Chicago and New York, exhibited some fine blooms of its new cannas, Yellow King Humbert and Firebird.

The visitors from outside points included: Albert F. Amling, Maywood; Ernst C. Amling, Maywood; J. F. Ammann, Edwardsville; M. Barker, Chicago; F. E. Bonham, Macomb; Peter Britz, Danville; J. B. Deamud, New York; Albert T. Hey, Maywood; Geo. W. Jacobs, Canton; Harry Johnson, Bloomington; W. J. Keimel, Elmhurst; C. W. Johnson, Chicago; Matt Mann, Chicago; I. L. Pillsbury, Galesburg; H. E. Smith, Danville, and F. L. Washburn, Bloomington.

President Johnson's Address.

We are now assembled for our twelfth annual meeting. A year ago we had a very successful meeting at Moline in the extreme western part of the state, and now we meet again here at Urbana under the auspices of the department of horticulture of the University of Illinois. I am sure every member joins me in expressing our appreciation of the privilege we have in meeting here at this institution. Here at Urbana we come in touch with the work that is being undertaken by the University of Illinois to solve some of the problems which we as individuals have to contend with in our work connected with the cultivation of plants and flowers. Not only this, but the work being carried out along the lines of landscape gardening affords much of interest to the landscape gardener as well as to the retail florist, whose business is partly of this order.

Every florist of this state, whether he is a grower or a retailer, should feel it his duty to take a great deal of interest in what is being done here for floriculture, and the Illinois State Florists' Association as a body should never be neglectful in giving its aid and support to those in charge of the work. The young men who are devoting four years of their life to be specially trained in the work we represent, are going to be a power, not only in the business, but also in the societies allied thereto.

As your president it gives me pleasure to congratulate you on your efforts of the past year. It has been a fruitful one. At Bloomington last November our first fall flower show was held—a flower show that was remark-

able in many ways. First and foremost, it was well supported by the members not only by their presence but by contributing largely of exhibits. Every part of the state was well represented; not only the members with large establishments to make their selection from, but those not so well equipped did their part by either sending or bringing along an exhibit. The exhibits were of the highest order, receiving much commendation by the visiting public, and we are proud to say that every exhibit was contributed for the good of the cause without any chance of remuneration, it being a free-will show in every respect.

I feel it my duty to call the attention of the members of the association to the good work done by our fellow members, the Washburn brothers, of Bloomington, in their efforts to make the show the success it was, and to them we owe a vote of thanks. The Commercial Club of Bloomington was also untiring in its efforts to make our visit both pleasant and profitable, and to them we owe our thanks.

The purpose of the meeting at this time is the nomination and election of officers, to hear reports of the work of the different departments by the professors in charge and to transact such other business as may come before the association. I ask your active participation in all the details of the meeting, which will not only help the association, but be of mutual benefit to every member.

I would suggest for your consideration and discussion the various diseases and insects which attack plants. The Carnation Yellows is still an unsolved problem, though good work is being done to get at the bottom of the trouble. Every year some fresh disease or insect seems to come to the front. At the last meeting of the Chrysanthemum Society of America held in Philadelphia last November a member spoke of the trouble growers of his vicinity were having with a form of clyndrosporum or fungoid growth which, commencing at the bottom of the chrysanthemum plant, quickly rises upward, covering the under surface of the leaves with a varnish-like coating that closes up the pores and stops all growth. Another member spoke of the gall fly, which attacked his plants very seriously. Experiences of the members with these or any other difficulties should be brought before the meeting and freely discussed for the benefit of all.

To the officers and members, I extend my thanks and appreciation for their support during my two terms as your president, and trust the same will be extended to my successor. Our association has done a lot of good for the florists of Illinois, but each year brings its new responsibilities, needing the support and co-operation of every one interested in our business.

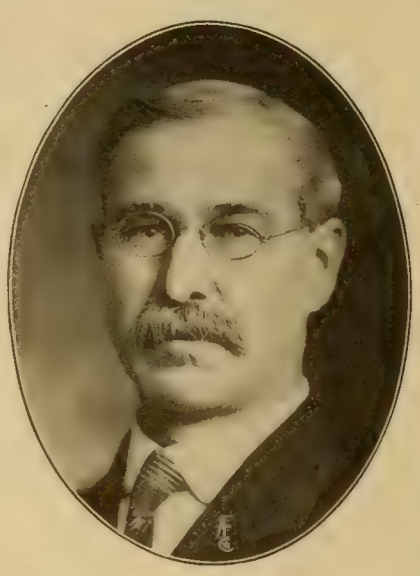
In these troublesome times it is indeed a pleasure to again meet and shake hands with our fellow craftsmen—friends who have worked together the best part of our lives for the good of our common cause. With this I close.

Secretary Ammann's Report.

The one great event in the history of the association was the fall flower show held at Bloomington, Ill., in November. This was indeed one great success. There were 40 exhibitors, and all donated the flowers, as the show was non-competitive, and all but one or two prepaid the express on flowers sent to the show. This truly shows a spirit of good fellowship, and yet I doubt if any better advertising medium for flowers could be had than such a show. Six certificates of merit were awarded. The attendance was unusually large. Over 100 members attended the banquet. We hope now that the fall show and good fellowship meetings will come to be an annual affair.

The association is now the proud owner of 200 vases, the executive committee having purchased them from the A. L. Randall Co. at a very liberal reduction from the regular price.

Five life memberships have been added to our list, making our present life membership 58, which, together with an annual membership of 239, and an honorary membership of four, makes the total membership 301. The receipts for the year were $127; disbursements, $157.38.



I. L. Pillsbury, Galesburg.
President-Elect Illinois State Florists' Ass'n.

Treasurer Washburn's Report.

Receipts.

March 1, 1916, by balance	$275.80
March 11, 1916, from secretary	71.00
July 1, 1916, from secretary	31.00
Sept. 12, 1916, from secretary	18.00
Feb. 15, 1917, from secretary	8.00
March 1, 1917, interest	6.29
	$410.09

Expenditures.

March 7, 1916, Edwardsville Inteligencer.	$ 22.10
March 7, 1916, J. F. Ammann	21.45
June 28, 1916, Inteligencer Printing Co.	6.25
June 28, 1916, J. F. Ammann	14.87
Nov. 21, 1916, Inteligencer Printing Co.	9.50
Dec. 9, 1916, A. L. Randall Co.	75.00
Dec. 9, 1916, A. Washburn & Sons	8.21
Mar. 1, 1917, by balance	252.71
	$410.09

Rose and Carnation Production.

Report of Prof. F. W. Muncie, Associate in Floricultural Chemistry, Illinois Agricultural Experiment Station, Urbana, to the Illinois State Florists' Association, in annual session, March 6.

Report of Prof. F. W. Muncie. Associate in Floricultural Chemistry, Illinois Agricultural Experiment Station, Urbana, to the Illinois State Florists' Association, in annual session, March 6.

A bulletin from the Illinois agricultural experiment station which has just come from the press on "The Use of Commercial Fertilizers for Roses," embodies the information contained in my report of March 7, 1917, with practical suggestions to florists. This report contains further experiments along the same line and uncovers a new line of promise in the study of variability of production by roses and carnations.

Is Acid Phosphate Superior to Bone Meal?—In the bulletin above and in a number of papers which I have read before this association and one before the American Carnation Society, I have advocated the use of acid phosphate as a thoroughly safe and effective form of fertilizer for supplying phosphorus to rose and carnation plants. In no previous paper have I been able to recommend acid phosphate as superior to bone meal, although I have been rather widely quoted to that effect and a number of growers are trying out acid phosphate in comparison with bone meal. In order to test out this point, two sets, 144 rose plants of each of the varieties Richmond and Killarney, are being grown during the present season, one set being fertilized with acid phosphate at the rate of 80 pounds per 100 cubic feet of soil, the other with an equal money value of bone meal, calculated to be 42.8 pounds per 100 cubic feet on the basis of acid phosphate and bone meal costing $15 and $28 per ton, respectively. Each of the fertilizers costs more today, but the ratio of cost of one to the other is about the same. The plants are two-year-old stock. I will let the results speak for themselves.

EFFECT OF BONE AND PHOSPHATE.

	Killarney. Bone Meal.	Acid Phosphate.
Total number per 144 plants	1,918	2,391
Average per plant	13.3	16.1
	Richmond.	
Total number per 144 plants	1,792	2,069
Average per plant	12.4	14.3

The advantage in favor of acid phosphate is about 2½ flowers per plant, which I consider a rather remarkable endorsement of acid phosphate, since the figures represent the production only from September 15 to December 18, 1916.

The Illinois agricultural experiment station, if these figures are verified by the results of the remainder of the year, will be able to make a second recommendation of practical importance to the rose grower, viz., that with an equal investment for fertilizer, acid phosphate will yield much the larger returns.

Will Phosphatic Fertilizer Increase the Carnation Crop?—In a discussion about a year ago before the American Carnation Society, I stated that no extensive experiments had ever been published showing that phosphatic fertilizer would increase the crop of carnations, but I believed on general principles that it might well do so. I am able to give you the results of experiments with White Enchantress and Champion, the figures being for flowers picked from September 15 to December 18, 1916, (acid phosphate used at rate of 80 pounds per 100 cubic feet of soil).

ACID PHOSPHATE ON CARNATIONS.

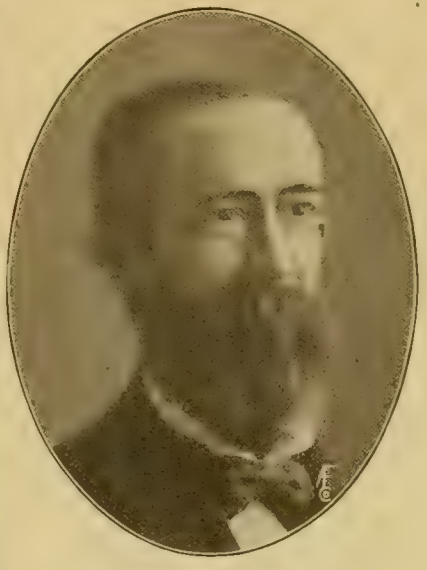
	No. plants.	Total production.	Average production per plant.
White Enchantress, with acid phos.	352	1,656	4.7
White Enchantress, without acid phos.	338	1,394	4.1
Champion, with acid phos.	350	2,266	6.5
Champion, without acid phos.	356	2,219	6.2

J. F. Ammann Edwardsville.
Secretary Illinois State Florists' Association.

C. W. Johnson, Chicago.
President Illinois State Florists' Association.

A. C. Brown, Springfield.
Vice-President Illinois State Florists' Ass'n.

Frank L. Washburn, Bloomington.
Treasurer Illinois State Florists' Association.



E. W. Guy, Belleville.
Vice-President Illinois State Florists' Ass'n.

J. C. Blair.
Professor of Horticulture, University of Illinois.

H. B. Dorner.
Professor of Floriculture, University of Illinois.

W. J. Keimel, Elmhurst.
Vice-President Elect.

John Staack, Moline.
Vice-President Illinois State Florists' Ass'n.

SOME PROMINENT MEN IDENTIFIED WITH THE ILLINOIS STATE FLORISTS' ASS'N CONVENTION AT CHAMPAIGN, MARCH 6-7.

The increase with acid phosphate fertilization is around one flower per two plants, which appears more significant when stated as an increase of 500 flowers per each 1000 plants in the bench. If these results are borne out by the rest of the experiment, I will consider the point raised as settled in favor of fertilization with acid phosphate, although apparently carnations are not the heavy feeders roses are, nor receive such marked benefit by fertilization.

Variability in Production of Roses and Carnations.—In studying the production of some 1,700 rose and 1,400 carnation plants during the present year, some data of great interest and fundamental importance to florists have resulted. I will include enough of them here for sake of illustration and comment on their significance. The figures below are for the production of flowers by Ophelia, Hoosier Beauty, Killarney and White Killarney plants from September 15 to December 18, 1916, each plant being considered separately and arranged in the table according to the number of flowers produced as indicated in the first column at the left.

VARIABILITY IN PRODUCTION BY ROSES.

No. of flowers per plant	Number of plants producing flowers as indicated to left.			
	Ophelia	Hoosier Beauty	Killarney	White Killarney
1	..	..	..	..
2	..	3	..	..
3	..	2	..	..
4	1	12	..	..
5	..	15	..	2
6	2	21	2	4
7	4	25	1	4
8	11	18	7	4
9	16	21	7	6
10	15	10	14	13
11	12	11	15	8
12	19	2	16	18
13	15	2	18	16
14	18	1	12	13
15	15	..	9	9
16	13	1	7	12
17	1	..	7	14
18	1	..	7	6
19	..	..	10	6
20	1	..	4	5
21	..	..	1	3
22	..	..	3	..
23	..	..	..	..
24	..	..	2	1
25	..	..	1	..
26	..	..	1	..
27	..	..	..	..
28	..	..	..	..

After discarding that portion of the column in each case which contains less than ten plants, there remains a portion near the center where the production varies as much as one hundred per cent. Thus with Ophelia, 13 plants produced 16 flowers, while 11 plants produced only eight flowers. If it were possible to raise the average production from the level of eight to that of sixteen, an increase in production of one hundred per cent would result, and that without further investment for greenhouses or labor. Since an increase of twenty per cent by the use of a fertilizer is considered large, the importance of the question relative to those relating to the use of fertilizers is apparent.

Possible causes of this variability are (1) relative location on the bench with respect to illumination, drying out, or temperature, (2) imperfections or poor quality of manetti stock, although some results obtained previously on own-root stock showed me that this cannot be the sole cause, (3) variable vigor and productiveness of plants due to conditions of growth previous to their being set in the bench, and (4) variability of vigor and productiveness in the plants from which the scions of these plants were taken. This seems to me to be the fundamental question; whether plants obtained by the growth of scions from high-producing plants will themselves be high-producers in comparison to those plants whose "parents" (if I may thus loosely term them) were low producers; and so fundamental and practical a question is it that you may expect results to be reported at some future meeting on this subject. Carnations show a similar variability and what I have said above for roses applies to them, also, with the exception of course of the possible influence of manetti roots.

Rose Growing for Cut Blooms.

Paper by Frank J. Knecht, Fort Wayne, Ind., read at a meeting of the Fort Wayne Florists' Club, February 22, 1917.

In undertaking to address you upon the subject, "Rose Growing," it is my wish to confine the subject strictly to growing roses on their own roots for cut blooms. I can only offer you the results of my own practice and observations and shall be as brief as possible. The subject, one of considerable importance to the trade, is surrounded by many different conditions —soils, fertilizer and treatment. This would seem to account for the somewhat divided opinions held by some growers. I can give no more information on the subject than most of you and would have preferred being a listener, rather than a speaker, but I hope to suggest to your minds, points of interest that, through discussion, may be of value to us all. To avoid confusion, and to make my essay clear, I propose to treat of roses on their own roots.

First. Why do we want to graft a rose that will do well on its own roots? I, myself, believe that the roses that are grown today for cut blooms do better on their own roots than on grafts. I have tried them both, but it seems that there has been a sort of a craze on the subject of grafts for some time, and a graft it is for the large grower, who gets double the price for stock he sells to the small grower. This is the point to the large grower. My roses produce just as many flowers to the plant on their own roots as the grafts, and I believe they are better; the important thing is to have good stock to plant. We place our cuttings in the sand about January 1 and keep right on through February.

As soon as they are rooted, we pot them in 2½-inch pots, shade them a few days and then expose to full sun. When ready, shift them. The next work is to get your bench in good order for the young stock. Give the bench a good lime wash. Have the bottom of bench about ¾ inch between boards for drainage. Place on this bottom some good manure, or green sod will answer well; then fill your bench with good sod soil. I think sod soil is better, but it should be of a heavy nature, not too stiff, or it will not drain well in the dark days of winter. If your soil is in good condition, press it down before planting the stock.

Only water around the plants when they are newly planted, until they show signs of growing, then I water the whole bed. After they are growing well I water heavily. Spray them well on all bright days. As soon as the buds appear I pinch them until the plants are built up to strong plants, but I do not allow all the buds to mature. Pinching must be practiced right along to give you stronger stock and a more uniform cut. In the cutting of the flowers I aim to leave two to three eyes.

The temperature I carry for the most varieties I grow is 56 to 60 degrees. Russell, of course, excepted, which requires a high temperature for any results in winter, and I question whether there is any profit in growing Russell unless you have from 5,000 to 10,000 plants. I have grown some very fine Russells with 3½ to 4 foot stems right through the holiday season, but they were pinched with that end in view. We also have a bench of grafted Russell, but they have not done as well as own root stock.

GERANIUM BARNEY.
At T. J. Kirchner's, Cleveland, O.

Ophelia is a beautiful rose, produces good; so is Mrs. Shawyer. We have cut some very fine blooms of both. Hoosier Beauty is also a good one, but leave it to the Killarney to pay the bills and build more new houses than any of the other varieties. This has been my experience and I now leave the subject open for further discussion.

WITH THE GROWERS

T. J. Kirchner, Cleveland, O.

T. J. Kirchner, at Sixty-seventh street and Quincy avenue, Cleveland, O., opposite the Woodland Cemetery, and with greenhouses in South Euclid, has some 30,000 square feet, erected by the Foley Greenhouse Mfg. Co., of Chicago, large quantities of bedding plants being grown, a specialty being made of geraniums in four-inch pots for the cemetery trade, their annual sale of this size being 75,000. The accompanying illustrations show that they are wonderfully well grown.

Funeral work is a specialty with Mr. Kirchner, anywhere from 35 to 50 pieces going out every day, and in very busy times he has sent as many as 100. From 15 to 20 door wreaths go up every day. This is a large, bronze magnolia wreath with a generous ribbon bow of a color in keeping with the age of the deceased. This wreath appears to be the universal door crepe in the west.

Nearly all funeral sprays in this section are made curved in form. Commencing at the front with one flower, roses and all kinds of flowers in sprays are made up in the same form. Mr. Kirchner had a number of these sprays made up to go out at the time of our visit. There is no frame, just a carving, made as they are arranged, nearly all being wrapped with wire bobbins, and heavily backed with leucothoe or ferns. Great quantities of all kinds of designs were seen mossed up, the night man being kept busy with this work. Baskets of flowers for funerals are also largely used here. They are of the simplest kind with feet and high handles, which when loosely filled and tied with a chiffon bow are very showy, more quickly arranged, and more profitable, Mr. Kirchner found, than designs. Three delivery cars and two Ford touring cars for calling on customers and putting up the door crepe wreaths, show the magnitude of the business. Mr. Kirchner, who is always on the job, is one of the active, compelling kind, with a personality that inspires confidence and convinces the visitor that he is in the right place and the order is at once given.

A very large business is done at Christmas—the wreaths for the graves—and at Easter with plants for the decoration of the same. Hundreds of beds and vases in lots are planted with foliage and flowering plants for summer.

At Springfield, O.

Schmidt & Botley Co., Inc., an important factor in the trade here, have 60,000 feet of glass; also a large nursery in addition, in which is grown shrubbery, strawberry plants and herbaceous stock for their catalogue trade. As do most other growers here, they specialize in roses, and have

GERANIUM BEAUTY OF POITEVINE.
At T. J. Kirchner's, Cleveland, O.

a splendid stock of the little summer babies in one and one-half and two-inch pots, that are grown here for the catalogue trade. House after house of this stock in splendid condition is shifted in February from one and one-half-inch pots to two and two and one-half-inch pots. A block of Baby Doll, several thousand in extent, and several others, all grown from 250 plants of last spring's planting, show how rapidly stock is increased by these methods, and incidentally how quickly these catalogue men get onto new things. Sales of roses here now amount to over 250,000 a year.

Black spot affects young stock as much as the stronger forcing plants. Getting them too wet, with dull cloudy weather, is almost sure to bring it. All kinds of washes have been tried without effect, while two or three days of bright sunshine works wonders and is the only cure.

Immense stocks of all kinds of bedding plants are grown; whole houses of stock plants from which cuttings are being taken provide a hundred thousand or more of this or that, according to the demand. Rex and other ornamental and flowering begonias are largely grown. Over 25,000 of the Rex type were sold last season. Cannas and dahlias are specialties, and so one might go on. A large storage shed, a commodious structure, is filled with shrubbery; hardy phloxes, a block of 75,000 herbaceous stock, strawberry plants, etc., all at hand for early southern orders, which begin coming strong in February.

Springfield Floral Co.

The Springfield Floral Co. is a fern nursery, growing mostly Roosevelt and Boston, with a few Teddy Jr., and Whitmani. Most of the stock is grown planted out on tables. The mother plants are well mulched with manure, in which the runners quickly take hold. Asparagus, also a specialty, is grown on tables and lifted, being as satisfactory, and indeed making a quicker growth than when grown in pots without this bother and expense. Over 100,000 were handled last year. Much of the stock is sold through ten-cent and department stores, who prefer the stock wrapped to that in pots. Soil is first removed, the roots packed with damp sphagnum, then wrapped in oil or thick waxed paper, then with white, and bound with a gummed paper tape. This is quickly done when one becomes expert and makes a neat-looking package that will stand upright. The southern trade is already asking for this stock, and when the season is on, they can hardly get it out fast enough. Prices obtained are very satisfactory. The above plan might be adopted to dispose of surplus stocks by many of the trade convenient to or within shipping distance of large cities. Over 300,000 ferns are annually sold from this 50,000 feet of glass, which W. M. Campbell, the manager, says is hardly enough to supply their increasing demand.

George H. Mellen Co.

The George H. Mellen Co. has a very orderly place of 110,000 square feet of glass. Their output is over one million plants annually. This is a retail catalogue trade, although any surplus is generally sold to the trade. Roses are a feature—about 450,000 are required to fill their orders. House after house was devoted to dormant two-inch stock, looking in very good shape. Chrysanthemums are also leaders, 250,000 being grown. Coleus is another quantity stock, rooted cuttings selling first to the trade in February and March. A large house was filled with stock plants. Moonvines are seen in quantity, all grown from cuttings, which give better satisfaction than seedlings. Scarlet sage is also grown the same way and for the same reason. A bed of stock rubbers or Ficus elastica is covered with a step stage, in winter, as they are then dormant, and this allows a double use of the space. A house was given to begonias for stock. The propagating house was perfect in heat regulation for the various stocks to be grown. Two 70-horse power boilers with the vacuum system furnish an abundance of heat. Clifford Raden is the very efficient foreman of

this large establishment. The southern trade is now on and blocks of stock were seen selected to go out.

Mealy bug has regular visiting periods here as elsewhere, being quite partial to coleus. A touch of wood alcohol with a small camel's hair brush is instantly fatal. Let us hope it will be equally as effective to scale.

THE LEEDLE ROSARY.

The Leedle Rosary, the only establishment here which forces roses for cut flowers, has 75,000 feet of glass planted to Ophelia, the Killarneys, Hoosier Beauty and Rhea Reid. All the varieties look very well, particularly Ophelia. Rhea Reid seems perfectly at home here and pays as well, if not better, than any other sort. A low cement bed, having straight sides with an inside shoulder six inches above the ground, on which a board bottom is laid, looks ideal, but like many other perfect things, is a wee bit too expensive for practical use. Business has been very good this season, the demand exceeding the supply. Chas. L. Leedle is president of the company.

Boston Notes.

G. A. Severy & Co., florists and decorators, removed last autumn to more commodious quarters at 355 Boylston street. They, in addition to their florist business, are the selling agents for the Massachusetts General Hospital cement goods. The authorities of that hospital employ physically handicapped men, thus enabling them to be partly self-supporting while under treatment or until they are able to resume their former occupations. At Severy & Co.'s we noticed an interesting exhibit of garden furniture, such as sundials, seats, bird baths, jardinieres, and bird houses; also, window boxes, flower pots and "Peter Rabbits." Buying such goods is a higher form of benevolence than giving money to street beggars, most of whom are frauds.

Henry R. Comley, 6 Park street, who is handling exclusively a new carnation for Littlefield & Wyman of North Abington, Mass., is receiving fine stock of it. It was formerly Seedling No. 48, but has recently been named Eastern Beauty. It is entitled to be called a novelty, and also a valuable acquisition to the carnation family. The center of the flower is a bright pink, shading to white on the edges. Every flower is on a fine stem and we are informed that they are excellent keepers.

Boston having a clear title to Bunker Hill monument, the Old South church, the "sacred codfish" and other places and things of historic interest, is dutifully patriotic. Therefore, when we visited there on Washington's birthday, we found a general suspension of business, and many people wending their way toward the State House to attend the reception by Governor and Mrs. McCall, a most worthy couple, it should be remarked.

A. G. Pembroke, who formerly sold stock for his brother, A. A. Pembroke, the carnation grower of North Beverly, now sells for the Rawson Conservatories, of Arlington, in the rooms of the Boston Flower Exchange Market, Winthrop square and Otis street. The Rawson Conservatories were formerly vegetable houses, but in recent years have been devoted to carnations and general stock.

We found our old and esteemed friend, W. Rosenthal of the Boston Cut Flower Co., 14 Bromfield street, happy and busy as usual. The clever Mrs. Rosenthal is active in this business, she and her husband being an admirable team.

Thomas F. Galvin's Park street store is attractive and seemingly prosperous. Among the staff we noticed a number of familiar faces, faces of men who have been with Galvin for many years, which indicates that he is a good employer.

The irrepressible, unquenchable and enterprising Penn, of 124 Tremont street, is, as usual, showing fine stock and an abundance of it, in cut flowers and plants. There are other good florists, but we know of but one Penn.

The store of the Houghton-Gorney Co. is a very attractive feature of the old Park Street church, at 119 Tremont street. It is under the clever management of Ellis Gorney.

W. H. Elliott is on an extended trip to the Pacific coast. He will visit many points of interest in California and other states and is expected to be absent for two or three months.

The New England Florist Supply Co., 276-278 Devonshire street, has a commodious store, well stocked with a great variety of supplies, and reports good business.

Harry Quint's store in the Hotel Brunswick corner, 520 Boylston street, is an attractive feature of that section, baskets and other supplies for florists, their cut flowers being sold in the Flower Exchange Market.

McAlpine & McDonald, 256 Devonshire street, are handling a fine line of

Albany, N. Y.

CLUB MEETING.

At the March meeting of the florists' club, Fred A. Danker called attention to the fact that the April meeting would fall in Easter week and suggested that it be held on March 29, the last Thursday in the month. The motion was seconded and unanimously carried. It was believed that the attendance at the next meeting, if held on the regular date, would be very small as the members would be busy with Easter business. William Newport, chairman of the club's exhibition committee, announced that at the meeting on March 29 there will be an exhibition of Easter stock, to which the growers and retailers are asked to make contributions. An effort will be made to bring out a first-class display. Chairman Newport announced plans for an exhibition to be held at the meeting in June, when it is expected that a special display of coleus and other bedding plants will be held. Four new members were elected: George W. Cohen, of Cohen & Hiller, ribbons, 874 Broadway, New York; Howard Menand, Cemetery avenue; Theodore Gazetas and Gustav Couchell of the Arkay Flower Shop, Albany. One application was received to be voted upon at the next meeting.

Fred A. Danker gave an interesting account of his trip as a delegate to the meeting of the New York Federation of Horticultural Societies and Floral Clubs held at Ithaca, February 15. As a result of this meeting it was resolved to further the plan to construct a horticultural building at the state fair grounds, Syracuse, and to seek an appropriation this year to begin the work. A few days after the meeting, President F. R. Pierson, of the federation, Fred A. Danker, and a representative of the vegetable growers from western New York, called upon Lieutenant Governor Edward Schoeneck in regard to the plan, and he spoke in favor of it. They then called upon State Architect Lewis F. Pilcher, who was also well disposed and asked President Pierson for information in regard to the probable size, and details of the building desired. In making their calls upon state officers, the committee found that the way had been paved for them by Charles S. Wilson, state commissioner of agriculture, who is in favor of the plan. The horticultural building will be, it is proposed, one of the largest and most handsome on the state fair grounds and perhaps in the country. President Pierson is anxious to secure an appropriation of about $50,000 with which to begin the work next summer. Other appropriations to complete the building in the summer of 1918 could, it is believed, be obtained from the legislature a year hence. The horticultural building will probably be named Whitman hall, after Governor Charles S. Whitman. It will be used for horticultural and floricultural displays at the state fair

Mr. Danker reported that the February meeting of the state federation was one of the best in attendance in some time; 35 delegates represented florists' clubs of the state with the exception of Utica, which now has no florists' club. The federation plans to hold a meeting at the flower show in New York this month; one in June at Syracuse during the exhibit of the local rose society, and one next September at Syracuse during the state fair.

R. D.

PASADENA TOURNAMENT OF ROSES.
Float Entered By Long Beach, Calif.

Cleveland, O.

GOOD SUPPLY AND SALES SATISFACTORY.

The supply of stock is steadily increasing, as the days get longer and "old Sol" gets in his good work. Lent has not reduced the demand for flowers to any extent, and funeral work has been plentiful, keeping the market steady. The price on bulbous stock, however, has dropped somewhat, the local market being loaded at this writing, and "sales" are very much in evidence, even the street merchants have bulbous stock in large quantities. Carnations are also in heavy supply, but meet with a good demand. Pink and White Killarney are in better supply. Sweet peas are plentiful, as are also lilies and callas. Asparagus is scarce. String smilax has been in good demand and southern smilax has sold well.

NOTES.

The "Fireman's License Law," which was the cause of quite a bit of trouble several years ago, has again cropped up, this time in Toledo, Ohio, and greenhouse men here are asked to cooperate with Toledo greenhouse owners in adding amendment to present law to exempt greenhouse men from employing licensed firemen. All greenhouse owners, whether vegetable or flowers growers should get busy. Address Al Barber, secretary Cleveland Florists' Club, for particulars.

On Thursday, March 1, the Cleveland bowling team again showed their superior bowling when they defeated the Detroit boys at Helm's alleys. H. P. Knoble of the local team had high individual score, 225.

A heavy snow began falling Sunday about noon and continued almost continuously until Monday night, which interfered greatly in delivery service. Trains also were from one to two hours late.

E. G. Hill, of Richmond, Ind., gave a very interesting talk at the club meeting March 5. A "Night in Rome," by Frank Ritzenthaler, Schumacher & Panzer, was very good amateur comedy and was well received. C. F. B.

Washington, D. C.

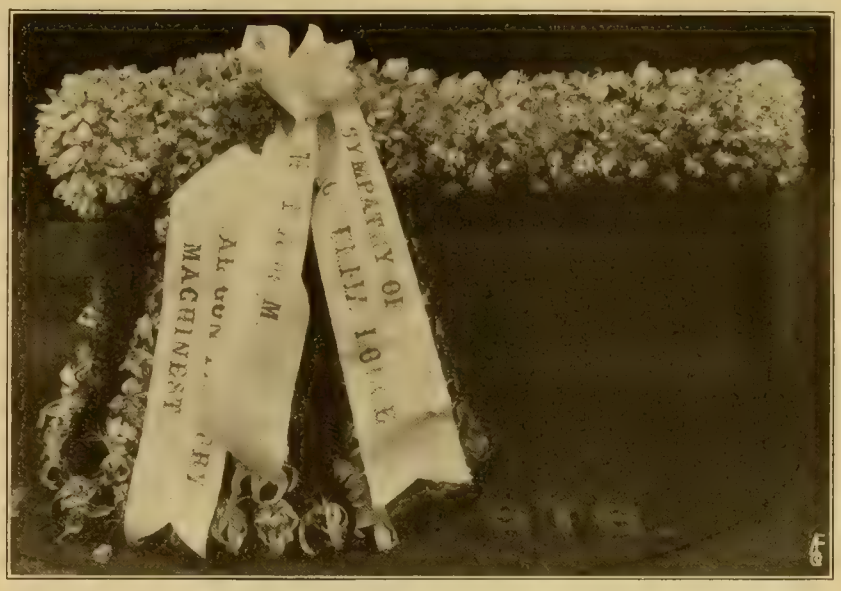
INAUGURATION STIMULATES BUSINESS.

With one week of cloudy weather, stock has tightened up a little, especially as far as the supply of roses and carnations is concerned. Sweet peas and violets are plentiful and it appears as if every street fakir in the East was in this city for the inauguration. There was a tray or basket of flowers on every corner. American Beauty is still scarce and priced at $12 per dozen wholesale. White and lavender lilac is becoming finer in quality and more plentiful daily. Inauguration always calls for elaborate entertainments and the florists have been busy with decorations during the past week.

NOTES.

Mrs. Martin, who now has the large range formerly owned by Mrs. J. R. Freeman on Georgia avenue, had the table decorations for the suffrage banquet at the Army and Navy Club. Many compliments were passed on the arrangement, which consisted of miniature gardens with yellow and purple flags about three feet apart. Mrs. Martin is not a retailer, but confines her attention to growing.

Gude Bros. had the decorations for the inauguration court of honor. The arrangement was principally of laurel roping and wreathing, large cedar trees and southern smilax with electric lights showing through the green. It was very effective, especially at night. Ten thousand yards of roping was used on Pennsylvania avenue alone.



DESIGN FOR THE FUNERAL OF THE LATE ADMIRAL DEWEY.

By George C. Shaffer, Washington, D. C. Carnations, Tulips, Narcissi, Lilies and Daisies.

The Dunbar Co., of Alexandria, Va., and this city, are erecting a new house, 60x250 feet, which will be devoted to Ward carnations. This firm expects to be in its glory at Easter, with a fine crop of American Beauty.

A strong wind broke one of the Marche & Co. show windows but no damage was done to stock, as the temperature was above freezing.

G. C. D.

Los Angeles, Calif.

STOCK GOOD AND VERY PLENTIFUL.

Flowers of all kinds are very plentiful and the stores are bright with coloring and banked high with carnations, freesias, hyacinths, sweet peas, violets and roses. Azaleas in full bloom are now featured in most of the shops.

NOTES.

Albert Goldenson, of Wolkskill Bros. & Morris Goldenson, whose engagement to Miss Jacobs was announced in these columns recently, was married February 25. The church was profusely decorated. The bridal wreath was of white roses and orchids, the bridesmaids carried sweet peas and the maids of honor My Maryland roses.

Wright's Flower Shop has been busy with decorations for the new Security National Bank rooms. Three hundred baskets of spring flowers were made up for the occasion. This firm is offering a very complete line of flowers, including lily of the valley.

The Broadway Florists are making a nice showing of made-up baskets of spring flowers. One of the large dry goods stores will give away 5,000 bunches of violets in the near future which will be furnished by this firm.

O. C. Saake had a grand display of first quality carnations, freesias, hyacinths and roses. The best in the latter was Hoosier Beauty—and they were beauties.

The salesroom of Seki Bros. & Co. was nicely decorated this week and all stock was artistically displayed. Business is reported very good.

The Redondo Floral Co. has been quite busy with funeral work, several very elaborate pieces being arranged for the Farnum funeral.

Howard & Smith are busy with funeral work. The nursery department is also very busy.

G. H. H.

Providence, R. I.

BUSINESS ABOVE COMPLAINT.

Stock is most plentiful and business in general gives no ground for complaint. Taken all in all, the condition of the market is good, although heavier supplies of certain kinds of stock could be disposed of without difficulty. A few more days of the warm weather we have been having will bring out an abundance of spring flowers. Daffodils seem to overshadow everything else at present, and the price has dropped considerably. They fill up nicely and the liberal offerings continue to clean up rapidly. Freesias have been exceptionally fine this year and sell well. On the whole, spring flowers are having a good call this year. Easter lilies are much in evidence and callas are also plentiful. There are limited supplies of daisies, but pansies are very plentiful. Carnations are numerous, and violets in some of the houses are starting to go. There are plenty of orchids for the demand. Flowering plants and bulbous stock in pans are selling well, and many a sale would be lost if the florist could not show the customer something else. Such plants as cinerarias and primulas are beginning to decline in public favor; these plants, compared with pot bulb stock, are losing their popularity.

NOTES.

The Hope Greenhouses have some excellent pots of shamrock, for St. Patrick's day trade, that are sold at sight. Miss Willard, who has been ill, is now well on the road to recovery and feeling much better.

H. C. Neubrand of A. N. Pierson, Inc., Cromwell, Conn., was in the city several days this week, visiting the trade and booking orders for Easter and the early spring trade.

M. Padon, of the greenhouses on Calla street, has some excellent Dutch hyacinths ready for the market.

Max Villers, formerly of Johnson Brothers, is now with Smith, the Florist. H. A. T.

SAN FRANCISCO, CALIF.—The Sunkist Floral Co. has removed to Post and Leavenworth streets.

PEORIA, ILL.—Chas. Loveridge has again suffered serious loss in roses and orchids by gas leakage.

St. Louis, Mo.

THE SUPPLY IS GOOD.

The supply of the stock in the last few days was good. The surplus is increasing and prices are slowly, but surely, declining. It has been a wonderful season, so far as the steadiness of prices is concerned ever since the Christmas holidays. This is the first serious recession in value. The retailers have not complained of the high rates, because the public seemed to understand the situation. There were few special American Beauties shipped to the market last week. For the best $5 was obtainable. This is an average price. There were no Russels to speak of, and the few which reached the market were short. The arrivals of all other varieties are larger and prices of Ophelia, Sunburst, the Killarneys and Richmond are falling—$8 to $10 for the best was the price quoted by the leading wholesalers. Some of the short-stemmed blooms were offered at $20 per 1,000. There was not an excessive supply of high-grade carnations last week. The best easily held at $3 per 100. The lower quality stock sold at $15 to $20 per 1,000. Orchids are very scarce and brought $6 per dozen. The lily of the valley situation is about the same—$6 per 100 for the best—and the retailers are now accustomed to this price. Lilies are scarce and of very poor quality. Callas and rubrums are plentiful, with good demand for the first at 12½ cents; the last at 8 cents. Violets are most abundant and the prices for the surplus are low. Sweet peas are plentiful and the price is still high. Same are of very good quality. Daffodils, tulips, freezias and Paper Whites are in very good supply. The southern daffodils have started to come in, but the quality is very poor. Greens cleaned up well.

NOTES.

A mass meeting of all interested in the floral industry was called by St. Louis Associated Retailers in Mission inn for March 5. Mrs. Ella Grant Wilson of Cleveland was the speaker of the evening.

The spring flower show committee is waiting for the opening day on March 15. Everything seems to be ready and the space for the exhibitors is practically sold out.

Larger offices in the Chemical building have been secured by Charles W. Fullgraf, landscape architect.

Visitors: T. Harrison, of Raedlein Basket Co., Chicago; Ed. Jacobs, of A. L. Randall Co., Chicago.

X. Y. Z.

Baltimore, Md.

TRADE SLACKENS WITH COMING OF LENT.

After a very good fall and winter season, the first slump in business came with the arrival of Lent, when the demand shut off all at once, no one seeming to care for flowers at any price. The street men, however, found a market, one party disposing of 18,000 carnations, Saturday, March 3. Sweet peas are very plentiful and of good quality, but rather short stemmed. Tulips and daffodils go at buyer's prices. Asparagus is very scarce and brings top price.

NOTES.

Miscellaneous Easter stock at the range of James Glass looks well timed. Mr. Glass is at present a hospital patient, but encouraging reports give hopes of his rapid recovery.

W. McKissick, of the Leo Niessen Co., reports a very good trade during the entire season up to a week ago. Flowers are cleaning up much better now.

Matthew Richmond has just finished his crop of asparagus, 3,000 bunches being supplied when the market was bare. He is, unfortunately, laid up with rheumatism.

Manager Perry of the Exchange had satisfactory business until a week ago. There are less flowers and a better demand this week, however.

Erdman & Ulrich have a splendid lot of Easter plants, of which hydrangeas, spiræas, and lilies are features.

A cut-rate flower shop opened March 3 at 124 North Liberty street. Opening business was encouraging.

Michael Hilpert had a splendid cut of sweet peas. Boston ferns are a specialty here.

W. C. Erdman makes a specialty of primulas. His obconica are fine. K.

Rochester, N. Y.

GOOD SUPPLY AND FAIR DEMAND.

Mild sunny weather during the past week has brought in a good supply of flowers of all kinds, and although the advent of Lent has caused a slight diminution in the volume of business, transient trade has been excellent. Carnations are of good quality and are lower in price on account of the abundant supply. Roses are much better than they have been for some time and the red varieties bring good figures. Bulbous stock is plentiful and violets are first class. Sweet peas are much in demand.

CLUB MEETING.

The florists' association held its monthly meeting, February 12, the topic for discussion being "Palm Renting," with a view to raising the price when loaned for weddings and other decorations, the present charges being insufficient to offset losses resulting from exposure in severe weather. Letters were read from the leading florists of Cleveland, Buffalo, Pittsburgh, Kansas City, New York and other points showing that prices for this serivce had been raised in these cities in the past few years. A committee was appointed to take up the matter and prepare a uniform scale.

It was decided to hold a peony show in Convention hall in June and the following committee was appointed to make the necessary arrangements: John Dunbar, chairman; Chas. Vick, E. P. Wilson, Colin T. Ogston, Geo. B. Hart, M. R. Graves and Geo. Charleton.

H. V. Tanner gave an illustrated talk on "Credit Co-Operation," which proved very interesting. At the close of the meeting a pig roast, the generous gift of Geo. B. Hart, was served. He was tendered a vote of thanks by all present.

NOTES.

Charles Felton, of Buffalo, spent February 21 in this city and in the evening spoke at a dinner given by several local florists. He told of the progress already made by the new Buffalo Retail Florists' Association. Local florists are considering the organization of a similar body.

J. B. Keller Sons had a splendid advertisement in the local papers last week under the caption, "For the Lenten Season," suggesting flowers for friends who were in trouble or who needed cheer.

H. E. Wilson recently had a charming Dutch window, beds of tulips and hyacinths being prominent in the display. A Dutch maid in native dress gave a touch of color and added effectiveness.

E. C. Kaelber had a splendid Washington's birthday window, the portrait of "the father of his country" being arranged with cherry trees and American flags.

George T. Boucher has a fine lot of flowering plants on display, including specimen Chorizema cordata, which are attracting much attention.

Chester Ament has purchased the range of the late Fred W. Vick on Ridgeway avenue, and is now occupying the Vick residence.

The Rochester Floral Co. had an attractive spring window recently, yellow birds and daffodils being predominant.

At the H. E. Wilson greenhouses, rambler roses, lilac, azaleas and deutzias are in good condition for Easter.

Visitors: James J. Bates, Oakfield, N. Y.; Herbert Hecht, representing Wertheimer Bros., New York.

E. C. Armbrust, accompanied by Mrs. Armbrust, has returned from Buffalo, where they spent the week-end.

Paul Campers of the Rosary Flower Shop reports a steadily increasing business.

Richard Teute, of Pittsford, is ill with appendicitis. CHESTER.

Oyster Bay Horticultural Society.

The regular meeting of the Oyster Bay Horticultural Society was held in Fireman's hall, Oyster Bay, N. Y., February 28, 1917. The president, William Eccles, called the meeting to order at 7:30. Mr. Eccles was later called away and he appointed Lyman F. Ayer to preside. There were a large number of members present. Also the exhibits were quite numerous. The judges for the evening were Robert Wright, William Ford and John McCulloch. Their decisions were as follows: Joseph Robinson, superintendent to W. R. Coe, first for the society's prize, which called for 50 violets, and Duncan Beaton was awarded first prize for three vases of sweet peas, three varieties, 12 sprays each. Mrs. L. C. Tiffany received special mention for three pots of Beauty of Nice stocks. Frank Kyle, superintendent to C. Tiffany, received special mention for pot of genista; also honorable mention for vase of narcissus, variety, Admiration. John Sorosick, superintendent to John A. Garver, received honorable mention for one vase of carnations. John T. Ingram received honorable mention for two vases of narcissi. Joseph Robinson received honorable mention for vase of stocks and vase of freesias and special mention for vase of wallflowers.

Robeth Wright and James Duthie were selected to attend the annual Davey Tree Expert Company's convention, at Kent, Ohio, March 5 to 10. The amended by-laws were read and adopted and 200 copies were ordered printed. William Ford read a very practical paper on the cultivation of roses under glass, for which he was given a hearty vote of thanks. Exhibits for the society prize at the next meeting will be calceolarias, lilies and three heads of lettuce. Four new active members were elected and one honorary member, and four more applications were received.

George B. Wilson reported that he expected to start shortly for Lake Forest, Ill., to take charge of an estate there, and regretted to leave his friends here and felt that among the pleasant memories of his life in Oyster Bay, would be the associations he had enjoyed in the society. John Sorosick replied in his usual pleasant manner and regretted the loss of Mr. Wilson, who has dwelt long among us, and the fruits of his labor will linger and his genial manner and good fellowship we will miss, but promise that he will make many friends wherever he goes. His ingenious nature and his ability as a gardener will assure his success in his new undertaking. We wish him every success.

GEO. H. HALE, Sec'y.

San Francisco.

HEAVY RAINS SHORTEN SUPPLY.

The past week has been one of continual rain and wind; in fact, it was the heaviest storm of the season. It had the effect of shortening up the supply of flowers in all lines. The demand was steady and all stock cleaned up well, without, however, any advances in prices. The Mardi Gras ball at the beginning of the week called for great quantities of flowers and nearly every florist in town shared in this. The call for orchids was very good and stock sold readily at very good figures. Roses have not been so plentiful as in past weeks. The quality is very fine as a rule and prices received are satisfactory. Carnations are in large supply with prices for good stock still holding at last week's figures. Owing to the large amount of funeral work recently, great quantities of white carnations are being used, and this cleans up the market in fairly good shape. Great quantities of out-door grown narcissi are coming in daily from the district across the bay. The demand is very good, although large quantities are moved at low figures. The violets that are coming in are all of splendid quality. There seems to be no let up in quantity and prices remain about the same. The shipping trade in this flower still continues and has a very beneficial effect on this market. Bulbous stock of every description is daily becoming more plentiful, tulips and Dutch hyacinths being the most plentiful. Freesias are still coming along in large quantities and large lots are absorbed in each day's business. There are plenty of lilies of splendid quality, most of which are bringing good figures. Snapdragons are in limited supply, and what stock reaches the market is quickly disposed of. Plenty of cut cyclamens are used daily. Lily of the valley is a little more plentiful recently, but there is not enough stock to supply the demand. The same is true of gardenias. The demand for ferns and asparagus is very good with not enough to go around. The demand for pot plants is rather limited at present.

NOTES.

The Menlo Park Horticultural Society has decided to hold a spring flower show. At the last meeting it reconsidered its decision not to hold a show, and one will be held at a date to be given out shortly. Owing to the unusually severe winter, many plants, hitherto hardy in this section, were destroyed and it was not thought advisable to hold a spring show. With the opening up of warmer weather, the damage has not proved as bad as at first anticipated. Large portions of the schedule will be devoted to sweet peas. This society has many splendid growers of this popular annual and as there will be no sweet pea show in this city, we may expect to see a splendid one at Menlo Park.

From present indications there is going to be a very large increase in the quantity of chrysanthemums to be grown this season. Most of this stock is the product of Japanese growers. Owing to the large quantities shipped east last season, and the prices received for the same, there will be many more grown than formerly. Some of the standard shipping varieties, such as Crocus, will probably be in short supply as many of the growers report their stock plants being killed by the heavy frosts this winter.

Since the issuance of their chrysanthemum catalogue, the Lynch Nursery Company, at Menlo Park, reports a heavy demand for chrysanthemum plants. Like some more of the growers, this firm lost many stock plants by frost during the winter. Anticipating such a condition, they had a great number under glass, so that all demands are being taken care of. They are still shipping splendid snapdragon stock daily, chiefly yellow, Nelrose and Keystone.

All the acacia trees, in the different cities and towns along the state highways, are now in full bloom. Nearly every auto party entering this city in the afternoons and evenings are loaded with great quantities of these fragrant flowers. So severe have the depredations of these motorists become, that the different towns are advocating laws to make it a misdemeanor to mutilate these splendid trees.

Even the modest violet has not escaped the movies. This week the "Pathe Weekly" is showing the great violet fields at Colma at the leading picture houses throughout the country. The famous fields are visited by many thousand visitors every week. The daily papers have also been devoting a great deal of space to pictures and "write-ups" of the different violet gardens.

Henry Goertzhain, of the Redwood City Nursery, is erecting a retail store on his property at Redwood City. He has a splendid location on the state highway leading from this city to San Jose and hopes to increase his business very materially. All of Mr. Goertzhain's cut has been disposed of in this market.

The funeral of General Frederick Funston called for an elaborate display of flowers. Most of the designs were large ones and very beautiful. All of the prominent down town stores were very busy on this work on the last two days of the week. Many telegraphic orders from all parts of the country were filled.

Podesta & Baldocchi report themselves as well pleased with the results of their advertising in the daily papers. They especially emphasize the delivery of flowers by telegraph.

M. H. Ebel, of Sacramento, was a visitor during the week and reports business as being very good during the past month. G. N.

Cincinnati.

GOOD SUPPLY AND BUSINESS FAIR.

There is an adequate supply of stock in the market. The demand is more active than it was at the beginning of Lent, and as a result business is fair. Roses, including American Beauties, are in a good supply. The carnation cut is heavier than it was and is now sufficient for all present requirements. Sweet peas continue plentiful. Easter lilies have become scarce. Tulips, jonquils, daffodils and hyacinths generally find a fair market. Other offerings include lily of the valley, orchids, snapdragons, callas and rubrum lilies. Smilax has become very scarce, while the supply of asparagus plumosus and Sprengeri is still limited.

The regular meeting of the Cincinnati Florists' Society will be held Monday evening, March 13, at Hotel Gibson.

NOTES.

E. G. Gillett and wife have returned from their visit to Mr. and Mrs. C. J. Ohmer at West Palm Beach, Fla. Mr. Gillett is very enthusiastic about Mr. Ohmer's place there and reports that the latter escaped the recent frosts in that state.

C. E. Critchell has been getting in a large supply of novelty baskets for Easter.

J. A. Peterson and wife have been spending the past month in Florida.

L. H. Kyrk has been initiated into the Rotary Club of this city. H.

Montreal.

TRADE SHOWS IMPROVEMENT.

With the scarcity of cut flowers lifted to some extent, and a more liberal supply of bulbous stock, trade can be said to be fair. Roses and carnations remain scarce, however, the continued cold weather since the first of the year making it impossible to keep the temperature up to the required point. On top of this we are now threatened with a coal famine. Soft coal is now quoted at $10 per ton; hard $15, but no delivery is assured.

NOTES.

There is a movement on foot to approach the provincial government for assistance to hold a horticultural exhibition in this city. The plan is supported by the Montreal Horticultural Society, the Montreal Gardeners and Florists' Club, the vegetable growers' and bee keepers' associations, the pomological society and Macdonald college.

Tom McHugh read a paper on poinsettias at the recent meeting of the florists' club and J. Luck is on the programme for an address on flowering shrubs at the next meeting.

Mr. Vander Bekken, representing Carters Tested Seeds, Boston, Mass., and London, Eng., has been elected a member of the Montreal Gardeners and Florists' Club.

The Dominion Floral Co. lost a number of plants during the recent cold weather when the landlord failed to keep the premises properly heated, it is alleged.

Wm. Cotter of the Montreal Floral Exchange has been called to the sick bed of his father who has suffered a paraletic stroke.

William C. Hall has been elected councellor of the town of Montreal, West. J. L.

Detroit Bowling.

The weekly practice games of the Detroit florist teams, rolled February 15, were as follows:

THE BROWNIES.

J. K. Stock	211	178	127
A. Bezner	103	119	163
H. Taylor	137	130	116
J. F. McHugh	138	160	128
T. Browne	139	141	115

THE BISONS.

J. Streit	193	205	148
J. Klang	129	130	160
F. Pautke	182	147	181
A. Kilpatrick	103	147	149
G. Doemling	148	163	170

MICHIGAN CUT FLOWERS.

R. Rahaley	143	132	151
T. J. Stahelin	130	127	178
E. Johnson	179	167	178
M. Constantine	151	114	131
J. F. Sullivan	146	103	131

AMERICAN BEAUTIES.

E. A. Fetters	184	168	191
N. Sullivan	130	142	126
A. Sylvester	139	182	162
E. Moss	139	127	138
F. Holznagle	116	147	178

The practice games of the Detroit Florists' Club bowlers were played February 22, the scores being as follows:

R. Rahaley	162	140	131
R. Jean	124	130	127
M. Constantine	176	129	136
F. Dolsky	119	117	127
A. J. Stahelin	132	125	100
H. Taylor	166	202	159
J. F. McHugh	132	143	137
N. Sullivan	154	167	138
J. K. Stock	160	140	127
J. Dunn	137	142	136
E. A. Fetters	179	156	142
F. Holznagle	138	189	141
H. Forster	158	148	121
A. Sylvester	102	126	139
E. Moss	118	143	156
J. Streit	134	184	165
A. Petke	87	132	124
A. Kirkpatrick	175	158	155
F. Pautke	160	144	152
J. Klang	175	175	117

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We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
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RAFFIA.—French exporters of raffia report all stock requisitioned by the government and state they can not export now.

PIPE.—Announcement comes from Pittsburgh that all makers of steel and iron pipe have advanced prices from $4 to $6 a ton.

LOSSES from freezing this winter by wholesale plantsmen and nurserymen have been heavy and shipments week of March 5 with a temperature of only five degrees above zero have added to the long list. The ledger balance July first will surely show the need of higher prices on many such stocks, or some remedy for or preventive against such losses another season. Should not warm car insurance service be installed on trunk lines?

Personal.

Michael Bloy, formerly of Detroit, Mich., who is spending a well earned vacation in California, writes saying he is greatly enjoying the beautiful climate and sunshine of that state.

Chicago Fall Show.

The North Shore Horticultural Society, New Trier Horticultural Society and the Lake Geneva Gardeners' & Foremen's Association have plans under way for a fall exhibition to be held at the Art Institute, Chicago, next November.

Bailey's Cyclopedia of Horticulture.

We understand that the sixth and final volumne of Prof. L. H. Bailey's Standard Cyclopedia of Horticulture will be ready about March 28, completing one of the greatest undertakings in American horticulture. We can supply this work complete, six volumes, at $6 per volume.

Prof. Bailey is making a trip to China for recreation and investigation.

Rainbow Freesias.

Our editorial desk was brightened and the office perfumed a few days ago with a fine assortment of Rainbow freesias received from Alois Frey, of Crown Point, Ind. The flowers were of exquisite coloring, sprays were of yellow and bright orange shading to old gold, soft lilac tones with blotches of blue, others shading from light to deep pink. A very beautiful strain of large flowers borne on long, stiff stems. The flowers have kept remarkably well.

Society of American Florists.

EXECUTIVE BOARD MEETING.

The executive board of the Society of American Florists will meet at the Hotel Biltmore, New York, March 16-17, the opening session at 9:00 a. m. of the first day. Any committee or member of the society desiring to present business for the action of the board should communicate with the secretary, John Young, 53 West Twenty-eighth street, New York, immediately.

The National Flower Show Committee will meet at the same place March 17.

JOHN YOUNG, Sec'y.

Ohio Boiler Law Affects Toledo Growers.

Growers of greenhouse stock in the vicinity of Toledo, O., are praying for relief from the Boiler Operators' Law which is being enforced by the state officials. In a recent communication, George Bayer, well-known grower of cut flowers and vegetables of Toledo, reports notwithstanding the fact that resolutions were passed to amend the law and make boilers in greenhouses exempt, and two state representatives had agreed to introduce the amendment, they together with three other representatives refused to introduce same, claiming it to be class legislation. The conditions at present are such that it will be impossible to secure any relief until the next session of the legislature.

Under the law a local grower and one of his firemen have been arrested. As to conditions of safety at the plant in question, which stands isolated, every safety device is installed and every precaution taken to safeguard life and property. The boilers are insured and are operated in a manner satisfactory to the insurance company. There is no question as to the ability or reliability of the fireman who was arrested, to operate this range, the action being taken because he lacked a license, which he could not obtain due to some technicality, notwithstanding the fact that he knows the location and use of every valve. Many legislators received requests from growers to present this amendment and support it and had it been acted upon good would have resulted. Growers are now working to get together to fight the cases of arrests similar to those mentioned above and the prospects for such co-operation seem good.

Association of Kew Gardeners in America.

Plans are being made for the second annual banquet and reunion of the Association of Kew Gardeners in America, to be held at "Shanley's," 117 West 42nd street, New York, March 16, the second day of the spring flower show in that city. The tickets are $2 per plate and all Kew men are urged to attend, accompanied by their ladies or a friend interested in horticulture. Further particulars may be had by addressing Secretary S. R. Candler, P. O. Box 278, Southampton, N. Y.

Express Service Improvement.

American Florist Co.,
Chicago, Ill.

For almost two years I worked a lone hand on bettering shipping conditions connected with the different express companies. It was slow work and taxed my patience, but I managed. About six months ago I brought this up at a meeting of our retail florist association, and received from our association and also from the Greek-American Florists' Association, a letter, giving me authority to close any agreement which might further our interest, the interest of retail florists. We will have a meeting in New York, Friday or Saturday, March 16 or 17. The presidents of the different express companies are willing to do anything possible to protect our shippings, to further our business, and I will have to give them a few days' notice for what day they should arrange, so that they can give us their time. Any florist club or retail florist association who desires to send a delegate to this meeting, should write me immediately. I will very gladly submit to the different delegates what I have done in this matter heretofore. We can form a committee, elect a chairman in advance of this committee, and instead of representing the few hundred florists of New York, we can derive benefits for all the florists in the United States.

MAX SCHLING.
22 West 59th St., New York,
March 5, 1917.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list, and to correct any dates that may have been altered since the last advices.]

March 15-17, 1917, St. Louis, Mo.—Spring Flower Show. W. W. Ohlweiler, executive secretary, Missouri Botanical Gardens, St. Louis.

March 15-22, New York.—Spring show under the auspices of the Horticultural Society of New York and the New York Florists' Club, at Grand Central Palace. John Young, secretary, 53 West 28th street, New York.

March 20-23, Philadelphia, Pa.—Festival of the American Rose Society, Horticultural Hall. Benjamin Hammond, secretary, Beacon, N. Y.

August 21-24, New York.—Annual exhibition of the American Gladiolus Society, Museum building, New York Botanical Garden, Bronx park. Henry Youell, secretary, 538 Cedar street, Syracuse, N. Y.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By young lady florist; good saleswoman and designer; knowledge of bookkeeping; salary reasonable. Best reference. Chicago preferred. Address
Key 760, care American Florist.

Situation Wanted—Young married man wants permanent position in store; twelve years experience. General store work. A1 reference.
Phone— LANGSTAFF,
Lake View 6651. 723 Roscoe St., Chicago.

Situation Wanted—By young man with grower. Several years California experience. Good grower, willing to work. Work must be steady and chance for advancement. Address
HERBERT S. MACE,
1225 Wells St., Chicago Ill.

Situation Wanted—Assistant or head gardener with 11 years' experience in all branches of gardening. Best references from Europe and America. Age 25 years, single, 3 years in last position on big country estate. Private place preferred. Key 763, care American Florist.

Help Wanted—Seedsman for counter work.
VAUGHAN'S SEED STORE, Chicago.

Help Wanted—A florist; one who is used to propagating and a good plant grower.
ELI CROSS, Grand Rapids, Mich.

Help Wanted—Assistant to carnation grower for place near Chicago. Good wages.
THE CHICAGO FLOWER GROWERS' ASS'N.
182 North Wabash Avenue, Chicago.

Help Wanted—Two good potters for plant department. Steady position. Wages $14 per week. Apply
J. S. WILSON FLORAL CO., Des Moines, Ia.

Help Wanted—Girl with some experience to work in a retail flower store. State experience, age and wages expected. Address
Key 766, care American Florist.

Help Wanted—Two men, one for store; one for greenhouse with knowledge in all branches; hustlers only; state wages and references.
J. B. GOETZ SONS, Saginaw, Mich.

Help Wanted—Rose house helpers and section men who have done some grafting. Apply
POEHLMANN BROS. CO.,
Plant B, Morton Grove, Ill.

Help Wanted—Two men experienced in greenhouse work. One in retail sales department, one good potter. $16.00 per week to start.
F. HOLZNAGLE, Detroit, Mich.

Help Wanted—At once thoroughly experienced unmarried man for fruit, flowers, vegetable under glass. Country estate. Wages $70 per month with room. Address
Key 764, care American Florist.

Partner Wanted—a live young man with capital to invest, who can take charge of one of our departments. State experience and give reference in first letter, also capital.
THE WILMORE FLORAL CO. INC.
Growers of gladioli, dahlias, hardy perennials, etc. Box 1111, Denver, Colo.

For Sale—New greenhouses for sale on easy terms of payment; to close estate.
J. SCOTT MATTHEWS,
1st Nat'l Bank Bldg., Chicago.

Situation Wanted

As superintendent; has had a life experience in growing plants and cut flowers in this country and Great Britain; a capable supervisor of help; commercial or institution. Excellent credentials. State particulars.

FLORIST
8 West Chicago Avenue, CHICAGO

Situation Wanted

By A1 grower as working foreman or grower on retail place, capable of taking charge and handling men; life experience in roses, carnations, chrysanthemums pot, bedding, Christmas and Easter plants; good propagator; middle aged, German. Sober and reliable. State wages and particulars. References furnished. Address
Key 767, care American Florist.

Help Wanted

Beauty or rose grower with $3,000 to $5,000 to become a partner and assume full responsibility of a large greenhouse plant shipping its product into the Chicago market. This is a chance of a lifetime for some deserving man to connect with one of the best and most substantial houses
Key 759, care American Florist.

HELP WANTED

Men with general greenhouse experience for growing potted plants, etc.

RANDOLPH & McCLEMENTS
5936 Penn Avenue, Pittsburgh, Pa.

Seed Catalog Man

Wanted by old established Ohio Company. Should be familiar with all stocks usually listed in seed catalogues, also with all processes in the construction of catalogues, typesetting, half tone illustration, lithographing, photographing, etc., etc. Give experience, age, references, salary wanted and everything in detail. Position to be filled soon as possible. Good thing for right man.
THE LIVINGSTON SEED CO., Columbus, O.

FOR SALE

On account of unforseen circumstances I am compelled to sell a new Moninger 50x250 foot greenhouse that has not been erected. Also new No 9 Kroeschell hot water boiler complete. For full information with blue prints, address

JOHN B. SMITH
Ridge Road ROYAL OAK, MICH

Florist Business For Sale

Four houses filled with Easter stock, bedding plants, calas, sweet peas and carnations; cottage, barn and garage; horse, cow and chickens; four acres of rich land, fruit trees and berries; close to the seashore resorts of New Jersey; doing good business; will sell for the low price of $4,500.
Key 768, care American Florist.

FOR RENT

100,000 feet of glass in Chicago. Excellent location. Reasonable rent. Dissolving partnership.
Key 765, care American Florist.

For Sale or Rent

Seventy-five thousand feet of glass near Chicago. Satisfactory terms to responsible parties. For further particulars, address
Key 761, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches.
FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $2.85; per 1000 $4.50. Samples on request. Electro of leaf, postpaid, $1.25. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

The Trade Directory

FLORISTS, SEEDSMEN AND NURSERYMEN

—— OF THE ——

United States and Canada

New Edition, Issued August, 1916.

Price: $3.00, postpaid

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

You need it now for names and addresses.

"Hamburg Late White" Chrysanthemum

CERTIFICATE OF MERIT awarded by Chrysanthemum Society of America.

PICTURE was taken Dec. 10, 1916, and will give a good idea of the symmetrical form of flowers of "Hamburg Late White." These flowers were cut from plants grown from single stems and planted six inches each way.

"HAMBURG LATE WHITE" is pure white under all weather conditions, and is a sport of Maud Dean white, but has no trace of pink, as the original.

The average grower of chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible. "Hamburg Late White" has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but for late white, one of the best for commercial purposes. It can be had in bloom the latter part of November, by taking an early bud, but by selecting later buds, most of the flowers are cut during December, and would advise to select a late bud, as the later buds come somewhat fuller, and by selecting late buds, flowers can be had as late as the middle of January.

Keeping qualities are excellent, and where a light, graceful white flower is wanted, "Hamburg Late White" cannot be surpassed.

"Hamburg Late White" will be disseminated in the Spring of 1917. Plants will be ready April 1st, 1917, and all orders will be filled in rotation.

	Per 100	Per 1000		Per 100	Per 1000
Rooted Cuttings.....	$12.00	$100.00	2-inch pots.....	$15.00	$125.00

WILLIAM F. KASTING CO.

568-570 Washington St., BUFFALO, N. Y.

The Florists' Supply House of America

Now For Easter

Those that have not received our new Easter folder please write for same at once, it's worth looking over.

EASTER PLANT BASKETS

In duo tone colors of pink, blue, green and yellow, all with containers, a complete line.

Little High Hats for St. Patrick's Day, just the thing for Shamrocks, a small pot fits the hat. **ORDER NOW.** Have them in the shop display and fill a few samples, they will sell.

If you want to have your plants look artistic use our **NEW ART LUSTRE RIBBON,** comes in one and two inch widths, self and rainbow colors. The most artistic low priced ribbon ever offered. Get our new folder for prices on this and other novelties.

H. BAYERSDORFER & CO., 1129-1131 Arch Street, PHILADELPHIA, PA.

Pittsburgh, Pa.

BIG OVERSUPPLY AND PRICES LOW.

We now have the first glut this market has seen for several years. All kinds of stock is piling up, but most of it is moved at some price. Most people have plenty of money to spend and Pittsburgh is always a good flower town, so there is no reason why all the flowers received in this market can not be disposed of. Roses are very plentiful, also daffodils and tulips. Carnations are coming in quantity, but stiff in price. Better than most markets at present. Some very good sweet peas are being received, which find ready sale. American Beauties are not so plentiful and is the only flower holding up in price. Greens are very scarce.

NOTES.

The truck of the Pittsburgh Cut Flower Co. collided with a truck of a department store March 3. Both drivers were thrown from their machines and slightly injured.

Messrs. Langhans and Ussinger have returned from their trip to New York, where they purchased some new novelties for their supply department.

The McCallum Co.'s exhibit of Japanese goods at the Colonial-Annex hotel proved quite a success.

Martin Reukauf, of H. Bayersdorfer & Co., Philadelphia, was in the city last week.

Al. Vick, of the Pittsburgh Cut Flower Co., will start on the road next week. M.

REPORTS OF THE BIG SHOWS

IN THE

SPRING NUMBER

OF

The American Florist

to be issued

March 22

Just Right for the Easter and Spring Trade

THE BEST PAID CIRCULATION

To the Trade in the Trade

ESTABLISHED IN 1885

The paper is issued weekly and goes to all important

FLORISTS, NURSERYMEN AND SEEDSMEN

—IN THE—

UNITED STATES AND CANADA

And the Leading Houses Abroad.

The advertising rates are: $1.00 per single column inch, $30.00 per page of 30 inches, with the usual liberal discount on consecutive insertions.

To insure good location and display, advertising copy and cuts should reach us early.

AMERICAN FLORIST CO.,

440 S. Dearborn St., CHICAGO

The Best Selling Medium in the Trade.

Over a Million Green Hyacinth Stakes

at the following special low prices:

	Lots of 5,000	Lots of 10,000
12-inch length	$0.90 per 1000	$0.85 per 1000
18-inch length	1.20 per 1000	1.10 per 1000

These prices only hold good until present stock is sold.
Write for prices in case lots, 25,000.

THE HOUSE OF MERIT

JOS. G. NEIDINGER CO.

FLORISTS' SUPPLIES

1309-11 N. 2nd Street, PHILADELPHIA, PA.

Mention the American Florist when writing

Kansas City, Mo.

BEST FEBRUARY BUSINESS IN YEARS.

The first real snow of the season fell here March 3, followed by a cold snap. The reports from both retailers and wholesalers for the month of February indicate the largest business for that month in history, funeral work being a big factor and hospital orders also a runner up. Stock during the past week appears to be somewhat more plentiful and prices have fallen in consequence. Roses are more plentiful and in some varieties the price is as low as four cents, wholesale, while carnations vary in price and at times are almost a glut. Sweet peas and bulbous stock of all kinds are arriving from all points in large quantities. Pot plants are in heavy demand and in many cases the greenhouses are sold out and growers are looking high and low for stock.

NOTES.

W. J. Barnes enjoyed a good run on funeral work during the past week. Hospital flowers and pot plants were also good sellers. His supply of the latter are getting quite low, however. He is now cutting heavily on carnations and all kinds of bulbous stock.

The trade will regret to hear of the death of August Luther, one of the oldest florists and gardeners in this city, who passed away February 24. He is survived by a son, August Luther, Jr., a florist on East Twenty-seventh street.

The Alpha Floral Co. had one of its Ford delivery cars stolen during the past week. They had been in service only three weeks. This firm reports the biggest February business in the history of the store.

T. J. Noll & Co. report good stock plentiful with roses, carnations, sweet peas and bulbous stock the leaders. Shipping business is heavy.

The Peterson Floral Co. is displaying good stock both in cut stock and pot plants. Trade is unusually good for the time of the year.

H. Kusik & Co. report splendid business with most lines of stock plentiful. The wire business is holding up to a high mark.

The Rosary reports business exceptionally good for the season. Funeral work and decorations have been strong factors.

The Oakwood Farm & Floral Co. are cutting heavily in bulbous stock, carnations and sweet peas.

John Stevens is making heavy cuts of carnations and the crop will grow in volume for a while.

CUTTINGS
Carnations Carnations

As Carnation lovers well know, I have always had a penchant for growing fancy Carnations, and am

AT IT AGAIN

in a small way, but the quality we are growing at Eureka, Calif., is

BETTER THAN EVER.

Only a few varieties to offer but these are all right with us.

Matchless (Ward)	$3.00 per 100	$25.00 per 1000
Mrs. C. W. Ward (Ward)	3.00 per 100	25.00 per 1000
Alice (Fisher)	3.00 per 100	25.00 per 1000
Belle Washburn (Bassett & Washburn)	6.00 per 100	50.00 per 1000

NOVELTY FOR 1917 DELIVERY

Cottage Maid (Ward) $12.00 per 100 $100.00 per 1000

Beautiful sport of Mrs. C. W. Ward; rivals Pink Sensation in size and more brilliant in color

NOVELTY FOR 1918 DELIVERY

Crystal White (Ward) $12.00 per 100 $100.00 per 1000

As it grows with us at Eureka, Crystal White is all one can desire for a Fancy White Carnation. The color is there, the stem is there, the size is there, the substance is there, the fragrance, (pure strong Clove) is there, the vigor of growth, blooming, keeping and shipping qualities are all there and it is..... **PURE WHITE.**

Advance orders will be booked for 1918 delivery. Send your orders early. Pacific Coast Stock Is Limited.

We solicit orders from points west of Chicago only. Eastern territory can be better served from our Queens Carnation Houses.

ADDRESS ORDERS TO

COTTAGE GARDENS NURSERIES, Inc.

C. W. WARD, President

EUREKA, ... CALIFORNIA.

Arthur Newell is displaying fine pot plants, among them jonquils, azaleas and rhododendrons. E. J. B.

Fort Wayne, Ind.

EXCELLENT SUPPLY AND GOOD DEMAND.

Business during the past week has been exceedingly brisk with funeral work most in demand. There has been a good call for flowers for weddings and dinners. Hospital orders also helped out. Fine weather has had a noticeable effect and stock of fine quality is seen in quantity, roses being especially good. Russell is quite perfect and is fast taking the place of American Beauty. Carnations are in good supply and prices hold up well.

NOTES.

The Flick Floral Co. recently sent out two handsome casket covers arranged with Shawyer roses and violets and Easter lilies and Sunburst roses.

W. J. & M. S. Vesey are cutting heavily on Easter lilies and carnations. Their orchid crop is off at present.

The Doswell Floral Co. has a fine window of lavender sweet peas, jonquils, hyacinths and violets this week. H. K.

PROVINCETOWN, MASS.—Newton, the Florist, has purchased the Pilgrim Greenhouses from A. & J. Biram, and will remove them to his present range.

A CHILD CAN DO IT.

A MOST SIMPLE OPERATION.

PATENTED MAY, 1916.

RAPID PER

TRADE MARK REGISTERED.

THE GREATEST TIME AND MONEY SAVING WRAPPING DEVICE

FOR THE

UP-TO-DATE FLORIST

PERFECT PROTECTION.

A VERY NEAT PACKAGE.

SIX SECONDS
TO WRAP ANY PLANT
OR
BASKET OF FLOWERS WITHOUT BRUISING

Are your customers worth pleasing?
Are you particular as to how your plants are delivered?
Do you wish to avoid complaints?
Is your time worth money?
Do you wish to cut expenses?
Can you wrap a plant or basket of flowers without bruising, in six to ten seconds?
Are you sure all the dirt is in the pot and not in the paper after your plant is wrapped?

A CHILD
CAN NOW WRAP YOUR PLANTS AS WELL AS YOUR MOST EXPERIENCED MAN WITHOUT WASTING PAPER

NO PLANT OR BASKET

TOO DIFFICULT TO WRAP.

Place Your Order Now

For Special Sample Outfit Including Handsome Ornamental Adjustable Pedestal and 100 Assorted Sizes Wrappers made of No. 1 30-lb. Kraft Paper, **$6.00.**

COMPLETE PRICE LIST OF WRAPPERS MAILED ON REQUEST.

Everything has a Rapid Wrapper and we make Rapid Wrappers for everything.

Let us solve your wrapping problems.

The Rapid Wrapper Co.

56 E. Randolph St., Chicago.

All California orders will be filled direct from our branch office at 448 Bush Street, San Francisco, Calif.

AN ATTRACTIVE PEDESTAL

FOR ANY UP-TO-DATE STORE.

Carnations-Roses-Bulb Stoc

Russell, Sweet Peas, Cattleyas, Valley, Beauties, Cecile Brunner

FOLLOWING IS OUR CURRENT PRICE LIST:

AMERICAN BEAUTIES.	Per doz.
Specials	$6.00
36 to 40 inches	5.00
30 inches	4.00
24 to 28 inches	3.00

RUSSELLS.	Per doz.
Extra Long	$5.00
Long	$3.00 to 4.00
Medium	2.00 to 2.50
Short	1.00 to 1.50

		Per 100
Milady, Richmonds, Brilliants, Sunbursts, Ophelia	Long	$10.00 to $12.00
	Medium	8.00
	Short	4.00 to 6.00
Aaron Wards, White Killarney, Killarney	Long	$10.00 to $12.00
	Medium	8.00
	Short	4.00 to 5.00

Extra long special roses we charge accordingly.

MINIATURE ROSES.	Per 100
George Elgar	$2.00
Cecile Brunner	2.00
Baby Doll	2.00
Fireflame	4.00

ORCHIDS.	Per doz.
Cattleyas	$6.00
Cypripediums	2.00

CARNATIONS.	Per 100
Fancy	$4.00
Our selection	$2.00 to 3.00
Splits	1.50

VALLEY.	Per 100
Fancy	$7.00
Firsts	6.00
Seconds	5.00

MISCELLANEOUS CUT FLOWERS.	
Jonquils, Daffodils	
Freesia, long strong stocks	3.00 to
Tulips	3.00 to
Romans	
Easter Lilies	15.00 to
Violets	.75 to
Sweet Peas	1.00 to
Snapdragon per doz.	1.00 to

GREEN GOODS.	
Smilax per doz.	
Sprengeri, per bunch, 50c, 75c, $1.00	
Adiantum	
Adiantum Hybridium	
Farleyense	$10.00 to
Galax gr. and br.	
Galax, gr. and br. per 1,000	
Leucothoe	
Mexican Ivy	
Ferns	
Ferns per 1,000	
Boxwood, per bu., 25c. case	
Wild Smilax, per case	

FOR ST. PATRICK'S DA

48-in. Window Display Harp

Made of Green Frieze and Chenille Strings, - $5.00 E

HUGHES' SHAMROCK BOX

Two Plants to Each Box

$3.50 per Dozen **$25.00 per Hundr**

Green Dye

The color the Irish love so well

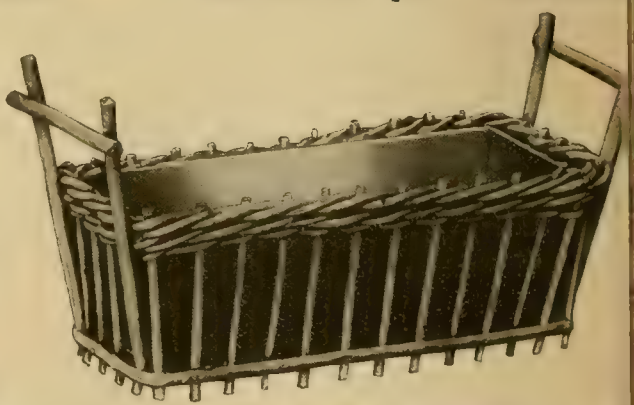
$1.50 per package

Sphagnum Moss

Can supply you with all you need at **$1.25** per bale.

Greening Pins

10-lb. box for **$2.00.**



No. 207—Two-Tone Bulb Basket, 60c each

POEHLMAN

72-74 E. Randolph St.,

ROSE PLANTS

GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

GRAFTED—2½-inch Russell .....$150.00 per 1000
Lots of 5000 or more..... 145.00 per 1000
GRAFTED—2½-inch Ophelia, Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond ..... 120.00 per 1000
Lots of 5000 or more..... 110.00 per 1000
These prices are absolutely net cash.
For 3½-inch stock an additional $50.00 per 1000 will be charged.

OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner .....$7.00 per 100; 65.00 per 1000
Lots of 5000 or more..... 62.50 per 1000
Sunburst, own root....$10.00 per 100; 90.00 per 1000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

CHRYSANTHEMUM ADVERTISEMENT WILL APPEAR IN LATER ISSUES.

Miscellaneous Plants

GARDENIA VEITCHII PLANTS, strong, healthy 2-inch stock, **$7.00 per 100**

ANDANUS VEITCHII—4-inch..... $0.35 each
5-inch .....60c, .75 each
6-inch ..... 1.00 each
7-inch ..... 1.50 each
8-inch ..... 2.00 each
ROTONS—5-inch ..... .60 each
UBBER PLANTS—
5-inch.....50c, 75c, $1.00, $1.50, 2.00 each
NGLISH IVY—4-inch.....$15.00 per 100
SPARAGUS PLUMOSUS—2½-inch pots 3.50 per 100
3-inch pots ..... 8.00 per 100
6-inch made-up pots..... 35.00 per 100

ASPARAGUS SPRENGERI—3-inch pots.. 7.00 per 100
4-inch pots ..... 10.00 per 100
TABLE FERNS—2½-inch pots..... $4.00 per 100
3-inch pots ..... 8.00 per 100
4-inch pots ..... 15.00 per 100
BOSTON and ROOSEVELT FERNS—5-inch. $0.35 each
AUCUBAS—
Well berried.....$1.00, $1.25, $1.50 to 3.00 each
CYCLAMENS—4-inch ..... .25 each
5-inch ..... .50 each
HYACINTHS—4-inch ..... .12 each
In pans .....50c, .75 each
FREESIAS—In pans..... .75 each

Palms Western Headquarters Palms

rgest and most complete stock offered in the West, in a healthy, strong and clean condition.

ENTIA FORSTERIANA SINGLE PLANTS
inch pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves			Each
ch pots	5-6	26-28	inches high.....$	1.25
ch pots	6-7	30-32	inches high.....	1.50
ch pots	6-7	34-36	inches high.....	2.00
ch tubs	6-7	40-42	inches high.....	3.50
ch tubs	6-7	42-46	inches high.....	4.00
ch tubs	6-7	50	inches high.....	5.00
ch tubs	6-7	52-54	inches high, heavy	7.00
ch tubs	6-7	54-60	inches high, heavy	8.00
ch tubs	6-7	60-64	inches high, heavy	12.00
ch tubs	6-7	8	feet high, heavy..	40.00
ch tubs	6-7	9-10	feet high, heavy..	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves			doz.	100	1,000
inch pots.....$1.50					$12	$100
h pots	5	10-12	inches high	2.50	$18	$150

				Each
h pots	5-6	16	inches high	5.00 40.00 .45
ch pots	5-6	22	inches high.....$	1.25
ch pots	5-6	26-28	inches high.....	1.50
ch tubs	5-6	42	inches high.....	5.00

pecimen plants, 15 inch tubs, $75.00 each.

KENTIA FORSTERIANA MADE UP PLANTS.

Plants			Each
6 inch pots	3	26 inches high.....$	2.00
7 inch tubs	3	30-32 inches high.....	2.50
8 inch tubs	3	38 inches high.....	4.00
8 inch tubs	4	46-48 inches high.....	5.00
9 inch tubs	4	52 inches high.....	6.00
10 inch tubs	4	54 inches high.....	8.00
12 inch tubs	4	55-60 inches high.....	12.00
12 inch tubs	4	66 inches high.....	15.00
15 inch tubs	4	72-78 inches high, heavy..	25.00
15 inch tubs	4	75-80 inches high, heavy..	30.00

ARECA LUTESCENS.

Plants			Each
6 inch pots	4 bushy	24-26 inches high....$	1.25
7 inch tubs	4	30 inches high....	2.50

ASPIDISTRAS.

5 inch pots, 10-12 leaves, green.....$1.00
6 inch pots, 16-20 leaves, green..... 1.50
5 inch pots, 10-12 leaves, vari..... 1.50

PHOENIX ROEBELENII.

4 inch pots, 50 cents each; 5-inch pots.....$1.00

PTYCHOSPERMA ALEXANDRAE.
2¼ inch pots, 30c per doz.....$7.00 per 100

LIVISTONA ALTISSIMA.
2¼ inch pots, $1.00 per doz.....$8.00 per 100

LIVISTONA ROTUNDIFOLIA.
4 inch pots.....50c each

STEVENSONIA GRANDIFOLIA.
4 inch pots .....50c each

DRACAENAS.

	Each	Doz.	100
5 inch Amabilis .....$	0.90	$10.00	$80.00
5 inch Imperialis	1.00	12.00	
6 inch Fragrans	1.00	10.00	
5 inch Baptistii	1.00	10.00	
5 inch Terminali	.60	7.00	
4 inch "	.40	4.20	
3 inch "	.25		22.00
5 inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

A Nominal Charge is Made for Packing.

N BROS. CO.

ong Distance Phone, Randolph 35. **CHICAGO, ILL.**

BIG DROP IN ROSE PRICES

ROSES OUR SELECTION IN LOTS OF 200 OR MORE $3.00 PER 100.

AMERICAN BEAUTIES

Our cut consists mostly of medium and shorter length stems, but very fine flowers.	Per doz.
Extra specials, extra long stems	$6.00 to $8.00
Stems 30 inches	4.00 to 5.00
Stems 18 to 24 inches	2.00 to 3.00
Stems 12 to 18 inches	1.00 to 1.50
Shorter lengths	50 to .75

RUSSELLS—The best in this market.	Per doz.
Specials, extra long	$2.50
Long	2.00
Good medium	1.00 to 1.50
Good short	50 to 75

RED ROSES

Rhea Reid and Richmond	Per 100
Long	$10.00
Good medium	$6.00 to 8.00
Good short	4.00 to 5.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$10.00 to $12.00
Good medium stems	6.00 to 8.00
Good short stems	4.00 to 5.00

Pink and White Killarney, Brilliant	Per 100
Long	$8.00
Good medium	6.00
Good short	4.00

OUR SELECTION. Assorted Roses in lots of 200 or more, at the rate of ..... $3.00 per 100

Cecile Brunner, bunch of 25 buds	$0.50
Baby Doll, bunch of 25 buds	25

CARNATIONS

All colors, per 100	$3.00 to 4.00

White Carnations for St. Patrick's Day, $5.00 per 100

BULB STOCK	Per 100
TULIPS	$2.00 to $3.00
PAPER WHITES	3.00
JONQUILS AND DAFFODILS	2.00
VALLEY	6.00

GREENS

ASPARAGUS and SPRENGERI	Per 100,	3 00 to 4.00
GALAX, Green or Bronze	Per 1000,	1.25
CHOICE COMMON FERNS	Per 1000,	3.50

All other seasonable stock at market prices.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS PLENTIFUL.

Stock of all kinds is in large supply and there is now plenty of everything to go around at reasonable prices. Roses are reaching the market in larger quantities, especially Mrs. Chas. Russell, which appear to be in large crop with some of the growers, judging from the extra heavy receipts. Killarney, Killarney Brilliant, White Killarney, Double White Killarney and Killarney Queen are also in heavier supply and some very fine stock is obtainable in these varieties. Roses in general are reaching the market in fine condition and are moving well, although prices are not as high as they might be. American Beauty roses are cleaning up nicely every day at good prices, notwithstanding the increased supply, and are still considered good property. Carnations are very plentiful and are being sold in large lots at greatly reduced figures. Sweet peas are seen in large supply everywhere and are in good demand, but are not bringing as good prices as they have been the past few weeks. Tulips are to be had in quantity at bargain prices and the same holds true for bulbous stock in general with the exception of freesia and Paper White narcissus, which appear to be in somewhat short supply. Orchids are none too plentiful and find a ready market, as do gardenias. Lilies and callas are in good supply but find ready buyers and there is hardly ever a surplus of either. Violets are obtainable in large quantities at low prices and are being sold on the streets at ridiculously low figures. Lily of the valley is holding its own at the advertised quotations. Calendulas are quite a factor in the market and are becoming more popular right along. Mignonette, stevia, forget-me-nots, snapdragons, daisies, pansies and other miscellaneous seasonable stock is to be had in quantity and at times clean up well. Greens of all kinds are in good demand and while now and then certain items are scarce there is nearly always enough of everything to go around. The out-of-town demand was not as heavy last week as it might have been, but the city trade showed signs of improvement, and while the market is heavily loaded right now a few brisk days would find it cleaned up completely in certain lines.

NOTES.

The Rapid Wrapper Co., manufacturers of the Rapid Rapper and other time-saving wrapping devices is now open for business at 56 East Randolph street on the same floor with Percy Jones, Inc., dealers in wholesale cut flowers and greens. This firm has a proposition that every florist should look into, for it will bear investigation and save money for every buyer. With a special sample outfit, including a handsome ornamental adjustable pedestal and 100 assorted sizes of wrappers made from No. 1 30-lb. Kraft paper, costing only $6 complete, a boy or girl can wrap a plant of any description in six seconds and make such a clean job of it that anyone doing a plant business cannot possibly afford to be without one. The wrappers are so made that they can be placed on the bottom of the stand, after which the plant is set on the pedestal, then all that is necessary to do up the plant is to draw the bag-like wrapper over it, pull the strings attached to it together, tie them, and the parcel is ready for delivery. Less paper is necessary than in the old style of wrapping and the wrappers are so in-

My Friend Bill

Says:

GET DOWN TO BED ROCK

Take each problem that is presented to you by your Customers and Growers as if it were your own, and stay with it, until it is solved to their profit, even if it means no direct gain to yourself, and, the effort is greater than the reward

Bill Says:

this is

100%

Service

Van

PERCY JONES, Inc., Chicago, Ill.

HEAVY CROP OF ROSES

RUSSELL & SUNBURST

All the other varieties listed in the price list below. Order Here.

Buy Direct From The Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

	Per doz.
AMERICAN BEAUTIES	
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

	Per 100
RICHMOND	
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

	Per 100
MILADY	
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

	Per 100
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia	
Specials	$12.00
Select	10.00
Medium	$6.00 to 8.00
Short	4.00 to 5.00

	Per 100
ROSES, OUR SELECTION	$4.00
Carnations, fancy	$3.00 to 4.00
Freesias	3.00 to 4.00
Harrisii	$12.50 to 15.00
Jonquils	3.00 to 4.00
Stevia	1.50 to 2.00
Sweet Peas	1.50 to 2.00
Tulips	3.00 to 4.00
Valley	6.00
Violets	1.00 to 1.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Ferns, per 1000	$3.00
Galax, bronze and green, per 1000, $1.25	
Leucothoe Sprays	75c to 1.00
Smilax	per doz. strings 2.00 to 2.50

2,000,000 Feet of Modern Glass

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

expensive that they cost less than the old newspapers that are ordinarily used for this purpose. Wrappers for any sized plant or basket are carried in stock and the Rapid Wrapper Co. is in a position to make deliveries from its factories within ten days. The new wrapping system has been given a thorough test and the writer, who has had the opportunity of witnessing several demonstrations, advises everyone interested in saving money, time and labor to investigate this proposition as early as possible, especially before the Easter rush.

The Chicago Wholesale Cut Flower Association held an adjourned meeting in the Grey room of the Hotel Sherman, Thursday evening, March 1, at 6:30 o'clock, when practically every house doing a wholesale business in this city was represented. The principal business of the evening after the appetites of the twenty-nine present were satisfied was the adoption of the by-laws. A committee consisting of Allie Zech, A. T. Pyfer, Chas. Erne, Fred Hoerber and C. Guza, was elected and will act with the board of directors in dealing with any problem that may arise and can be dealt with, so that the trade in general will profit by any action that may be taken. The next regular meeting of the association will be held Thursday, March 15, at 6:30 p. m.

The John Kruchten Co. speaks well of the carnation Aviator, which it is handling in large supply regularly. This firm's grower has had splendid success with this variety and judging from the heavy shipments he is making right along it is all and more that the J. D. Thompson Carnation Co. claims it to be as a producer.

Carnations
Daffodils
Tulips
Mignonette

EVENLY BALANCED
QUALITY PRICE

Roses
Freesia
Narcissus Poeticus

JONQUILS $3.00 per 100.
SWEET PEAS $1.00 to $1.50 per 100.
FANCY CALLAS $1.50 and $2.00 per doz.

SUPPLIES

Corsage Shields, Pins, Baskets, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads, Etc.

O. A. & L. A. Tonner

30 E. Randolph Street, Phone, Central 6284. **CHICAGO, ILL.**

Peter Olsem says that Pyfer & Olsem will have 50,000 lily plants to offer for Easter this season in addition to a large supply of other blooming stock.

Sidney Beard, of Detroit, Mich., and bride, were the guests of A. Miller at a wedding dinner served at the Bismarck Gardens.

Mrs. H. Wietor, mother of N. J. Wietor and Henry Wietor, celebrated her eighty-fifth birthday Thursday, March 1.

Paul M. Palez, of Little Rock, Ark., spent several days here last week, returning home March 3.

Hoerber Bros.' shipments on March 1 included a limited supply of Golden Glow chrysanthemums.

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

Beauties --Roses --Carnations

Current Price List-- Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per Doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00

RICHMOND.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short stems	4.00

MRS. CHAS. RUSSELL.	Per 100
Fancy stock	$10.00 to $20.00

PINK KILLARNEY, WHITE KILLARNEY, KILLARNEY BRILLIANT, SUNBURST, OPHELIA.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short Stems	4.00

MINIATURE ROSES.	Per 100
Baby Doll	$2.00
Elgar	2.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy White and Pink	$2.50 to $3.00
Good	1.50 to 2.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	3.00
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.25

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

Mention the American Florist when writing

Poehlmann Bros. Co. is busy getting things in shape at its new supply quarters on the second floor of the Stewart building adjoining the present place at 72-74 East Randolph street. An arch will be cut through the wall which will connect the cut-flower section with the supply department. The change is one that the firm has had in mind for some time and will no doubt result in a large increase in sales, besides being an added convenience to their ever growing list of customers.

C. L. Washburn made a trip through Bassett & Washburn's greenhouses last Sunday, March 4, to get a line on their supply for Easter. Roses will be in good crop with them, but carnations will be none to plentiful compared to former years. The supply of American Beauty roses will be quite large, especially in the short and medium grades.

J. A. Budlong is supplying their trade with a choice line of roses in a large number of varieties. Manager Schupp is advising Budlong's customers to place their orders for cut lilies well in advance this year, so as to avoid any disappointment at the eleventh hour.

The firm of Percy Jones is more than pleased with business, for both the city and out-of-town demand so far during Lent is away ahead of last year. Green goods are in large supply at this establishment, especially galax, leucothoe, and ferns.

A. L. Vaughan & Co. report business as very good so far during Lent, and have no complaint whatever to offer. Orchids are in good supply at this establishment but clean up nicely every day.

Peter Reinberg filled an order this week for a New York house calling for a car of rose plants. The demand for carnation cuttings is very brisk and every mail is bringing new orders.

The regular meeting of the Florists' Club will be held at the Hotel Morrison, Thursday evening, March 8, at 8 p. m., preceded by a chicken dinner at 6 p. m., price $1.50 per plate.

The Southern California Flower Market, Inc., of Los Angeles, Calif., has closed its local wholesale store, which is a branch of the main establishment.

CARNATIONS

Heavy supply of fancy stock
in all the leading varieties.

Roses-Sweet Peas

STEVIA	STOCKS	VALLEY
CALENDULAS	VIOLETS	DAISIES
SNAPDRAGONS	FREESIAS	JONQUILS
PUSSY WILLOWS	DAFFODILS	MIGNONETTE
ROMAN HYACINTHS		DUTCH HYACINTHS

ORDER HERE—YOU CAN'T DO BETTER ELSEWHERE—OFTEN NOT NEARLY AS GOOD

The Chicago Flower Growers' Association

Wholesale Growers of Cut Flowers and Plants

182 N. Wabash Ave., L. D. PHONE— RANDOLPH 631 **CHICAGO**

The Chicago Flower Growers' Association is handling a tremendous supply of fancy carnations, in addition to a large quantity of roses and bulbous stock.

Matt Mann represented Zech & Mann at the annual meeting of the Illinois State Florists' Association, held at Champaign, March 6-7.

A. T. Pyfer & Co. are showing a fine grade of lilies and will have a large quantity of cut blooms to offer for Easter.

J. E. Pollworth says that Kennicott Bros. Co. has added a lily of the valley grower to its list of consignors.

Arthur Pisternick of the Bassett & Washburn force, will join the ranks of the benedicts in the near future.

H. N. Bruns and wife and daughter have returned home from a very pleasant visit in California.

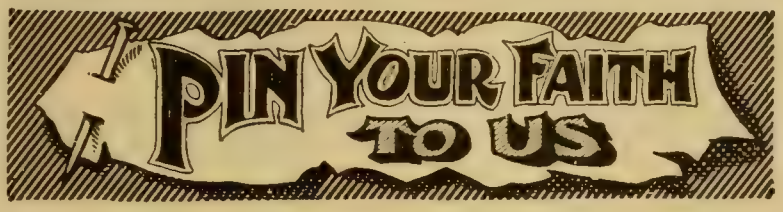
Robert Newcomb of the American Bulb Co. is back from an extended business trip.

Professor H. B. Dorner, of Champaign, was a visitor this week.

NEWPORT, R. I.—T. J. Gibson has added another house to his range.

ENNIS, TEX.—Hail, accompanied by heavy wind, destroyed all the glass at the Dunlap greenhouses, February 22.

LAKE FOREST, ILL.—A city planning commission has been formed with the following members: Emil Bollinger, Clifford Barnes and Joseph C. Belden.



We Give Everyone of Our Customers a Square Deal Which Accounts for Our Steady Business Growth.

HEAVY SUPPLY

ROSES - CARNATIONS - ORCHIDS

AND ALL OTHER ITEMS LISTED

CURRENT PRICE LIST ==Subject to Change without notice.

AMERICAN BEAUTY	Per doz.
Extra long stems	$6.00
Stems 48 inches	5.00
Stems 30 to 36 inches	4.00
Stems 24 inches	3.00
Stems 18 to 20 inches	2.00
Stems 12 inches	1.50
Short Stems	100, $6.00

MRS CHAS. RUSSELL	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES	
Richmond, special	$12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00
Milady, special	$12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00
Killarney Brilliant, special	$12.00
" " select	10.00
" " medium	$6.00 to 8.00
" " short	4.00
Ophelia, special	$12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	6.00
" " short	4.00
Killarney, special	10.00
" select	8.00
" medium	6.00
" short	4.00
Mrs. Ward, special	12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00
Sunburst, special	12.00
" select	10.00
" medium	$6.00 to 8.00
" short	5.00
Cecile Brunner	2.00
Elgar	2.00
Baby Doll	2.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	
Fancy	$3.00
Good	2.00

ORCHIDS.	Per doz.
Cattleyas	$5.00 to $6.00

MISCELLANEOUS.	Per 100
Violets	$0.50 to $1.00
Valley	6.00
Easter Lilies ....per doz.	1.50 to 2.00
Calendulas	3.00 to 4.00
Daisies	1.00 to 2.00
Paper Whites	3.00
Snapdragons ....per bunch	.75
Mignonette	6.00
Callas ....per doz.	1.50 to 2.00
Sweet Peas	.75 to 1.50
Jonquils	2.00 to 3.00
Tulips	2.00 to 3.00
Freesias	2.00 to 3.00

GREENS.	
Asp. plumosus....per string	$0.50 to $0.75
Asp. plumosus sprays...bunch	.35 to .50
Sprengeri ....per bunch	.35 to .50
Adiantum ....per 100	.75 to 1.00
Smilax, choice....per doz.	1.50 to 2.00
Fancy ferns ....per 1,000	3.00
Galax leaves ....per 1,000	1.25
Wild Smilax ....per case	5.00
Boxwood ....per lb., 25c; 50-lb. case..	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave, Chicago

Milwaukee.

AMPLE SUPPLY BUT PRICES LOW.

The past week saw a full supply of all the cut flowers to be had now, and while a large amount was moved, business, due to Lent, was not as brisk as desirable, consequently prices dropped a little in some lines in order to stimulate sales as much as possible. Green goods, due to the frosts in the south, from which the main supply comes, is a very scarce article.

CLUB MEETING.

The regular meeting, held March 1, brought out the best attendance for many a day, also a fine exhibition of carnation cut blooms. While efforts were made to have a large assortment of new varieties on hand, only two out-of-town firms responded, namely, J. D. Thompson Carnation Co., Joliet, Ill., with a vase of Superb, and Gullett & Sons, Lincoln, Ill., with 50 Nebraska, the latter on long stiff stems with flowers of good size, calyx and red color, were greatly admired and praised by all. Superb, a salmon pink, was in a class by itself as to color, and showed up well as to stiff stem and quality of bloom. The center of interest was a vase of 25 Pink Sensation, grown by Otto Sylvester & Sons, of Oconomowoc, and they were finished off to perfection, the blooms measuring four inches across; they simply were a revelation in the carnation class. This firm also exhibited three red seedlings, all the same variety, which were very large and full of substance. In the dark pink class, a vase of grand Good Cheer on extra long stiff stems brought forth a surprise. These were grown by the Greenwood Carnation Co., of North Milwaukee, who also exhibited a fine vase of Nancy, a few Pink Sensation and numerous good-sized seedlings, the work of Leon B. Thorpe, the grower in charge. The Schroeder Floral Co. showed Nancy, Akehurst, Princess Dagmar and a bunch of Nic Zweifel's new red, Edna. The latter is a pleasing shade of red, of good size and borne on long stiff

WANTED!

ASPARAGUS and SPRENGERI

Can handle regular shipments on commission to good advantage. Start shipping immediately—Checks weekly.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 CHICAGO.

We make a specialty of
High Grade Flowers
that will reach our customers in good condition and give complete satisfaction.
INCREASE YOUR PROFITS
by placing your orders with us.

White Carnation
For St. Patrick's Day $5.00 per 100.

	Per 100
Sweet Peas—Fancy Spencer..	$1.00 to $1.50
1000 lots $7.50, $10.00, $12.50, $15.00	
Carnations—Select, Fancy.....	3.00
Good.....	2.00
Tulips—Fancy.....	2.00 to 3.00
Jonquils and Daffodils.....	2.00 to 3.00

	Per 100
Freesia Purity...	$2.00 to $ 3.00
Violets—Double and Single....	.60 to .75
Easter Lilies—Fancy	15.00
Roses—Pink and White Killarney, Brilliant, Sunburst, Ophelia....	$6, $8, $10, $12
Ferns—Per 1000.....	$3.00

A. T. PYFER & CO.
—Wholesale Florists—
30 East Randolph Street, CHICAGO
Long Distance Telephone—Central 3373.

stems. The C. C. Pollworth Co. showed well grown C. W. Ward, Beacon and several sports from Ward, from which we expect to hear more later. The Mueller Greenhouse Co., North Milwaukee, sent a bunch each of their famous Beacon and White Wonder. The Heitman-Ostreicher Co. had Enchantress, Victory, White Wonder and their Winsor-pink seedling, named Troubadour, on exhibition. The latter is a very pleasing shade, of good size with long wiry stems. This firm has been growing this variety for three years and claims that it never splits. The White Wonder were of good size and the stems stiff. A. Reinhardt of North Milwaukee showed White Enchantress and Beacon to good advantage. Our treasurer, James Livingstone, gardener for Fred Vogel, Jr., displayed six seedlings of a cerise color, which owing to the fact that they were cut tight, did not show up to full advantage. In looking at them now, three days after the meeting, they do more justice to the grower. Mr. Livingstone also showed three extra fine hybrid amaryllis seedlings of three different shades, which caught the eye of everybody present. The flowers measured nine and a half inches across, and looked as though they were artificial. They certainly were beauties. Quite a few visitors were present, and we hope in time to have some of them become members of the club.

NOTES.

On the afternoon of March 4, soot in the smoke pipe at the Schroeder Floral Co. exploded and in a very short time the whole shed was a mass of flames and the greenhouses filled with smoke. Due to a strong north wind the flames soon broke the glass of the house adjoining the shed, and consequently froze the plants in the three benches at that end of the first house. Although there were two of the firm on the place, it all came so quickly that it was impossible to even save the Monday cut of about 1,500 carnations. At this writing, 24 hours after the fire, the damage is estimated at from $700 to $800. Time can only prove whether the stock suffered more than at present estimated. Mr. Adams of the Jno. C. Moninger Co., Chicago, made a record trip here to assist the Schroeder Floral Co. on March 5th to make repairs on the greenhouses.

KENNICOTT BROS. CO.
Wholesale
Cut Flowers and Plants
CHICAGO

It Makes No Difference To Us
where you are located—We do give you the same advantages and privileges in this great central cut flower market as if you were right here in Chicago.
For the month of February we shipped into 17 states to 147 different **Repeat** "Out-of-Town Buyers."
It's the "Repeat Orders" that proves that our F. T. D. Service is a service distinctive from that of any Wholesale House in this market.

"We protect the Retail Florist."
EVERYBODY KNOWS THE HOUSE IN CHICAGO.
Over 34 Years in Business.

At this writing the Humboldt avenue greenhouses of the Holton & Hunkel Co. are filled to the brim, so to speak, with thousands of lilies, azaleas, rhododendrons, spireas, genistas, etc., all in prime condition. From reports, the lilies especially are better than they ever had them before.

Frederick Ernst and wife have the sympathy of the trade in the death of Mrs. Louise Thal, mother of Mrs. Ernst, who died March 3 at the age of nearly 63 years; while she had been ailing for some time, the end came rather unexpectedly. Interment was at Union cemetery, March 6.

J. F. Fox, accompanied by his mother, returned the latter part of last week from a pleasure and business trip of two weeks, spent in New York and other large eastern cities.

E. O.

Massachusetts Horticultural Society.

The list of special prizes, consisting of gold medals for flowering bulbs, at the March exhibition in 1918, provides for collections of foreign grown bulbs to be flowered here and exhibited under the name of the foreign grower. The schedule calls for hyacinths, narcissi, tulips and a collection of spring flowering bulbous, fibrous or tuberous-rooted plants, other than the above. Similar prizes are also offered for exhibits of spring-flowering bulbs that have been produced in the United States and are to be exhibited under the name of the producer. If desired, the bulbs may be flowered in the vicinity of Boston.

Liberal money prizes, together with gold and silver medals, are offered for an iris garden for year 1919; rose garden, 1920; collection of lilacs in 1921, and for a fruit garden in 1922.

Never A Shortage Here

We are prepared at all times to fill orders, be stock scarce or otherwise.

If you want good stock and good treatment

Send Your Orders for

ROSES, CARNATIONS,

Valley, Sweet Peas, Lilies, Narcissi, Jonquils, Violets, Calendulas, Snapdragons, Freesia, Stevia, Tulips, Mignonette, Daisies, Pansies, Feverfew, Romans and all other seasonable stock; also Greens such as Ferns, Asparagus Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood

To Chicago's Most Up-to-date and best located Wholesale Cut Flower House.

The Easter outlook is that good Lilies will be scarce, we therefore advise ordering now. Orders booked prior to April 1st, will be filled in full. Orders received after date will be filled subject to our having the stock. Order your Cut Lilies now and protect yourself. Write for our Special Easter Price List.

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

ZECH & MANN

Chicago Headquarters

RUSSELL-OPHELIA

Positively the largest and finest supply obtainable in the Chicago market. Also large quantity of fine Ward, Sunburst, Milady, Killarney and White Killarney roses.

CARNATIONS

SWEET PEAS--VIOLETS

Valley, Tulips, Jonquils, Mignonette and All Other Seasonable Cut Flowers.

Greens of all kinds.

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

30 E. Randolph St., L. D. Phones Central 3283, 3284 Automatic, 42-965 **Chicago**

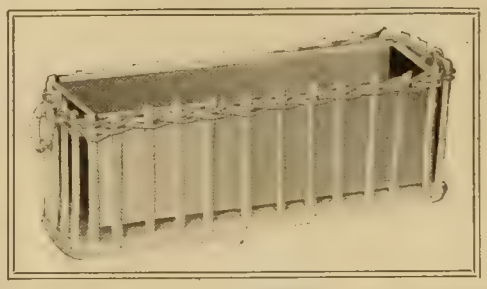
Tarrytown Horticultural Society.

The monthly meeting of the Tarrytown Horticultural Society was held in the Corporation building, Tarrytown, N. Y., Wednesday evening, February 21, President Joseph Bradley, in the chair. There was a good turn out of members, and a fine display was on the exhibition table. Judges J. Featherstone, Mooney, and Grant awarded prizes as follows: For two vases roses, Sunburst, and Ophelia, J. Strutheway, first; J. Elliot, second; Abel Weeks, third. For pot of Chorizema ilicifolium, Wm. Jamieson, first. Honorable mention was given James Currie, for a vase of antirrhinums, calla lilies and cinerarias. President Bradley spoke on the growing of bulbous stock and the exhibitiors gave some information on the growing of their exhibits. It was arranged to hold the annual fall show, November 7-9.

The next monthly meeting, March 21, will be Ladies' night. For this meeting a prize is offered for a display of flowers cut from bulbous stock.

J. GRANT, Cor. Secy.

Willow Bulb Baskets



Open weaved as illustrated, finished in any high-grade two-tone colors.

$7.20 per dozen

The same basket finished in enamel.

$6.00 per dozen

Liners are included in each offer—Order today.

Do you want our new Spring Catalog?

RAEDLEIN BASKET CO., 713 Milwaukee Ave., Chicago

Toledo.

ST. VALENTINE'S DAY BETTER THAN EVER.

St. Valentine's day has taken its place in the foremost rank of the distinctive flower days of the year if one is to judge from the favorable reports of the business done on that day in this city. The majority of florists approached gave the impression that it was the best valentine business on record, both as regards the quantity of stock sold and the quality. Despite the heavy demand, the market was in excellent shape up to the very last minute to take care of all demands. Bulbous stock was plentiful and sold unusually well; also all the cut flowers that are favorites on this day. Great quantities of violets were shipped in and easily led in the selling. Sweet peas were good seconds and cleaned up. Roses, particularly the better grades, sold easily. Many unique and tasty valentine novelties were displayed in florists' windows and these were eagerly sought by the public and proved great favorites. Funeral work and social occasion decorations continue heavy, with the result that February is breaking all records.

NOTES.

Bob Blake, designer and decorator for Mrs. J. B. Freeman on Superior street, scored another distinct hit with his valentine window display. It was one of the most attractive windows this artist has ever arranged and made the business of that day leap to unusual heights at this flower shop. Blake knows the value and the beauty of simplicity and does not overcrowd his window. The background was painted a pure white. In the right hand corner a fountain bordered with red carnations played, and back of this a large Cupid shot arrows toward a pyramid of dainty maids and handsome valentine novelties, placed well to the front of the window.

During one of the very coldest nights of the winter, O. B. Wisner, florist of East Delaware avenue, had some serious boiler trouble that resulted in the freezing of the entire stock in his range. His fellow florists sympathize with him, because he has had a hard fight as it is to survive, and are doing everything possible to aid him in his misfortune.

Schramm Bros. made a splendid gain on St. Valentine's day and ascribe their success to the advertising that was done. Thousands of beautiful folders were mailed to a selected list, and liberal newspaper space was used.

GREEN

Cyaceine Flower Coloring for St. Patrick's Day

We have handled this coloring for the past three years and find it to be the most satisfactory green coloring in the market and have never known it to injure flowers in any way, not even destroying their fragrance.

We offer this to you at 50c per package (enough for one or two quarts and will color from 100 to 300 carnations) or three packages for $1.25 postpaid.

Special discounts on large quantities.

It is impossible to get any more coloring imported, therefore order early.

A. T. PYFER & COMPANY, 30 E. Randolph St., Chicago, Ill.

Joseph E. Wiltgen Michael F. Freres

Wiltgen & Freres

WHOLESALE FLORISTS

Long Distance Phone, Randolph 1975

173 N. Wabash Ave., CHICAGO

Max Spanner is more than gratified with his valentine trade and cleaned out a big stock of cut flowers and novelties. He is located on one of the most traveled corners in the city and does a big business with transients.

Harry Heinl, rose grower, is back on the job again after a protracted lay-off due to a near attack of pneumonia. Harry sent in some excellent roses for the valentine demand.

A. C. K.

Worcester, Mass.

Herbert W. Gleason was the speaker at the last of the winter meetings of the Worcester County Horticultural Society, February 22. His subject was: "Luther Burbank," the lecture being illustrated by slides.

Worcester florists are worrying about the coal situation. Very little coal is arriving here and dealers will sell only a few days' supply at a time.

The horticultural society will have its anual reunion and banquet March 1, in the banquet hall, Horticultural building.

R.

New York Bowling.

The following scores were rolled by the New York Florists' Club bowling team, March 1:

Miesem	179	189	192
Valentine	168	160	178
Kakuda	158	152	161
W. P. Ford	158	152	161
Alex. Donaldson	165	180	208
Jacobson	184	159	177

A. F. F.

Original St. Patrick's Green Carnation Absorber

Enough powder to make one to two quarts of fluid..... **50c**

Enough powder to make two to four quarts of fluid..... **$1.00**

ABSOLUTELY THE BEST

Satisfaction guaranteed or money cheerfully refunded.

ERNE & COMPANY

Successors to

ERNE & KLINGEL

30 E. Randolph St., Chicago.

For St. Patrick's Day

Large green frieze (60 yds.).....$1.00
Medium green frieze (60 yds.)... .75

St. Patrick's Carnation Fluid

(For coloring carnations green)
75c per 1½ quart quantity.

GEO. H. ANGERMUELLER,
Wholesale Florist
1324 Pine St., St. Louis, Mo.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

John Kruchten Co.

162 North Wabash Avenue, **WHOLESALE FLORISTS** L. D. Phone Central 8016-8017. **CHICAGO, ILL.**

W. P KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, **Wholesale Florists** Long Distance Phone, Randolph 6784 **CHICAGO**

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

ZECH & MANN

Wholesale Florists

30 East Randolph St., - - Chicago

Telephone Central 3284

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. **Chicago**

George Reinberg

Wholesale Florist

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$6 00
" " 36-in.	5 00
" " 30-in.	$3 00@ 4 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short...per 100.	6 00@ 8 00
" Mrs. Chas. Russell..	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	4 00@15 00
" Killarney	4 00@12 00
" White Killarney	4 00@12 00
" Richmond	5 00@15 00
" Prince de Bulgarie	5 00@15 00
" Rhea Reid	5 00@15 00
" My Maryland	4 00@12 00
" Mrs. Geo. Shawyer	5 00@15 00
" Milady	5 00@15 00
" Sunburst	5 00@15 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	5 00@15 00
" Ophelia	5 00@15 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	5 00@15 00
" Tipperary	4 00@12 00
" Francis Scott Key	5 00@15 00
" Bayard Thayer	5 00@20 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	2 00@ 4 00
Cattleyas...per doz.,	6 00
Freesias	2 00@ 3 00
Gardenias...$2 00@$4 00 per doz.	
Sweet Peas	1 00@ 2 00
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons...$0 75 per doz.	
Violets	50@ 1 00
Lilium Harrisii	12 50@15 00
Valley	4 00@ 6 00
Jonquils	3 00@ 4 00
Daffodils	3 00@ 4 00
Romans	3 00@ 4 00
Mignonette	4 00@ 6 00
Bouvardia	4 00@ 8 00
Pansies...per bunch,	10c@15c
Stevia...per 100	1 50@2 00
Paper Whites..per 100	2 00@3 00
Adiantum Croweanum	1 00
Ferns...per 1000,	3 00
Galax "	1 00@ 1 25
Leucothoe	75
Mexican Ivy...per 100,	5 00@6 00
Plumosus Strings..each,	60@ 75
Smilax...per doz.,	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case,	8.00
Wild Smilax...per case,	$5 00

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

Mention the American Florist when writing

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.
Evergreen, Ala.

Mention the American Florist when writing

MILLER & MUSSER

...nolesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

ACACIA

For something very choice in yellow for decorative purposes, recommend Acacia.

$2.50 per bunch.

LILAC

We can fill your order for Lilac at any time, no matter what quantity you need.

$1.50 per bunch.

GARDENIAS

They are inexpensive now and every retailer can afford to keep them them in stock.

$10.00-$25.00 per 100.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

SUPPLY GREATLY EXCEEDS DEMAND.

The market is full of flowers; the growers appear to have all gotten a move on at one time, with the result that the supply greatly exceeds the demand. Lent, stormy weather, disturbing war news, the higher cost of living bugaboo, etc., are all disturbing factors, which, taken with the difficulty of handling the increased shipments, has forced prices to a very unsatisfactory level. The quality of the stock is fine, but in lines that are most plentiful, such as all kinds of bulbous stock, carnations, freesias, sweet peas and violets, quantity has overcome quality and the man who can find an outlet for large lots fills his car at his own price.

Of the quantity flowers, sweet peas sell as well, if not better, than any other item; in fact, they lead in demand. They were never better than at present. Cattleyas are to be had in quantity and sell fairly well, as does lily of the valley and lilac. Asparagus and maiden hair fern is good stock. Whether the coming of the Florida product kept local asparagus growers out of the cultivation of this necessary green is hard to say, but the fact is, that this market could stand a much larger supply at current prices. Snapdragon, which will be a factor from now on, is fairly plentiful and in good demand.

February 5.—Rose shipments are much lighter than last week. Lily of the valley is also scarce. Other flowers are in good supply, without much demand.

NOTES.

The getting together of such a large body of representative growers who specialize in bedding plants, as that held last week in the florists' club room, was most gratifying to those who desire to see the business raised to a higher plane, in which more efficient methods and better prices shall be dominant features. Ten dollars per hundred was the agreed price for four-inch pot geraniums, as the result of a similar gathering held in old Horticultural hall over 25 years ago. Robert Craig was one of the leading spirits in the agitation. His convincing argument was "You drop down to seven dollars, but by common consent nobody goes any lower. Now why not stop at $10? Make this the minimum price and then you will have something over at the end of the season." This helped matters for a while, but prices soon resumed the old level and after which the wise ones used their table space for more profitable stock. Bedding plants are sold for about six weeks in the spring, cut flowers are for sale the year round; there are periods, however, when the market becomes greatly overstocked. Why do not the growers, their agents, the wholesalers, and the retailers of this city get together and plan better methods of handling this surplus? Make flowers popular by offering them at a price that will make sure their complete consumption, a clean sweep of all the stock for special sales, until there comes a cry for more. Not half the flowers are sold in this city that

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

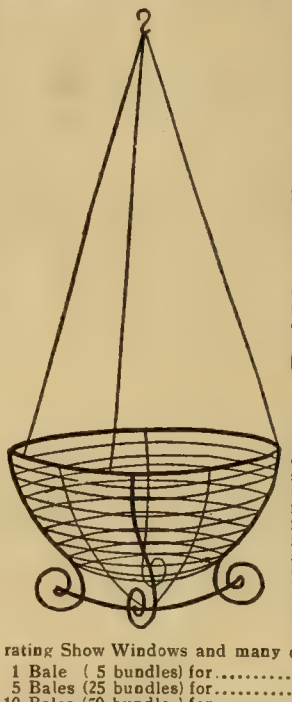
Wholesale Flower Markets

CINCINNATI, Mar. 7.	Per 100
American Beauty, per doz.	1 00@ 6 00
Roses, Killarney	2 00@12 00
" Mrs. Chas. Russell	8 00@10 00
" Ophelia	8 00@12 00
" Richmond	4 00@15 00
" Sunburst	4 00@12 00
Carnations	2 00@ 3 00
Lilium Giganteum	12 50
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Violets	25@ 50
Sweet Peas	25@ 1 00
Jonquils and Daffodils	2 00@ 3 00
Tulips	4 00

BOSTON, Mar. 7.	Per 100
Roses Beauty	20 00@60 00
" Killarney Queen	4 00@12 00
" White and Pink Killarney	4 00@12 00
" Double White Killarney	4 00@12 00
" Killarney Brilliant	6 00@16 00
" Hadley	6 00@16 00
" Cardinal	4 00@10 00
" Mock	8 00@16 00
" Mrs. Chas. Russell	8 00@16 00
" Sunburst	8 00@16 00
" Taft	4 00@12 00
" Milady	4 00@10 00
" Ward and Hillingdon	4 00@10 00
" My Maryland	3 00@12 00
Cattleyas	35 00@50 00
Lily of the Valley	3 00@ 4 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO, Mar. 7.		Per 100
Beauty Special..per doz.,	$7.00	
" Fancy.... "	5.00	
" Extra.... "	4 00	
" 1st..... "	2 00	
" 2nd..... "	50c@1.00	
Roses, Killarney		4 00@12 00
" My Maryland		4 00@12 00
" Sunburst		4 00@12 00
" Ward		4 00@ 6 00
" Ophelia		5 00@15 00
" Russell		10 00@20 00
" Stanley		6 00@12 00
" Mock		6 00@ 8 00
" Shawyer		4 00@12 00
Lily of the Valley		5 00@ 6 00
Lilies		10 00@12 00
Cattleyas		40 00@50 00
Carnations		2 00@ 3 00
Violets		30@ 40
Asparagus Sprengeri	35@ 50	
Ferns	per 1000, 2 50	
Smilax		15 00@20 00

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$ .10
10 inch	1 35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for ..... $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING, 1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RICE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE GROWERS

116-118 Seventh Street

PITTSBURGH, - PA.

Mention the American Florist when writing

W. Q. Potter Co.

(Successor to McCallum Co.)

—Wholesale Florists—

421 High St., Cleveland, O.

Manufacturers and Importers of Florists' Supplies.

Mention the American Florist when writing

Trade Directory

Containing the Names and Addresses of Florists of the United States and Canada.

PRICE: $3.00 POSTPAID

American Florist Co., 440 S. Dearborn St., Chicago

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., **Milwaukee, Wis.**

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.

Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.

FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN, Wholesale Florist. **1312 Pine St., ST. LOUIS, MO.**

Wholesale Flower Markets

PHILADELPHIA, Mar. 7.	Per 100
Roses, Beauty, special	30 00@50 00
" " fancy	20 00@30 00
" " extra	15 00@20 00
" " shorter grades	10 00@12 00
" Mrs. Chas. Russell	10 00@30 00
" Prima Donna	8 00@20 00
" Killarney	5 00@12 00
" White Killarney	5 00@10 00
" Liberty	10 00@30 00
" Hadley	8 00@20 00
" Sunburst	6 00@12 00
" Ophelia	8 00@15 00
" Hoosier Beauty	8 00@20 00
Carnations	3 00@ 5 00
Cattleyas.....each. $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	4 00@ 6 00
Calendulas	3 00@ 5 00
Daisies, yellow	2 00@ 3 00
Violets, single and double	50@ 1 00
Sweet Peas	1 00@ 2 50
Freesias	4 00@ 6 00

PITTSBURGH, Mar. 7.	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	3 00@12 00
" My Maryland	3 00@12 00
" Sunburst	3 00@12 00
" Mrs. Aaron Ward	3 00@12 00
Cattleyas	75 00
Lilium Giganteum	12 00
Carnations	3 00
Lily of the Valley	5 00
Snapdragons	5 00
Paper Whites	3 00
Violets	50
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, Mar. 7.	Per 100
Roses, Killarney and W. Killarney	3 00@ 8 00
" Ward	3 00@ 6 00
" Mrs. Chas. Russell	6 00@25 00
" Ophelia	4 00@10 00
" Hoosier Beauty	4 00@10 00
Lilies.....per doz., 1 50@ 2 00	
Cattleyas....per doz., 6 00	
Carnations	1 50@ 3 00
Rubrums	4 00
Valley	4 00@ 6 00
Violets	50@ 75
Sweet Peas	50@ 1 00
Tulips	2 00@ 3 00

Cut Boxwood Sprays

Used extensively as Greens in Funeral Work, etc.

Any amount, 12c per pound.

McCALLUM CO.
Pittsburgh, Pa.

Mention the American Florist when writing

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, VIOLETS, EASTER LILIES
and other Seasonable Flowers.
Up-to-the-Minute Service. Satisfaction Guaranteed.
A good opening for a few more growers of cut flowers.
1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, Mar. 7.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	4 00@10 00
Carnations	2 00@ 3 00
Valley	4 00@ 6 00
Lillies	12 50
Orchids	50 00@ 60 00
Ferns	per 1000. 3 00

could be handled if they were placed attractively before possible buyers at quick moving prices. Street men handle thousands of dollars worth of surplus stock. Their customers for the most part are people who seldom buy in stores, and others, connoisseurs; both classes of which are attracted by the low prices. In such a market as is afforded by this city with a population of over a million and a half inhabitants, a wonderful volume of business could be worked up at low rates which at the same time would show a very satisfactory profit to all concerned.

Rose festival preparations are progressing nicely. Two hundred oilcloth signs, three feet by four, are now placed on wholesale and retail florists' cars and wagons and make a good showing. The window card, with a large picture in colors of two Los Angeles roses, and the announcement of the show, is ready, and thousands have been distributed. Last Sunday's papers all gave the show liberal reading notices. The Belleview-Stratford, one of the finest hotels in the country, will be official headquarters at the time of the exhibition. It is high class, but moderate in price. Reservations can be made direct to the hotel or to E. J. Fancourt, 1619 Ludlow street.

The March meeting of the florists' club was very well attended. The feature of the evening was the discussion on the efficiency of the express companies in the delivery of cut flowers. The Wells Fargo Co. sent one of their traffic managers, who spoke at length on various phases of the business and its difficulties, which brought out the experiences of the members.

"Linc" Brown, of Cleveland, who is on a visit here, has been showing the boys that he has not forgotten how to bowl. He helped win much of the "Siller" in the case of which the boys are so proud.

E. Bernheimer is booking orders for Prima Donna roses. Carnations and sweet peas are a feature. September Morn, a sport of Prima Donna, looks good.

The Robert Craig Co. is growing a splendid line of Easter stock, their roses, French hydrangeas, and lilies, look especially fine.

J. Otto Thilow's experiences in the Hawaiian Islands would make a most delightful evening at one of the florists' club meetings.

Edward Reid claims that "if it's Reid's it's right," which holds good with carnations, roses, lily of the valley, or what not.

The Leo Niessen Co. is featuring snapdragons, acacias and roses in quantity lots. Cattleyas and gardenias are also leaders.

The Philadelphia Wholesale Florists' Exchange is proud of its high grade roses. Bulbous stock is also a feature here.

Berger Brothers are strong on sweet peas, callas, daisies and My Maryland roses. Very fine pussy willows are a feature here.

K.

SYRACUSE, N. Y.—The date for the 1917 state fair has been announced as September 10-15.

WHEELING, W. VA.—The Cameron Greenhouse Co. will be reorganized in the near future.

NEW CASTLE, IND.—P. J. Lynch is planning a new range, 70x300 feet, to produce cut blooms of American Beauty roses.

SAN FRANCISCO, CALIF.—The California Floral Co., under the management of Steve Fazo, has opened a retail store at California and Hyde streets.

OUR MOTTO: The Best the Market Affords.

Valley

Orders taken now for 1917 Crop of German - Swedish - Dutch Pips.

CHAS. SCHWAKE & CO., Inc., 90-92 West Broadway, New York.

New York.

BIG DROP IN PRICES.

Josh Billings wrote: "When a man begins to go down hill, it seems as though all nature is greased for the occasion." That saying is applicable to the wholesale business at present; as it is now on the toboggan slide. American Beauties have taken a drop in price and are likely to go lower. Prices on all tea roses are growing weaker, and while our table of quotations is for fresh stock, there are sales of surplus stock on which there are no fixed prices, the main idea being to clean up, which is hard to do. Lilies, carnations, sweet peas and a great stock of tulips and narcissi are going cheap. There is some good stock of Darwin tulips on the market that brings a fair price. Dealers in violets are glad to unload at $2 per 1000. The shortage of Florida asparagus would be felt on a live market, but under present conditions the home grown stock supplies the demand.

March 5.—The wholesale market of the past week was the worst that this district has experienced for a long time, not excepting summer dullness. This week opened with cheerless prospects. Snow fell throughout the day and night of March 4, and though much of it melted as it fell there is enough left to keep the streets in bad condition, with consequent detriment to business. The dullness is not so much on account of a great supply of stock, though the supply is considerable, as the light buying. All indications point to a bad market from now to Easter. The indications are that there will be a good supply of lilies and other pot stock for Easter and there can be little doubt as to a plentiful supply of cut flowers.

GREEK-AMERICAN FLORISTS BANQUET.

A noteworthy event of the past week was the entertainment and ball of the Greek-American Florists' Association at the Terrace Garden, 58th street and Lexington avenue, on the night of February 28. It was a most successful affair, at least 2,000 persons being present. The wholesale district and the growers of neighboring towns were well represented. The entertainment consisted of exhibition and Spanish dances, musical acts and acrobatic and juggling acts, after which the floor was cleared for the grand march and dancing in general. About 300 couples took part in the grand march, which was led by the Greek Consul and President Sakelos of the association. The hall was very handsomely decorated, the American flag being everywhere prominent and many natural flowers being used. The committee of arrangements, which deserves much credit, follows: G. Hanges, chairman; S. Sakas, D. J. Pappas, M. Rovatzos and Chris. Pappas. The officers of the association are: Constantine Sakelos, president; Peter Theopine, vice-president; George Rondires, treasurer; C. Thomas, secretary, and M. Andriopulos, assistant secretary.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

—We are—

Wholesale Florists

Have twenty-two years' experience behind us and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.

GUTTMAN & RAYNOR,

INC.

PHONES: FARRAGUT { 558, 2036, 2037 } 101 W. 28th St., NEW YORK

PHONE—FARRAGUT 8913

JAMES COYLE

WHOLESALE FLORIST

64 West 26th St., NEW YORK

(Opposite Coogan Building)

20 years experience

Consignments Solicited and Prompt RETURNS GUARANTEED.

NOTES.

D. C. Arnold & Co., Inc., have retired from the wholesale business at 112 West 28th street and the store has been taken by Clarence Slinn, now at 123 West 28th street, who will sell the stock from the greenhouses, located at Babylon, L. I. It is further stated that D. C. Arnold has sold his interest in the greenhouses to H. W. Thomas, former secretary of D. C. Arnold & Co., Inc., and that he will hereafter conduct the business.

The next meeting of the New York Florists' Club will be held in its rooms in the Grand Opera House building on the evening of March 12. It will be "rose night" and good exhibits are expected. Various committees will report. As the spring show will open March 15 in the Grand Central Palace, this should be an important and interesting meeting.

Otto A. Mensel, who for several years has conducted a retail store at 771 Second avenue, has opened another at 397 Lexington avenue near the Grand Central Station. A large hotel is being constructed just opposite, and it is a good location.

Miss Anna Goetz, of John Curry's staff, 1118 Lexington avenue, has been ill for several weeks, but is now im-

PAUL MECONI
WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

J. J. COAN, WHOLESALE FLORIST 115 W. 28th St., New York
Everything in Cut Flowers
Shamrock Plants for St. Patrick's Day
Send us your order NOW.

Riedel & Meyer, Inc.
Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
PHONES—4024 and 4025 MADISON SQUARE

GEO. J. POLYKRANAS
Wholesale Commission Florist
Consignments Solicited
104 West 28th St., NEW YORK
Telephone No. 3264 Farragut.

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301.

John Young & Co.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone 7362 Madison Square
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th St., New York
Telephone 5335 Farragut
Mention the American Florist when writing

Geo. C. Siebrecht
WHOLESALE FLORIST
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED

Telephone Farragut 9761
Goldstein & Futterman
WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York
Mention the American Florist when writing

BADGLEY & BISHOP, Inc.
Phones 1664—1665 Madison Square
34 West 28th Street, NEW YORK
Receivers and Distributors of Choicest Cut Flowers

Wholesale Flower Markets

	NEW YORK, Mar. 7.	Per 100
Roses, Beauty, special		50 00@75 00
" " extra and fancy		30 00@40 00
" " No 1 and No 2		4 00@10 00
" September Morn		6 00@20 00
" Prima Donna		4 00@12 00
" Alice Stanley		2 00@ 8 00
" Mrs Geo. Shawyer		2 00@ 8 00
" Double White Killarney		1 00@ 8 00
" Killarney, Special		4 00@ 6 00
" " No 1 and No 2		1 00@ 3 00
" " Queen		2 00@ 8 00
" " Brilliant		2 00@ 8 00
" Aaron Ward		4 00@10 00
" Richmond		1 00@ 8 00
" Sunburst		2 00@10 00
" J L Mock		2 00@10 00
" Ophelia		1 00@ 8 00
" Mrs. Chas. Russell		2 00@ 8 00
" Hadley		4 00@50 00
" Hoosier Beauty		1 00@ 8 00
Cattleya Orchids, special		50 00
" " inferior grades		25 00@35 00
Oncidiums	per flower, 6c to 8c	
Rubrums		6 00@ 8 00
Lilies, Longiflorum and Formosum		4 00@ 8 00
Lily of the Valley		2 00@ 4 00
Carnations		1 00@ 3 00
Mignonette	per doz	25@ 75
White Lilac	per bunch	50@ 1 00
Gardenias	per doz.	2 00@ 4 00
Sweet Peas		25@ 50
Sweet Peas, Spencers		1 00@ 1 50
Snapdragons		8 00@16 00
Violets		15@ 20
Yellow Narcissus		1 00@ 1 25
Darwin Tulips		5 00@ 6 00
Tulips		1 25@ 3 25
Adiantum Croweanum and Hpyridum		75@ 1 00
Asparagus Plumosus	doz. bchs.	3 00@ 4 00
Smilax	doz. strings	75@ 1 25
Freesias		1 00@ 1 50
Iris	per doz	3 00@ 4 00

United Cut Flower Co., Inc.
WHOLESALERS
111 West 28th St., New York
Telephones: Farragut 4422 4423

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, New York City
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.

Trade Directory
PRICE: $3.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

WM. KESSLER,
Successor to Kessler Bros.
113 W. 28th St., NEW YORK
CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut Shipments Everywhere
Prompt and satisfactory. Consignments solicited

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 26th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising
V. S. DORVAL, Secretary.

The Kervan Company
FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
Telephones: Farragut 2164-5893
119 West 28th St., NEW YORK

George B. Hart
Wholesale Florist
24-30 Stone St., Rochester, N.Y.

Nippon Garden, Inc.
Successors to Satow & Suzuki
259 Fifth Avenue New York
Greenhouses: Woodside, L. I.
Telephone: Madison Square 8950
We are headquarters for Japanese Miniature Gardens, Fern Dishes, Vases, Flower Pots, Jardinieres and Dwarf Plants. A great stock of Fern Monkeys and Fern Balls.

Telephone Farragut 634, 3066
HERMAN WEISS
Wholesale Florists
106 W. 28th St., NEW YORK

M. C. Ford
121 WEST 28th STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

PAPER BOXES FOR THE FLORIST

QUALITY SERVICE RELIABILITY

WHITE GLAZE
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.60
8x 5x5 "	4.25
10x 6x5½ "	5.00
12x 8x5½ "	6.45
14x10x8 "	10.65

For Cut Flowers

16x 4 x3 2" covers	$ 3.80
20x 4 x3 "	4.25
18x 5 x3 "	4.25
21x 5 x3 "	5.00
24x 5 x3½ "	5.35
30x 5 x3½ "	6.45
36x 5½x3½ "	8.05
18x 6 x3½ "	5.20
21x 7 x3½ "	5.65
21x 8 4x "	6.60
24x 8 x4 "	7.50
24x 8 x5 "	8.20
28x 8 x5 "	9.25
36x 8 x5 Telescope	12.80
40x 8 x5 "	15.65
42x 8 x5 "	18.75
36x10 x5 "	15.65
42x10 x5 "	21.35
48x10 x5 "	25.60

VIOLET GLAZE
For Violets and Corsages

7x 4x4 2" covers	$ 3.80
10x 6x5½ "	5.25
14x10x8 "	11.25

PLAIN VIOLET
Made of Moisture Proof Board for Violets and Corsages

7x4x4 2" covers	$2.65
8x5x5 "	3.35
10x6x5½ "	3.80
12x8x5½ "	5.25

MIST GRAY
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.60
8x 5x5 "	3.90
10x 6x5½ "	4.30
15x 6x5 "	5.00

For Cut Flowers

16x 4x3 2" covers	$ 2.65
28x 6x4 "	5.00
18x 6x4 "	4.30
21x 7x3½ "	4.60
21x 8x4 "	4.95
24x 8x4 "	5.50
28x 8x4 "	6.20
28x 8x5 "	7.10
36x 8x5 Telescope	9.90
42x 8x5 "	15.65
48x 8x5 "	17.80
30x10x5 "	9.90
42x10x5 "	18.50
48x10x5 "	21.35

For Designs and Sprays

36x12x6 Telescope	$17.10
20x12x8 "	14.25
12x12x8 "	12.80
14x14x8 "	13.50
16x16x8 "	14.25
20x20x8 "	18.50
24x24x8 "	21.35
24x14x8 "	17.80
30x14x8 "	20.60
36x14x8 "	22.75
40x14x8 "	24.85

MIST BROWN
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.80
8x 5x5 "	4.15
10x 6x5½ "	4.50
12x 8x5½ "	5.25
14x10x8 "	9.00

For Cut Flowers

16x 4x3 2" covers	$ 2.80
20x 4x3 "	3.25
18x 5x3 "	3.25
21x 5x3 "	3.80
36x 5½x3½ "	6.75
21x 7x3½ "	4.85
24x 8x4 "	5.80
28x 8x4 "	6.30
36x 8x5 Telescope	10.55
40x 8x5 "	13.50
42x 8x5 "	16.45
36x10x5 "	13.50
42x10x5 "	19.55
48x10x5 "	22.50

For Designs and Sprays

30x12x6 Telescope	$15.00
36x12x6 "	18.00
20x12x8 "	15.00
16x16x8 "	14.75
28x28x8 "	28.50
24x14x8 "	18.75
30x14x8 "	21.75
40x14x8 "	26.30
32x32x8 "	37.55

MANILA
For Cut Flowers and Designs

	Per 100
16x 4x3 2" covers	$ 2.50
18x 5x3 "	2.90
21x 5x3 "	3.40
36x 5½x3½ "	6.05
18x 6x4 "	4.05
21x 7x3½ "	4.40
21x 8x4 "	4.75
24x 8x4 "	5.20
24x 8x5 "	5.65
36x 8x5 Telescope	9.45
40x 8x5 "	12.15
42x 8x5 "	14.70
30x10x5 "	9.45
36x10x5 "	12.15
42x10x5 "	17.55
48x10x5 "	20.20
40x10x6 "	20.20
28x 8x6 "	8.10
30x12x6 "	13.50
36x12x6 "	16.20
24x14x8 "	17.55
30x14x8 "	20.20
36x14x8 "	21.95
40x14x8 "	24.05

Prices are quoted F. O. B. Chicago and subject to the following terms of discount; 500 lots, 5% 1000 lots, 10%; over 1000 lots, 15%. Special 5% discount allowed when cash is received with orders. Samples gladly sent on request. When printing is wanted there will be a charge of $1.50 per M or any part thereof in lots of less than 500. No charge will be made when the quantity ordered is over 500. Border printing and embossing will be charged for in accordance with the amount of work involved.

SPECIALS

PALM GREEN
For Violets and Corsages

	Per 100
7x 4x4 2" cover	$ 3.80
15x 6x5 Telescope	5.25
15x 7x6½ "	7.45

For Cut Flowers and Designs

18x 5x3 2" cover	$ 3.25
12x12x8 Telescope	14.85
24x24x8 "	22.50
28x22x8 "	26.00
28x28x8 "	28.50

The "Old Favorite" Palm Green. Place your order now before they are all gone. The Designs and Violet sizes are a great bargain.

PEERLESS GREEN
For Cut Flowers and Designs

	Per 100
21x 8x4 2" covers	$ 4.65
28x 8x4 "	5.60
18x 5x3 Telescope	2.90
21x 5x3 "	3.35
30x10x5 "	9.25
30x12x6 "	12.30
36x12x6 "	16.00

A very good looking shade of Light Green, slightly lighter weight quality than the Palm Green, but a very good box for local deliveries and a bargain at the prices offered.

PARCEL POST CONTAINERS Per 100

24x 5x4 2½" cover	$ 4.50
30x 5x4 "	5.00
28x 6x4 "	6.00
24x 8x4 "	5.75
28x 8x5 "	6.50
30x12x6 3" "	15.50
36x14x8 "	20.00
40x14x8 "	21.00
24x24x8 "	20.00
26x17x10 4" "	22.00
24x20x10 "	22.00
24x24x10 "	24.00
30x30x9 "	31.00

For Baskets and Potted Plants

12x12x15	$12.00
15x15x20	20.00
18x18x20	25.00
19x19x30	33.50

GREEN MARBLE CUT FLOWER BOXES

Size	Per 100
7x 4x4	$3.60
8x 5x5	3.90
10x 6x5½	4.30
15x 6x5	6.00
12x 8x5½	5.25
14x10x8	9.00
16x 4x3	3.25
20x 4x3	$4.00
18x 5x3	4.00
21x 5x3	4.50
24x 5x3½	5.00
30x 5x3½	5.75
36x 5½x3½	7.00
21x 7x3½	5.25
24x 8x4	$6.50
24x 8x5	7.00
28x 8x4	7.50
28x 8x5	8.00
36x 8x5 Telescope	11.00
40x 8x5 "	13.00
42x 8x5 "	16.00
30x10x5 Telescope	$11.50
36x10x5 "	13.50
42x10x5 "	19.00
48x10x5 "	22.00
24x10x10 3" cover	17.00
30x10x10 "	20.00
36x12x7 "	18.50
24x12x10 "	18.00

A. A. ARNOLD PAPER BOX CO.,

1302-1308 W. Division St., CHICAGO

proving. She is a clever designer and decorator and has been greatly missed at the store.

Goldstein & Futterman, 102 West 28th street, are receiving fine stock of the Darwin tulips which sell well; also a particularly fine stock of snapdragons.

A. F. F.

OMAHA, NEB.—C. L. Baldwin has purchased The Fernery, 501 South Sixteenth street, from A. Hooge.

BEVERLY, MASS.—Christofferson Bros. have purchased the range of J. W. Philbrick.

NEWPORT, KY.—David Cable, formerly of Cincinnati, O., has opened a flower shop at 705 Monmouth street.

ASTORIA, L. I.—Morris Perlow, formerly of Cromwell, Conn., has leased 75,000 feet of glass here and will grow a general line of plants.

BOSTON, MASS.—The Gardeners' and Florists' Club has voted a prize of $25 for the show of the American Sweet Pea Society which will be held in this city this year.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857.

Wittbold FLORIST

745 Buckingham Place.

L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullanphy Florists (INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s
STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Albany, N. Y.

EYRES,

Flowers or Design Work.

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET.

Mention the American Florist when writing

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph Delivery Association.

THOS. F. GALVIN INC.

NEW YORK 561 Fifth Ave.

BOSTON 1 Park Street
799 Boylston Street

Deliveries to steamers and all Eastern Points.

Mention the American Florist when writing

Max Schling

NEW YORK.
No. 22 West 59th Street
Adjoining Plaza Hotel
Member of the Florists' Telegraph Delivery.

Original Decorations a Specialty.
Branch:
THE VANDERBILT HOTEL
Main Phone, Murray Hill, 783
Branch " " " 1808
Park Ave. and 34th St.

Kottmiller

Member F. T. D.
426 Madison Ave.
And 49th St., NEW YORK

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

REUTER'S

For Rhode Island and Connecticut

STORES

New London, Conn., Norwich, Conn. and Westerly, R. I.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Young & Nugent

Telephone 2065-2066 Madison Square.
42 West 28th Street,
NEW YORK

To out-of-town florists:
We are in the Heart of
And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Bangor, Me.

Adam Sekenger

FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.,

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

Mention the American Florist when writing

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
Cable address: Alexconnell,
Western Union Code.

Mention the American Florist when writing

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Ave., Chicago.

Largest and most centrally located store in the city. All orders given prompt attention.

Mention the American Florist when writing

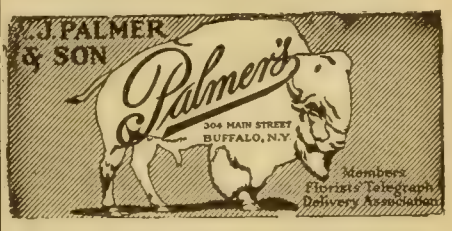
Rochester, Minn.

Wire and Mail Orders Our Specialty.

Bragg's Flower Store

Successor to Rochester Floral Co.
RETAIL STORE. GREENHOUSES.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing



Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

LARGEST FLOWER STORE IN THE CITY

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.

Established 1874.

DARDS

N. E. CORNER 44TH ST. AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson,

20-22-24 West Fifth Street.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET.

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J.. and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America

Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop, Ltd.

1800 Chestnut Street

Members of Florists' Telegraph Delivery.

Syracuse, N. Y.

MILES S. HENCLE

FLORIST

536 SOUTH SALINA STREET

General designs—All flowers in season

Name Index to Retail Florists Filling Telegraph Orders.

Alfred Lozier Rosery, Des Moines, Ia.
Alpha Floral Co., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Archias Floral Co., Sedalia, Mo.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bragg's Flower Store, Rochester, Minn.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Broadway Florist, The, Los Angeles, Calif.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago, Ill.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave. and L., Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Quebec.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
Forter, Edward A., Cincinnati, O.
Foster, Fred, St. Louis, Mo.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Galvin, Thos. F., Inc., New York.
Gasser, J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Hanft Bros., Madison Av., at 62nd St., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., New York.
Hatcher, John C., Amsterdam, N. Y.
Heini & Sons, J. G., Terre Haute, Ind.
Hencle, Miles S., Syracuse, N. Y.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison Ave. and 76th St., New York.
Higgins, N. F., Springfield, Mass.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Howard & Smith, Los Angeles, Calif.
Huscroft's Flower Shop, Steubenville, O.
Jahn, Hugo H., Brooklyn, N. Y.
Johnston & Co., T. J., Providence, R. I.
Joseph's, 233-235 Grant Ave., San Francisco.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kerr Floral Co., Robt. C., Houston, Tex.
Kirchner, Chas. F., Cleveland, O.
Kottmiller, New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 25 E. Madison St., Chicago.
Leborius, J. J., Duluth, Minn.
London Flower Shop, Ltd., Philadelphia, Pa.
Mangel, Chicago.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McConnell, Alex., New York.
Metairie Ridge Nursery Co., New Orleans, La.
Miami Floral Co., Miami, Fla.
Mullanphy Florists, St. Louis, Mo.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
Palmer, W. J. & Sons, Buffalo.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Pyfer & Olsem, Wilmette, Ill.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Reuter's, New London and Norwich, Conn.
Robbins, F. A., Augusta, Me.
Rock, Wm. L., Flower Co., Kansas City.
Saake, O. C., Los Angeles, Calif.
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Schling, Max, 22 W. 59th St., New York.
Schmidt, Chas. L., Harrisburg, Pa.
Sekenger, Adam, Bangor, Me.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Van Meter Flower Shop, Springfield, O.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Whitted Floral Co., Minneapolis, Minn.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wittbold Co., G., 745 Buckingham Pl., Chicago.
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Artistic Designs.
High Grade Cut Blooms

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Canada's best known and most reliable florist

Only the Best **Dunlop's**

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We deliver anywhere in Canada and guarantee safe arrival.

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Brooklyn Representative of National Florist Corporation.

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Orders filled for all points in Ohio. Satisfactory Service Assured.

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Send your orders for Chicago and Suburbs to

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All orders carefully filled under the supervision of
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Both Phones, 527.
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Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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150 State St., SPRINGFIELD, MASS.

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—Established 1848—
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2391 Broadway, New York
Telephone, Schuyler 6375
FINE STOCK, ARTISTIC ARRANGEMENT AND PROMPT DELIVERY.

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BRIGGS FLORAL CO.

228 W. Madison St.
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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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WILMETTE, ILLINOIS
Careful attention to all mail or telegraph orders for delivery in Wilmette—Chicago's North Shore Suburb—Evanston, Kenilworth Winnetka. Glencoe. Lake Forest.

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David Clarke's Sons

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Mail or telegraphic orders promptly and most carefully executed.

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Established over 20 Years.
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Madison Ave. and 76th St.
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Quality Flowers

TWO GREENHOUSES ON PREMISES.

Plant Specialists Phones 107, 420, 775 Lenox
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FLOWERS
Mail and Telegraph Orders carefully executed.
138-140 Fourth Street East
Mention the American Florist when writing

Miami Floral Co.,

Orders promptly filled.
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Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.
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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No Orders too large, none too small.
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WE SOLICIT TELEGRAPH ORDERS.
Regular Trade Discount.
215 W. FOURTH STREET.

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JOY FLORAL COMPANY

Members of Florists' Telegraph Delivery.

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Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants.

We solicit telegraph orders. Regular trade discount.
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All orders carefully filled and delivered to all parts of the city, Arkansas and the Southwest.

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Flowers delivered in city and state on short notice

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will take care of all telegraphic orders.

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Wholesale and Retail Florist of GRAND RAPIDS.
Members of Florists' Telegraph Delivery.

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ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan

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Orders Carefully Executed

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All Orders Promptly Executed

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Members of Florists' Telegraph Delivery and National Florists for this District. A specialty made of "Welcoming" and "Bon Voyage" packages.

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Order Your Flowers for delivery in this section from the

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Will fill orders for the West on short notice

Trade discounts. First-class. stock.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

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484 St. Catherines St., West

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Every order receives prompt and careful attention

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

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Every Order sure to receive prompt and careful attention.

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BEST FLOWERS for EVERY OCCASION.

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Largest Growers in Central Pa.

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50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

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Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

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CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.

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Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

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Wedding Decorations
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200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

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Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

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THINK OF **HEINL'S**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

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Grimm & Gorly

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We deliver in Maine and all New England points.

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THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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GEO. H. COOKE

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S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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PROVIDENCE, R. I.

and all T. J. JOHNSTON & CO.

NEW ENGLAND POINTS. 107 WASHINGTON ST., PROVIDENCE

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The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

VISITED NEW YORK: A. T. Ferrell, of A. T. Ferrell & Co., Saginaw, Mich.

CHILIAN nitrate producers are reported as attempting a price combine.

POTATO prices have eased off 50 cents per bushel, probably due in part to reduced consumption.

RUSSIAN grown sugar beet seed is coming through, taking the place of that formerly supplied by Germany.

RUSH CITY, MINN.—A seed store will be opened in the near future by R. E. Killmer of the North Star State Nurseries.

CHICAGO.—Prices for grass seed on the Board of Trade March 7 were as follows: Timothy, $4.50 to $6.00 per 100 pounds.

ONION SETS at Chicago in moderate-sized lots to dealers are selling, March 7, at $4.75 per bushel for reds and yellows and $5.50 for whites.

THIS is the time of the year when the call of the wild makes a man linger long and lovingly in front of the seed store window.—Chicago Daily News.

LOS ANGELES, CALIF.—Morris & Snow Seed Co., Inc., report this is their biggest year. They have been obliged to add to the working force in both seed and nursery departments.

GLOUCESTER man who inserted an advertisement in local paper that he would pay $5 for largest potato submitted to him received 6½ barrels from contestants for the prize.—Boston News Bureau.

CANTON, O.—John J. Garland, whose resignation as secretary of the Wisconsin agricultural experiment station was announced in our issue of February 24, has taken a position with the Holmes-Letherman Seed Co. of this city.

OTTAWA reports that Canada had virtually decided to prohibit exportation of potatoes caused considerable concern among Aroostook county shippers who have stock stored across the border. The potato market was sluggish at $6 a barrel, March 2, compared with $9 to $9.50 the week before.

American Seed Trade Association.

THE DETROIT MEETING.

The annual convention of the American Seed Trade Association will be held at the Hotel Pontchartrain, as per illustration herewith, Detroit, Mich., June 19. President Kirby B. White urges members to make reservations at once. Rooms reserved now will be held by number, thus minimizing the possibility of error and disappointment. Detroit hotels are usually filled in June, so early attention is almost certain to be necessary to get what members want.

PONTCHARTRAIN HOTEL, DETROIT, MICH.
Headquarters for the Annual Convention of the American Seed Trade Association, June 19, 1917.

Keeping Paper White Narcissus Bulbs.

As a cutflower, Paper Whites are among the best in the bulbous section. Many growers fail, however, to get much from them in the way of returns for the custom is to plant the bulbs immediately on arrival and place outside until danger from frost, when they must be brought in. It is then difficult to keep them dormant for any great length of time, and in consequence the market is frequently overstocked and poor returns are the rule.

A. T. Simmons, of Painesville, O., carries his stock as late as Easter by keeping the dry bulbs in open-topped boxes in a cool shed where there is no danger of frost. The bulbs March 1 showed green shoots half to an inch long, but there was no root action and they seemed as firm and plump as on arrival. By this method it is possible to keep tab on the market and get in after the glut is over and avoid this ruinous competition.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Dwarf Tuberoses

Dwarf Double Pearl Tuberoses—
Special prices on application.

Caladium Esculentum Bulbs.

LILIUM MULTIFLORUM

7 to 9, 9 to 10, and 10 to 11.

Attractive prices on application.

LILIUM FORMOSUM

7 to 9, 9 to 10—**(Black Stem.)**

Please tell us how many you can use and we shall make prices accordingly.

Selected strains of **Ageratum, Alyssum Aster, Begonia Erfordii, Calendula Meteor, Prince of Orange, Candytuft, Celosia, Centaurea, Cobaea Scandens, Cosmos, Lobelia, Gypsophila, Petunia** and **Verbena.** Special prices on above on application.

J. M. THORBURN & CO.
53 Barclay Street, through to 54 Park Place
NEW YORK CITY.

JAPANESE LILY BULBS

SAITAMA ENGEI & CO., Ltd.

Toyono, Nr. Kasukabe,
Saitama-ken, Japan.

Write for Lily Bulbs for this fall season delivery.

We are growers of the Lily Bulbs of fine quality on large scale.

Special price for large quantities on application.

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade
CARPINTERIA, CALIF.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.
Correspondence Solicited.
George R. Pedrick & Son,
PEDRICKTOWN, N J.

Grass Mixtures

FOR
Golf-Tennis-Polo
MEET ALL REQUIREMENTS FOR ALL SOILS
The Albert Dickinson Co.,
CHICAGO, ILL.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE,
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.
Branches: Michigan, Wisconsin and Idaho. **MILFORD, CONN.**

Palm and Asparagus Seed

NEW CROP—JUST RECEIVED

	100	1,000
Cocos Weddelliana	$1.25	$10.00
Latania Borbonica	.50	3.50
Phoenix Canariensis	1.00	7.50
Musa Ensete (Banana)	.75	5.00
Asparagus Plumosus (Greenhouse Grown)	.50	3.50

ARTHUR T. BODDINGTON CO., Inc.

128 Chambers Street, **NEW YORK.**

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write or prices.
LEONARD SEED CO.
GROWERS FOR THE TRADE
226-230 W. Kinzie St., Telephone Main 2762. **CHICAGO**

CEDAR ACRES
Gladioli Exclusively

Catalogue giving full cultural directions and attractive prices on all varieties. It is free.
B. HAMMOND TRACY, **Box A, Wenham, Mass.**

Mexican Tuberoses
Crinum Fimberatum

Make me an offer per thousand.

FOR EASTER LILIES
All first size blooming buds
Write for prices.

WOLFE THE FLORIST
WACO, TEXAS.

TOMATO SEED

Grown for the Wholesale Seed Trade.
HAVEN SEED CO.
SANTA ANA, CALIFORNIA.

We carry a reserve stock of all the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply.
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Western Seed & Irrigation Co.

Wholesale Seed Growers and Dealers
SPECIALTIES:
Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, **NEBRASKA.**

Lily Bulbs

Shipment from Storage

Giganteum,	7-9 in.	$14.50 per case of	300
"	8-10 in.	16.50 "	250
"	9-10 in.	16.50 "	200
Multiflorum,	7-9 in.	15.00 "	300
"	8-10 in.	17.50 "	250
Auratum,	7-9 in.	9.50 "	180
"	8-10 in.	10.50 "	150
"	9-11 in.	9.00 "	100
Rubrum,	7-9 in.	11.50 "	220
"	8-10 in.	12.50 "	170
"	9-11 in.	12.50 "	130

Giganteum shipped from Chicago as well as New York.

McHutchison & Co. The Import House
95 Chambers St., **NEW YORK**

Mention the American Florist when writing

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

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THE
J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.
Rocky Ford, Colorado.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Mention the American Florist when writing

EASTER LILIES

50,000 FANCY LILIES FOR EASTER.

Well grown, clean stock, best quality. No small buds counted.

Medium.....$12.50 per 100 **Long.....$15.00 per 100**

LILAC

Each.....$3.00

CYCLAMEN

Dark colors, full of flowers, exceptionally good.

Each.....25c, 35c, 50c and 75c

SPIRAEA

Short stocky plants, full of bloom.

Each.....35c to 75c

BABY ROSES

Best varieties, well grown, full of buds and flowers, each, 50c to 75c

All stock guaranteed satisfactory in every respect. Well grown in our modern range of 150,000 square feet of glass.

PYFER & OLSEM, WILMETTE, ILL.

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

American Bulb Co.

A. Miller, President.
WHOLESALE DEALERS IN
Bulbs, Seeds, Supplies, Etc.
178 N. Wabash Ave., Chicago, Ill.

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale Farm. **Bristol, Pa.**

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER.
Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.
Correspondence Solicited.

R. & M. GODINEAU
SEED GROWERS
Angers, - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.

EDGAR F. HURFF,
Correspondence Solicited. SWEDESBORO, N. J.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK and ORANGE, CONN.

TO THE TRADE.

HENRY METTE, Quedlinburg, Germany.

GROWER and EXPORTER on the VERY LARGEST SCALE of all CHOICE VEGETABLE, FLOWER AND FARM SEEDS. (Established 1787.)

SPECIALTIES: Beans, Beets, Cabbages, Carrots, Kohlrabi, Leek, Lettuce, Onions, Peas, Radishes, Spinach, Turnips, Swedes, Asters, Balsams, Begonias, Carnations, Cinerarias, Gloxinias, Larkspurs, Nasturtiums, Pansies, Phloxes, Primulas, Scabiosa Stocks, Verbenas, Zinnias, etc. Catalogue free on application.

HENRY METTE'S TRIUMPH OF THE GREAT PANSIES—(mixed), the most perfect and most beautiful in the world, $6.00 per oz., or $1.75 per ¼ oz., $1.00 per ⅛ oz., postage paid. Cash with order.

All seeds offered are grown under my personal supervision on my own vast grounds, and are warranted true to name, of strongest growth, finest stocks and best quality.

ALSO GROW LARGELY ON CONTRACT.

Mention the American Florist when writing

KELWAY'S

SEEDS--Flower, Vegetable and Farm

For present delivery or on contract. Wholesale only.
Special quotations for next season and from 1917 harvest now ready.

Langport, - England.

My New PRICE LIST of
Winter Orchid-Flowering Sweet Pea Seed
Has been mailed. If you have not received a copy, send Postal for it.
Part of new crop is ready now.
Ant. C. Zvolanek, Lompoc, Calif.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
CONTRACT GROWERS OF
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

The L. D. Waller Seed Co.

Gaudalupe, California
Wholesale Growers of
FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS
Correspondence Solicited.

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Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Dreer's New White Canna Eureka

CANNAS

Our Own Introductions

Eureka. We consider this the best white flowering Canna for all purposes to which Cannas are devoted. It is of robust constitution, growing four feet high, forming sturdy, shapely plants very quickly. Its free flowering tendency can be readily understood when we chronicle the fact that a small plant set out May 15th, three months later carried 15 immense heads of flowers. These are of a creamy-white, changing in full sun to a pure white. **$1.25** per doz.; **$8.00** per 100; **$75.00** per 1000.

Favorite. There have been many yellow Cannas spotted with carmine or crimson that were good; it is, therefore, particularly interesting to find a variety that in every way eclipses its many predecessors and for which we have singled out this sort. The color is a rich, deep golden-yellow, produced on tall stems high above the foliage. The red dots, which are not too pronounced, add to the piquancy of the flower, without detracting from the golden mass effect. 5 feet. **35 cts.** each; **$3.50** per doz.; **$25.00** per 100.

Orange Bedder. A particularly attractive bedding variety of a bright orange with just sufficient scarlet suffusion to intensify the dazzling mass of color when the wide branching stems are covered with flowers. **$1.25** per doz.; **$8.00** per 100; **$75.00** per 1000.

The Gem. An entirely distinct spotted variety. The immense trusses of flowers are borne on upright branching stems well above the foliage, and are of deep cream or straw-yellow, spotted with deep carmine. **$1.25** per doz.; **$8.00** per 100; **$75.00** per 1000.

One each of the above 4 varieties for **75 cts.**

TWO DISTINCT CANNAS—The Last Introductions Received from Germany in the Autumn of 1914

Lahneck. In this variety we have an entirely distinct departure and advance in the assortment of pink Cannas. First of all we have in Lahneck a free grower, producing an abundance of trusses on erect stalks, well above the foliage. The color is difficult to describe and convey an adequate impression of its worth. It is fundamentally rosy, but throughout the flowers there are lines and shadings of scarlet-carmine hues that add much to their brightness. Add to this a narrow pale-gold border and you may form a slight conception of the beauty of this novelty. **75 cts.** each; **$7.50** per dozen.

Scharfenstein. Another variety that is sure to take a place among the standard sorts as quickly as it becomes known. The beautifully formed, large round florets are produced in compact but graceful trusses well above the green foliage. The color is a unique light red salmon with orange and carmine suffusions that altogether forms a most attractive addition to the range of colors found in Cannas. You will like Scharfenstein. **75 cts.** each; **$7.50** per dozen.

For a complete list of Standard Varieties of Cannas see our current Wholesale List.

HENRY A. DREER, 714 and 716 Chestnut St., Philadelphia, Pa.

The above prices are intended for the Trade only

A. N. Pierson, Inc.

Wholesale Florists

CROMWELL, - CONN.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - Indiana

Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.

CYCLAMEN, our own selected strain.

APLENIUM NIDUS AVIS (Bird's Nest Fern

Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.

Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.

Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.

Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.

Forcing Stock—Azaleas, Rhododendrons, Aucubas, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses, in large assortment, choicest quality, best commercial sorts.

Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest **and most extensive collection in America.**

Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.

Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.

Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

Wholesale price list will be mailed promptly on request.

Write for information and price today.

THE D. HILL NURSERY COMPANY, INC.

EVERGREEN SPECIALISTS
LARGEST GROWERS IN AMERICA

Box 404, DUNDEE, ILL.

WHOLESALE GROWERS AND IMPORTERS

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

MONTGOMERY, ALA.—Recent frosts in this vicinity completely destroyed pea, bean, potato and similar crops.

FROM reports received from a truck crop specialist the condition of the Bermuda onion crop in Texas, February 1, 1917, was 87 per cent compared with 85 on the corresponding date last year. Following the cold wave, February 1-6, the condition dropped to 68 by February 10, and was reported to be nearly 70 per cent February 15.

Prices of Indoor Fruits and Vegetables.

Chicago, Mar. 6.—Mushrooms, home grown, 50 to 60 cents per pound; lettuce, small cases, 27½ to 30 cents; radishes, 50 to 60 cents, dozen bunches; celery, 75 cents to $1.50, open crate; tomatoes, six baskets, $3.00 to $4.75; cucumbers, per 2 dozen box, $1.50 to $2.50.

New York, Mar. 6.—Celery, per crate, $2.00 to $4.00; cucumbers, 60 cents to $1.50 per dozen; mushrooms, 75 cents to $1.75 per 4-lb. basket; tomatoes, per lb., 10 to 25 cents; radishes, per 100 bunches, $2.00 to $4.00; lettuce, per strap, $1.00 to $3.75.

Mushroom Pests and Their Control.

The subject of pests which attack cultivated mushrooms, especially in warm weather, is covered in Farmers' Bulletin 789, entitled, "Mushroom Pests and How to Control Them," issued by the United States department of agriculture. Among the injurious forms named in the order of their importance as generally injurious are mushroom maggots, the mushroom mite, springtails, sowbugs, slugs and crickets. Remedies are named in each case together with suggestions as to construction of the mushroom houses, preparation of compost, etc.

Maine Potato Notes.

Potatoes dropped to $6 a barrel at Fort Fairfield, Me., February 26, with few sales. Most dealers offered only $5 to $5.50. Most farmers have ceased hauling to market and are waiting for the former $9 level. Buyers estimate that there are now 2,275,000 to 3,000,000 barrels of potatoes in Aroostook county.

Oscar Frommell, so-called "potato king," says he has 20,000 barrels of potatoes in storage in Maine which cost him from $2 to $9 a barrel. Three years ago he lost $60,000 on potatoes, but this year he expects to make up the loss, predicting potatoes will go to $40 a barrel.

The bottom has dropped out of Aroostook potato market. Farmers are hoarding supplies for return to phenomenal figures of last week, which buyers say will never come. Prices at Caribou February 27 were as low as $5 a barrel.

Mushroom Growing

By B. M. Duggar.

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.50.

American Florist Company
440 S. Dearborn Street, Chicago

For the Best New and Standard

DAHLIAS

Address

Peacock Dahlia Farms,

P. O. Berlin, N. J. Williamstown Junc., N. J.

ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.

GERANIUMS

Delivery April 3rd and after at $10.00 per 1000 for **S. A. Nutt** and **Buchner,** and $12.50 per 1000 for **Ricard** and **Poitevine.**

Asparagus Plumosus, fine stock at $27.50 per 1000. **Asparagus Sprengeri,** $20.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

GENISTAS

5 in. pots, very bushy and well set with buds, just right for Easter, $4.00 per doz.

Chorizemas, 3 in. pots for growing on, $2.00 per doz. **Gardenia Veitchii,** 2 in. pots, ready for 3½ in., at $8.00 per 100. Home pot grown **Deutzia Gracilis,** fine for Easter, 6-6½ in. pots, $4 per doz.

A. L. MILLER, Jamaica, N. Y.

FERNS IN FLATS

In Best Varieties For Fern Dishes.
$1.50 per 100. 100,000 READY NOW.

Write for Wholesale Catalogue of **FERNS, KENTIAS, ETC. to**

H. PLATH

"THE FERNERIES"
Lawrence and Winnepeg Avenues.
SAN FRANCISCO, CALIFORNIA.

VINCAS

	Per 100	Per 1000
Rooted cuttings		$10.00
Strong field rooted tips, one to three leads, 2¼ in. pots	$3.00	25.00
Carnations, rooted cuttings. White Enchantress and Beacon	2.50	20.00
Table Ferns, fine stock, 2¼ in	3.50	30.00

JAMES VICK'S SONS, Rochester, N. Y.

CHRYSANTHEMUMS

Novelties For 1917

The Best Of 1916 Introductions.

Standard varieties, both commercial and Exhibition.

NOW READY.

Also **Pompons, Anemones and Singles.**

Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.
Adrian, Mich.

Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000
Thenanthos	$12.00	
White Enchantress,	$3.00	$25.00
White Wonder,	3.00	25.00
Matchless,	3.00	25.00
Peerless Pink,	3.00	25.00
Aviator, Best Money Maker,	$6.00	$50.00
Ward,	$3.00	$25.00
Washington,	3.00	25.00
The Herald,	3.00	25.00
Victory,	3.00	25.00
Champion	3.00	25.00

MISCELLANEOUS PLANTS

Wandering Jew, 5 varieties, **Lantana, Trailing Lantana, Sweet Alyssum, Ageratum, Feverfew, Dusty Miller, Salvia, German Ivy, Rose Geranium, Cupheas, Mesembryanthemums,** large flower, **Petunias,** double and single, **Snapdragons.** All above 2½ in. stock, $3.00 per 100; $25.00 per 1000.

FUCHSIAS

2 in.....3c each 2½ in.....4c each
3 in..... 6c each

BEGONIAS

Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

CALCEOLARIA HYBRIDUM

3 in.....10c each 4 in.....15c each

SCHIZANTHUS WISTONENSIS

3 in.....5c each

PRIMULA MALACOIDES

2½ in.....3c each 3 in.....5c each
5 in.....15c each

PRIMULA OBCONICA

4 in.....10c each 5 in.....15c each

YELLOW DAISIES

2½ in.....4c each

PYFER & OLSEM, Wilmette, Illinois.

This young stock will be ready soon

Grafted ROSES Own Root

Ophelia, Hoosier Beauty, Hadley, Pink Killarney, White Killarney, Killarney Brilliant, Richmond. Grafted on best Manetti, 2¼-in., 100, $12.50; 1000, $120.00.

Mrs. Chas. Russell, 2¼-in. grafted, 100, $16.00; 1000, $150.00.

All of the above named and many other varieties on own roots. For full list see our Spring Book for Florists. Ask for prices.

CLIMBING ROSES—Dormant

3-YEAR OLD.

Excelsa—"Red Dorothy Perkins."
Delight—Bright carmine flowers; base of petals, white.
Dorothy Perkins—Beautiful shell-pink.
Flower of Fairfield—Everblooming Crimson Rambler.
Hiawatha—Single crimson, lighter center.
Lady Gay—Beautiful cherry pink.
Price: Doz., $3.00; 100, $22.00; 1,000, $200.00.

2-YEAR OLD.

Crimson Rambler.
Dorothy Perkins.
Excelsa.
Flower of Fairfield.
White Dorothy Perkins.
Price: Doz., $2.00; 100, $15.00; 1000, $140.00.

TWO-YEAR OLD ROSES—Dormant

	Doz.	100
Anna de Diesbach	$2.00	$15.00
Baroness Rothschild	2.25	16.00
Betty	2.50	18.00
Captain Christy	2.50	18.00
Caroline Testout	2.50	18.00
Conrad F. Meyer	2.25	16.00
Frau Karl Druschki	2.50	18.00
George Arends	$2.50	$18.00
General Jacqueminot	2.00	15.00
General McArthur	2.50	18.00
Gruss an Teplitz	2.25	16.00
Jonkheer J. L. Mock	2.50	18.00
J. B. Clark	2.25	16.00
Mabel Morrison	2.00	15.00
Mme. Abel Chatenay	$2.50	$18.00
Magna Charta	2.00	15.00
Mrs. John Laing	2.00	15.00
Orleans	2.50	18.00
Paul Neyron	2.00	15.00
Persian Yellow	2.25	16.00
Prince C. De Rohan	2.00	15.00

Well-Rooted—CARNATION—Cuttings

WHITE	100	1000
Matchless	$3.00	$25.00
White Enchantress	3.00	25.00
White Wonder	3.00	25.00
FLESH PINK		
Alice	3.00	25.00
Enchantress	3.00	25.00
Enchantress Supreme	3.00	25.00
Superb	12.00	100.00
MEDIUM PINK		
Akehurst	$3.00	$25.00
Pink Sensation	3.50	30.00
DARK PINK		
Good Cheer	4.00	35.00
Mrs. C. W. Ward	3.00	25.00
Peerless Pink	3.00	25.00
VARIEGATED		
Benora	3.00	25.00
RED	100	1000
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Belle Washburn	6.00	50.00
Champion	3.00	25.00
Nebraska	6.00	50.00
Thenanthos	12.00	100.00
MAROON		
Pocahontas	3.00	25.00

CHRYSANTHEMUMS—New and Standard Varieties. "Pompon Specials" Ask for.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Mention the American Florist when writing

Rooted Carnation Cuttings Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches, are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it, it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. **$6.00 per 100; $50.00 per 1000.**

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
DARK PINK		
Peerless Pink	2.50	20.00
C. W. Ward	2.50	20.00
FLESH PINK.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00
RED		
Aviator	$6.00	$50.00
Champion	3.00	25.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

SAN JOSE, CALIF.—The seventh annual convention of the California Association of Nurserymen will be held in this city, October 11-13.

BALTIMORE, MD.—The Franklin Davis Nursery Co. will remove its city office in the near future to more modern quarters at Eutaw and Baltimore streets.

FIVE degrees above zero, March 5, just to catch a few more careless shippers of perishable plants in open freight cars, and finish a long list of such misfortunes in 1917.

NEW BRUNSWICK, N. J.—At the annual meeting of the New Jersey Association of Nurserymen, held in this city February 14, the following officers were elected for the ensuing year: Carl H. Flemer, Springfield, president; J. D. Eisele, Riverton, vice-president; A. F. Meisky, of the Elizabeth Nursery Co., secretary-treasurer.

New Trees and Plants for America.

In an interesting article in the 1916 year book of the United States department of agriculture, P. H. Dorsett describes recent tree importations from China, which are being propagated and tested in the government gardens in Florida, California, Washington and Maryland, and are given trials as well by interested experimenters throughout the country.

The jujube, will, it is thought, prove commercially profitable in California and the semiarid south and southwest. It is a very good fresh fruit, and when prepared with cane sugar, has as delicate a flavor as many dates.

The Chinese pistache is recommended as a shade tree, as it lives to a great age. It is thought the variety from central Asia, which bears the nuts used in the coloring and flowering of ice cream and candy, can be grown as well in the San Joaquin and Sacramento valleys in California. Chinese chestnuts, because of their power to resist the chestnut bark disease, so prevalent here, may prove exceptionally valuable. The persimmons of China, can, without doubt, be grown commercially in California and southern sections of the country. In China and Japan, dried persimmons are a staple and valuable food. An early sweet cherry from Tanghsi, China, is likely to prove profitable to growers for the eastern markets.

New vegetables are also being tested in the plant introduction gardens. The chayote, from tropical America, is a vine-producing, pear-shaped fruit in abundance in the fall. Its flavor resembles squash or vegetable marrow. It may be stored and used throughout the winter. The udo is a recommended salad plant that will grow anywhere in the United States. Treatment is similar to asparagus, both in growth and cooking.

Buffalo.

OVERSUPPLY MOVED AT SALES.

Trade is no more active than last week, but there is a good supply of flowers, with calendulas, sweet peas and snapdragons of fine quality. Roses are plentiful and carnations are becoming a drug. Bulbous stock as is usual at this time is plentiful with varying prices. Violets are moved at Saturday sales at 50 cents per bunch. Daffodils and tulips are sold at 75 cents on that day, the market being relieved and the oversupply handled without indiscriminate slaughter of prices.

NOTES.

One of S. A. Anderson's employes, upon entering the store Sunday, detected smoke, which, upon investigation, he discovered came from the upper floors, the fire evidently being due to crossed wires in a photograph gallery. The prompt response of the fire department prevented a total loss of the building, although the photograph gallery suffered a loss of $5,000; covered by insurance. S. A. Anderson's damage was through water and business was not interrupted. W. J. Palmer & Son offered the use of their store which was gratefully appreciated.

The Lenox Flower Shop has moved to its new store on Delaware avenue, which thoroughfare is now known as this city's "Fifth avenue."

W. J. Palmer & Son are decorating and will be located in their new store on Delaware avenue before Easter.

Visitors: Paul Berkowitz and M. Greenlaw, Philadelphia, Pa.; Frank Mahoney, Rochester. BISON.

FIRST AID TO BUYERS

SPRING LIST **ROSES** 2¼ and 4-inch

400 Best Sorts - Old, New, Tried, True

THE LEEDLE FLORAL COMPANY SPRINGFIELD-OHIO.

PEONIES AND GENERAL NURSERY STOCK.

Send for Catalogue

PETERSON NURSERY

30 No. LaSalle St., CHICAGO, ILL.

BOXWOODS---MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

F. O FRANZEN 5319 N. Clark St. CHICAGO

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America

Box 404. DUNDEE, ILL.

Orchids

If you want **Orchids** for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but **Orchids.** Special lists on application.

LAGER & HURRELL. Summit, N. J

Mention the American Florist when writing

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendro s, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc. EUREKA, CALIFORNIA.

Roses

On Canina Stocks

Write for Prices

Ask for the new Polyantha MARY BRUNI

Royal Nurseries

GRATAMA BROS. & CO.

HOOGEVEEN (HOLLAND).

Roses From 2½ inch Pots, Ready Now.

The assortment below consists of stock of last summer's propagation. These plants have all been rested and are practically dormant now. Our 2½ inch Rose plants are stronger and more stocky than the ordinary 2¼ inch pot roses generally offered. They are in fine condition for shifting into 3½ inch and 4 inch pots, and are splendid stock for growing on for Spring and Decoration Day sales.

DWARF POLYANTHA AND BABY RAMBLER VARIETIES

	Per 100	1000
Baby Tausendschon, pink	$4.00	$35.00
Baby Rambler, crimson	4.00	35.00
Clothilde Soupert, flesh pink	3.50	30.00
Erna Teschendorf, red	4.00	
Jessie, red	3.50	
Mrs. W. H. Cutbush, pink	$3 00	
Mme. Jules Gouchault, pink	4.00	
Ellen Poulsen, deep pink	5 00	$40.00
Yvonne Rabier, white	4.00	35.00

We have a good assortment of Climbers, Hybrid Teas and Hybrid Perp tuals. Ask for complete list.

JACKSON & PERKINS CO., Newark, New York

Our 2 to 3 Feet Privet.

California Privet

Over two million California Privet of finest quality; in all sizes, from one to four feet. Send for our new spring Trade List giving revised and reduced prices. Especially attractive prices in carload lots. The illustration shows the make up of our best grade of 2 to 3 feet size. We have the largest and best stock of California Privet of any nursery upon this planet.

Polish or Iron Clad Privet

We offer a nice lot of this, in sizes from 6 inches up to 3 feet.

J. T. LOVETT, Inc.
LITTLE SILVER, N. J.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

Miscellaneous Plants

Coleus, Beckwith's Gem, Golden Crown, Cecil Brown (Trailing Queen), Her Majesty, and other standard varieties, rooted cuttings, 80c per 100; $7.00 per 1000; 2¼-in $2.50 per 100, $20.00 per 1000.

Daisy, Nicholson White, finest long stem; White Marguerite, $4 00 per 100, 2½-in.

Ageratum, White Cap, Blue Star, Topis Blue, $2.50 per 100.

Begonia, Glorie de Chatelaine, 2½-in., $5.00 per 100; 3-in. $10.00 per 100.

Achyranthes Herbsti, Dwarf bright red, fine for border and edging. 2¼-in., $4.00 per 100.

Buddleia, Asiatica, winter-flowering white, 2½-in., $6.00 per 100.

Calla Elliotiana, dormant bulbs, 2-in., $10.00 per 100.
" Spotted, dormant bulbs, 2-in., $4.00 per 100.

Heliotrope, best market varieties of purple, 2¼-in., $3.00 per 100.

Kentia Belmoreana, 5-in. pots, 18 to 20 in. high, at $1.00.
" " " 6-in. pots, 22 to 24 in. high, at $1.50.

THE STORRS & HARRISON CO.,
Painesville, Lake Co., Ohio.

Mention the American Florist when writing

If You Are Interested in Mid-Winter
Blooming Plants
—or anything in—
Soft Wooded Plants
—Write—
Geo. A. Kuhl, Wholesale Grower. PEKIN, ILL.

CHAS. H. TOTTY
MADISON, NEW JERSEY
Wholesale Florist
Chrysanthemum Novelties my Specialty
Mention the American Florist when writing

Dracæna Indivisa
2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1000
Vinca Variegata, 2-in., $2.00 per 100	$20.00
S. A. Nutt, 2-in.	16.00
Rex Begonias, 3-in.	per dozen 1.00

Satisfaction guaranteed.
ELMER RAWLINGS,
Wholesale Grower
ALLEGANY, NEW YORK
Mention the American Florist when writing

BELLE WASHBURN

The New Red Carnation With An Unbeatable Record Behind It.

Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country.

This is purely a commercial carnation—very bright clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress of which it is a seedling.

Prices of rooted cuttings ready for delivery now and later, 25 or less at the rate of $8.00 per 100. 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100 and orders of 250 or more at the rate of $45.00 per 1000. All cuttings guaranteed strictly first class.

BASSETT & WASHBURN, Store and Office: 178 N. Wabash Ave. Greenhouses: Hinsdale, Ill. **Chicago**

CHAMP WEILAND

—THE ROSE—
"of the Cherry glow and Bronze foliage."

Put life into your Rose Houses by planting this variety—four bottom breaks per plant at one time no unusual sight. We say again, you need the big money maker of 1916. The rose for us to grow, the rose for you. Own root plants from 2 and 2½-in. pots, $12 per 100; $100 per 1000. Weiland & Risch, 154 N. Wabash Avenue, Chicago.

ROOTED Carnation Cuttings

600,000 Ready For Immediate Shipment

Finest rooted cuttings obtainable at remarkably low prices until we are sold out. Peter Reinberg's stock is known for it's supreme quality everywhere and is the best kind for you to buy. Look over our list of offerings — all money makers, and order what you need immediately. Do it right now. **HURRY.**

	Per 100	Per 1000
White Enchantress	$2.00	$16.00
White Perfection	2.00	16.00
Enchantress	2.00	16.00
Rose Pink Enchantress	2.00	16.00
Ward	2.00	16.00
Beacon	2.00	18.00
Herald	2.00	16.00
Joy	2.00	16.00
Belle Washburn	4.00	30.00
Champion	2.00	18.00

SPECIFY PLANTS WHEN ORDERING.

Peter Reinberg

30 East Randolph Street, Chicago, Ill.

Mention the American Florist when writing

Azalea Mollis

Handsome plants, 15-18 in. tall, 35-40 buds, $5.40 per dozen; $40.00 per 100.

Try these for your Easter and Spring trade. They are very practical and profitable.

Jackson & Perkins Co.

Newark, New York

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing

100,000 GERANIUMS

Ready now, 2 and 2¼ in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberle, Buchner, etc., $2.50 per 100; $22.50 per 1,000.

2¼ in. Fuchsias, 15 varieties; Double Petunias, 12 varieties; Marguerites, 3 varieties; Lantanas, 8 varieties; $2.75 per 100; $25.00 per 1,000.

Alonzo J. Bryan, Wholesale Floris
Washington, New Jersey.

Mention the American Florist when writing

Ready Reference Section.

10 CENTS PER LINE, NET.

AGERATUMS.

Argeratum. White Cap, Blue Star, Topis Blue, $2.50 per 100. The Storrs & Harrison Co., Painesville, O.

AMARYLLIS.

TAIT'S SEEDLINGS. 2½ to 2¾ in. diameter, $20 per 100; 25 at same rate. 1¼ to 1¾ in. diameter, for growing on, $10 per 100; 50 at same rate. This is a cross bred strain from English, Holland and American stock. Send orders quick. Cash, please.
C. S. TAIT,
Brunswick, Ga.

ASPARAGUS.

Asparagus plumosus, 2½-in., $3.50 per 100; 3-in., $8 per 100; 6-in., made up, $35 per 100. Sprengeri, 3-in., $7 per 100; 4-in., $10 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong. $6.00 per 1,000. VAUGHAN'S GREENHOUSES, Western Springs, Ill.

Asparagus plumosus, fine stock, $27.50 per 1,000; Sprengeri, $20 per 1,000. Albert M. Herr, Lancaster, Pa.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

Azalea Mollis. Handsome plants, 15-18 in. tall, 35-40 buds, $5.40 per doz., $40 per 100. Jackson & Perkins Co., Newark, New York.

BAY TREES.

BAY TREES—Write for wholesale price list. JULIUS ROEHRS CO., Rutherford, N. J.

BEGONIAS.

Begonias, tuberous rooted, fine stock, just received. Single, separate colors, $2.75 per 100; $25 per 1,000; single mixed, $2.50 per 100, $22.50 per 1,000. Double, separate colors, $4.25 per 100, $37.50 per 1,000; double mixed, $4 per 100, $33 per 1,000; 250 at 1,000 rates. S. S. Skidelsky & Company, 1004 Lincoln Bldg., Philadelphia, Pa.

We are now booking orders for BEGONIA CINCINNATI for spring delivery. Clean stock with good heavy crowns, shipped in 2½-in. paper pots. Packing free.
Cincinnati .....$15.00 per 100
You will appreciate our good packing. See our ad for carnations elsewhere in this issue.
STUPPY FLORAL CO., ST. JOSEPH, MO.

Begonias, Glory of Cincinnati, Melior and Mrs. J. A. Peterson. Price list on application. J. A. Peterson & Sons, Westwood, Cincinnati, O.

REX BEGONIAS, mixed varieties, 3-in., $10 per 100; 4-in., 15c to 25c each; 6-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BLEEDING HEART.

Bleeding Heart roots, $15 per 100. ERNEST ROBER, Wilmette, Ill.

BOUVARDIAS.

BOUVARDIAS. Large stock plants, pink and white, $2.00 per doz.; $12.50 per 100. Cash with order. ROSE HILL NURSERIES, New Rochelle, N. Y.

BOXWOOD.

BOXWOODS.

PYRAMIDS. Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b., Dundee, Ill. Write for prices on larger sizes.

BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.

THE D. HILL NURSERY CO., INC.,
Box 404. Dundee, Ill.

For varieties and prices see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BOX TREES—Standards, Pyramids and Bush. Price list on demand. JULIUS ROEHRS CO., Rutherford, N. J.

BULBS.

Bulbs. Gladiolus, Tuberoses, Lilium Formosum, L. Giganteum, Hardy Lilies, Begonias, Spiraea, Caladium Esculentum, and Valley. For varieties, sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Lily bulbs, Giganteum, Multiflorum, Auratum and Rubrum. For sizes and prices see advertisement elsewhere in this issue. Shipment from storage. McHutchison & Co., 95 Chambers St., New York.

Dwarf double pearl tuberoses, Cladium Esculentum. Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Bulbs. Caladiums and tuberoses. For sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIAS.

CALCEOLARIA HYBRIDS.

2¼-inch	$ 6.00 per 100
3-inch	10.00 per 100

CINERARIA, COLUMBIAN MIXTURE.

2½-inch	$ 3.00 per 100
3-inch	6.00 per 100
4-inch	10.00 per 100

ERNEST ROBER, WILMETTE, ILL.

CANNAS.

Cannas, our own introductions. For varieties and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714 and 716 Chestnut St., Philadelphia, Pa.

Cannas. King Humbert, 3 cents, Firebird, 12c, Yellow King Humbert, 35c. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

CARNATIONS.

Strong rooted cuttings from flowering wood only. Guaranteed clean and healthy.

	100	1,000
Nebraska, best of all scarlets	$5.00	$45.00
Belle Washburn	5.00	45.00
Good cheer, fine new rose pink	6.00	50.00
Enchantress	2.00	17.50
Matchless	2.00	17.50
Mrs. Akehurst, good early rose pink	2.00	17.50

See our ad for Verbenas elsewhere in these columns.
STUPPY FLORAL CO.,
St. Joseph, Mo.

CARNATIONS.

THENANTHOS

has an ancestry to be proud of.

Its parentage is
ENCHANTRESS x RED SEEDLING

The Red Seedling was a cross of
NELSON x LAWSON

Brilliant Scarlet—Large flower.
Very strong growth—prolific bloomer.
Fine strong cold grown cuttings.
Ready for immediate shipment.

$12.00 PER 100.
$100.00 PER 1,000.
250 at 1,000 rate.

A. L. RANDALL CO.,
(Plant Department).
Wabash Ave., at Lake St., Chicago, Ill.

CARNATIONS.

Standard and New Varieties.

	Per 100	Per 1000
White.		
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Enchantress Supreme	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
Peerless Pink	$2.50	$20.00
C. W. Ward	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Champion	3.00	25.00
Variegated.		
Benora	$3.00	$25.00

J. D. THOMPSON CARNATION CO.,
Joliet. Illinois

FOR IMMEDIATE SHIPMENT.

We can save you money on strong rooted carnation cuttings.

	100	1,000
White Enchantress	$2.00	$17.50
White Perfection	2.00	15.00
Victory, red	2.00	15.00
Joy, red	2.00	14.00
C. W. Ward, dark pink	2.00	15.00
Afterglow, dark pink	2.00	14.00
Washington, rose pink	2.00	14.00
Dorothy Gordon, rose pink	2.00	14.00
Winsor, rose pink	2.00	13.00
Enchantress, light pink	2.00	13.00
Belle Washburn	4.00	30.00
White Wonder	2.00	17.50
Aviator	5.00	45.00

Look over your wants and send in your orders now while low prices are prevailing.
J. A. BUDLONG,
184 North Wabash Ave., Chicago.

ROOTED CARNATION CUTTINGS. A1 STOCK.

	100	1,000
White Enchantress	$2.00	$15.00
Pink Enchantress	2.00	15.00
Aviator (best Red)	6.00	50.00
Superb (flesh Pink)	12.00	100.00

ZECH & MANN,
30 East Randolph Street, Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CARNATIONS.

Belle Washburn, the new red carnation with an unbeatable record behind it. Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country. This is purely a commercial carnation—very bright, clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress, of which it is a seedling. Prices of rooted cuttings ready for immediate delivery, 25 or less at the rate of $8.00 per 100; 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100, and orders of 250 or more at the rate of $45.00 per 1,000. All cuttings guaranteed strictly first class. Bassett & Washburn, 178 N. Wabash Ave., Chicago.

ROOTED CARNATION CUTTINGS.

Large supply of extra fine stock ready now. Our carnation cuttings are recognized everywhere as the best obtainable and are big value at the prices quoted.

	100	1,000
Champion	$2.00	$18.00
Victory	2.00	18.00
Bonfire	2.50	20.00
Carnegie	2.00	18.00
Enchantress	2.50	20.00
White Enchantress	2.50	20.00
Alice	3.00	25.00
Rosette	2.50	20.00
Nebraska	5.00	45.00
Mrs. C. W. Ward	2.00	18.00

WEITOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

CARNATIONS, STRONG, WELL ROOTED CUTTINGS.

RED—Beacon, Victory, Joy, Champion.
$20.00 per 1,000.
Aviator, Belle Washburn, Red Wing.
$50.00 per 1,000.
PINK—Winsor, Peerless, Enchantress, Philadelphia, C. W. Ward.
$20.00 per 1,000.
Sensation, Alice.
$30.00 per 1,000.
Superb.
$100.00 per 1,000.
WHITE—Matchless, Enchantress, White Wonder, White Perfection.
$20.00 per 1,000.
30 days on approved credit.
2% discount for cash with order.
KENNICOTT BROS. CO.
165 N. Wabash Ave., Chicago, Ill.

Carnation cuttings. We are offering the following varieties of the best quality: Matchless, Mrs. C. W. Ward, Alice $3 per 100, $25 per 1,000; Belle Washburn, $6 per 100, $50 per 1,000; Cottage Maid, $12 per 100, $100 per 1,000; Crystal White, (1918 delivery), $12 per 100, $100 per 1,000. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Rooted carnation cuttings. A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

We can handle cut carnations to good advantage on consignment and will be pleased to hear from any grower who would like to ship to us. Can also use all other seasonable stock regularly. Checks weekly.
O. A. & L. A. TONNER.
30 E. Randolph St. Chicago.

Carnation Cuttings. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Carnations, rooted cuttings, 600,000 ready for immediate shipment. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation Superb. Fine new flesh pink. Rooted cuttings. Delivery now. $12.00 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnations, rooted cuttings, White Enchantress and Beacon, $2.50 per 100; $20 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CHESTNUT, AM. SWEET.

Immense stock, absolutely no blight. Straight, well rooted; cultivated in nursery rows.

	1,000	10,000
5 to 10-in. Am. Sweet Chestnut	$ 8.00	$ 75.00
12 to 18-in. Am. Sweet Chestnut	15.00	135.00
18 to 24-in. Am. Sweet Chestnut	25.00	225.00
2 to 3-ft. Am. Sweet Chestnut	40.00	350.00
3 to 4-ft. Am. Sweet Chestnut	50.00	450.00

Send for special trade price list of Tree Seedlings, Evergreens and Shrubbery.
J. JENKINS & SON,
Winona, Col. Co., Ohio.

CHRYSANTHEMUMS

Immediate delivery.
CHRYSANTHEMUMS—ROOTED CUTTINGS.
Varieties listed in order in which they bloom.

	100	1,000
White.		
Smith's Advance	$2.00	$15.00
Crystal Gem	2.50	20.00
Early Frost	2.50	20.00
Oconto	2.50	20.00
V. Poehlmann	2.00	15.00
Alice Byron	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00
Yellow.		
Golden Glow	2.00	15.00
Golden Queen	2.50	20.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Odessa	2.50	20.00
Yellow Bonnaffon	2.00	15.00
Nagoya	2.00	15.00
Dolly Dimple	2.50	20.00
Pink.		
Amorita	2.00	15.00
Chieftain	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00
Red and Bronze.		
Shrimpton	2.50	20.00
H. E. Converse	3.50	30.00

Twenty-five at the 100 rate.
250 or more at the 1,000 rate.
J. D. THOMPSON CARNATION CO.
Joliet, Illinois

Chrysanthemum Hamburg Late White. A pure white under all weather conditions. Is a sport of Maud Dean, white, but has no trace of pink, as the original. Plants will be ready April 1st, 1917. Rooted cuttings, $12 per 100, $100 per 1,000; 2-in. pots, $15 per 100, $125 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CINERARIA.

CINERARIAS, COLUMBIAN MIXTURE.

2¼-inch	$ 3.00 per 100
3-inch	6.00 per 100
4-inch	10.00 per 100

CALCEOLARIA HYBRIDS.

2¼-inch	$ 6.00 per 100
3-inch	10.00 per 100

ERNEST ROBER, WILMETTE, ILL.

CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus, in beauty, as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it. $1.50 per doz., $10.00 per 100 from 2½ in., with plenty of fine cuttings on them.
C. Winterich, Cyclamen Specialist, Defiance, O.

Coleus. For varieties and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Coleus, 3-in. stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

Cyclamen giganteum, Improved Wandsbek type, strong seedlings, in 8 varieties, equally divided, $4.00 per 100; $30.00 per 1,000; transplanted, $5.00 per 100; $40.00 per 1,000.
Rococo Erecta (new), finest ever introduced (not to compare with the old Rococo), to be well recommended for commercial growing. Strong seedlings, $5.00 per 100; $40.00 per 1,000; transplanted, $6.00 per 100; $50.00 per 1,000.
2½ and 3-in. stock ready May 15. Orders booked in advance. We grow over 350,000 and can show many testimonials as to the quality of our strain and stock.
Ernest Rober, Wilmette, Ill.

CYCLAMEN, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c, 6-in., 50c to 75c, 7-in., $1.00 to $1.50 each; full of buds and blooms. HENRY SMITH, Grand Rapids, Mich.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DRACAENAS.

DRACAENAS.

	Each	Doz.	100
5 inch Amabilis	$0.90	$10.00	$80.00
5 inch Imperialis	1.00	12.00	
6 inch Fragrans	1.00	10.00	
5 inch Baptistii	1.00	10.00	
5 inch Terminalis	.60	7.00	
4 inch "	.40	4.20	
3 inch "	.25		22.00
5 inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

POEHLMANN BROS CO.,
Morton Grove, Illinois.

DRACAENA INDIVISA, 6-in. pots, $25 per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

FERNS.

Hardy ferns, wholesale price.

	100	10	each
Adiantum pedatum, Maidenhair	$6.00	$0.70	$0.10
Aspidium cristatum, Evergreen	6.00	.70	.10
Aspidium goldiana	7.00	.80	.10
Aspidium spinulosum, Wood Fern	6.00	.70	.10
Asplenium felix foemina, hardy	6.00	.70	.10
Aspl. Thily. Silver Spleenworth	7.00	.80	.10
Dryopteris thelypteris, Shield	5.00	.60	.10
Onoclea sensibilis	4.00	.50	.10
Onoclea strutiopteris, Ostrich	7.00	.80	.10
Osmunda cinamomea	8.00	.90	.10
Osmunda claytoniana	8.00	.90	.10

Full 100 ferns, your selection, at 100 rate.
LUDWIG MOSBAK, OSKOV, MINN.

BOSTON AND ROOSEVELT FERNS.
4-in., 12c; 6-in., 40c.
These ferns are all pot-grown, and in A-1 condition, and guaranteed to be as good as any on the market. Cash with order.
FELIX KRAMER,
Blaine St.,
NILES, OHIO

Ferns in flats, in best varieties, for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

Fine Nephrolepis ferns. For varieties and prices see advertisement elsewhere in this issue. F. R. Pierson Co., Tarrytown, N. Y.

TABLE FERNS, best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

Table ferns, fine stock, 2¼ in., $3.50 per 100; $30 per 1,000. Jas. Vick's Sons, Rochester, N. Y.

FUCHSIAS.

FUCHSIAS. Mixed varieties, 6-in. pots 25c; 7-in. 50c each. HENRY SMITH, Grand Rapids, Mich.

FUNKIA.

FUNKIA, undulata variegated, strong clumps, 8 to 15 eyes, $15 per 100. Ernest Rober, Wilmette, Ill.

GENISTAS.

GENISTAS, 4-in., 35c, 6-in., 50c, 7-in., 75c each. Nice stocky plants, ready for bloom. HENRY SMITH, Grand Rapids, Mich.

Genistas, 5-in., very husky and well set with buds; just right for Easter; $4 per doz. A. L. Miller, Jamaica, N. Y.

GERANIUMS.

Geraniums, fine lot of 3-in. plants, fall propagated, topped and branching. For varieties and prices see advertisement on front cover of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

100,000 geraniums, ready now, 2 and 2¼-in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberle, Buchner, etc., $2.50 per 100, $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums, S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Delivery April 3rd and later. Albert M. Herr, Lancaster, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GREENS.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

Southern Wild Smilax, $2.00 per case. WINTERGREEN GARDENS, Marion, Ala.

HYACINTHS.

Hyacinths, daffodils and tulips, 3½-in. pots, $6.50 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

HYDRANGEAS.

HYDRANGEAS OTAKSA, 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

From Storage.

Lily of the valley. Orders taken now for 1917 crop of German, Swedish and Dutch pips. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHID PLANTS FOR SALE.

We offer to sell out the following lot of Orchid plants in prime condition:

150 C. Labiata.
80 C. Trianae.
70 C. Schroederi.
25 C. Percivaliana.

Bargain price of $1.50 per plant or the lot of 325 plants for $460.

J. F. AMMANN CO.,
Edwardsville, Illinois.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

KENTIA FOISTERIANA SINGLE PLANTS.
2¼ inch pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves			Each
6 inch pots	5-6	26-28 inches	high	$ 1.25
6 inch pots	6-7	30-32 inches	high	1.50
6 inch pots	6-7	34-36 inches	high	2.00
8 inch tubs	6-7	40-42 inches	high	3.50
8 inch tubs	6-7	42-46 inches	high	4.00
8 inch tubs	6-7	50 inches	high	5.00
9 inch tubs	6-7	52-54 inches	high, hv.	7.00
10 inch tubs	6-7	54-60 inches	high, hv.	8.00
10 inch tubs	6-7	60-64 inches	high, hv.	12.00
15 inch tubs	6-7	8 feet	high	40.00
15 inch tubs	6-7	9-10 feet	high	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves			doz.	100	1,000
2¼ inch pots				$1.50	$12	$100
3 inch pots	5	10-12 ins.	high	2.50	18	150
						Each
4 inch pots	5-6	16	ins. high	5.00	40.00	.45
6 inch pots	5-6	22	inches high			$1.25
6 inch pots	5-6	26-28	inches high			1.50
8 inch tubs	5-6	42	inches high			5.00

Specimen plants, 15 inch tubs, $75.00 each.

KENTIA FOSTERIANA MADE UP PLANTS.

	Plants			Each
6 inch pots	3	26 inches	high	$ 2.00
7 inch tubs	3	30-32 inches	high	2.50
8 inch tubs	3	38 inches	high	4.00
8 inch tubs	4	46-48 inches	high	5.00
9 inch tubs	4	52 inches	high	6.00
10 inch tubs	4	54 inches	high	8.00
12 inch tubs	4	55-60 inches	high	12.00
12 inch tubs	4	66 inches	high	15.00
15 inch tubs	4	72-78 inches	high, hv.	25.00
15 inch tubs	4	75-80 inches	high, hv.	30.00

ARECA LUTECENS.

	Plants			Each
6 inch pots	4 bushy	24-26 inches	high	$1.25
7 inch tubs	4	30 inches	high	2.50

POEHLMANN BROS CO.,
Morton Grove, Illinois.

PALMS.

Kentias. Our stock is larger than usual; all bright, clean stock. Kentia Belmoreana, Kentia Forsteriana. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus veitchii, 4-in., 35c; 5-in., 60c and 75c; 6-in., $1; 7-in., $1.50; 8-in., $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15, 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

My Easter Greeting Pelargoniums all at reduced price of 2½-in. from 9c to 7c and rooted cuttings from 8c to 6c. FELIX KRAMER, Blaine St., Niles, Ohio.

PEPPERS.

Peppers. Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.
Peppers. Celestial, 4-in., $12.00 per 100; $100 per 1,000.
Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.
PYFER & OLSEM, Wilmette, Ill.

PRIMULAS.

OBCONICA PRIMULAS, 4-in., well grown stock just coming into bud and bloom, excellent pot plants for Easter and Mothers' day sale; fine assortment of color and shading, per 100, $10.00. Packed secure from frost, no charge for packing.

Also fine 2½-in S. A. Nutt geraniums, now ready to shift. Per 100, $2.50.

Cash, Please.
JOSEPH H. CUNNINGHAM,
Delaware, Ohio

PRIMULA MALACOIDES.

Extra fine stock.	100	1,000
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM, Wilmette, Ill.

PRIMULAS, Obconica and Malacoides, 2¼-in., $3, 3-in., $5, 4-in., $12.50, 6-in., $25 per 100. Chinensis, 4-in., $12.50, 6-in., $25 per 100; 4 and 6-in. in bloom. HENRY SMITH, Grand Rapids, Mich.

PRIMULA MALACOIDS, 4-in., pink, in bloom, $15, and extra select $20 per 100. Chinensis, 3-in., $6 per 100; in bloom, $8 per 100. Ernest Rober, Wilmette, Ill.

PRIVET.

California Privet. Finest quality in all sizes, from one to four feet. Polish or Iron Clad Privet in sizes from six inches to three feet. Write for spring trade list. J. T. Lovett, Inc., Little Silver, N. J.

Amoor River Privet, 2 to 3 ft., $2.00 per 100; $15.00 per 1,000. REYNOLDS NURSERY COMPANY, Winston-Salem, N. C.

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ROSES—OWN ROOT.

	Per 100	Per 1,000
American Beauty	$8.00	$75.00
Hoosier Beauty	7.00	60.00
Sunburst	8.00	70.00
Ophelia	7.00	60.00
Brilliant	7.00	60.00
Shawyer	7.00	60.00
Ward	7.00	60.00
Kaiserin	7.00	60.00
White Killarney	7.00	60.00
Pink Killarney	7.00	60.00
Richmond	6.00	50.00

Can deliver Kaiserin now, balance April.
STUPPY FLORAL CO., St. Joseph, Mo.

Roses. From 2½-in. pots, ready for shifting into 3½-in. and 4-in. pots and are splendid stock for growing on for spring sales. For varieties and prices see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

ROSES.

ROSE PLANTS—2½-in. STOCK.

	100	1,000
Pink Killarney	$4.00	$35.00
White Killarney	4.00	35.00
Ophelia	6.00	50.00
Sunburst	5.00	45.00
Richmond	3.00	25.00
Old Bench Plants.		
Sunburst	$6.00	$50.00
Richmond	6.00	50.00

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L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

Roses. Extra strong, field-grown climbing roses to bloom for Easter; also hybrid perpetual roses. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

ROSES, American Beauty and other varieties, 6-in. pots for Easter forcing, 35c to 50c each. Kaiserin and Maryland, 2-in., $4, 3-in., $8 per 100. HENRY SMITH, Grand Rapids, Mich.

Roses, on Canina stocks. Write for prices and ask for the new Polyantha Mary Bruni. Royal Nurseries, Gratama Bros. & Co., Hoogeveen, Holland.

BABY ROSES. Well-rooted; started in pots; in bud, $4 per dozen. Ernest Rober, Wilmette, Ill.

Roses. Pot-grown, 2¼ and 4-in. Write for list. The Leedle Floral Co., Springfield, O.

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Snapdragons—White, yellow and pink, from seed, pinched, well branched, 2-in., extra good stock, $2.00 per 100. Cash.
BROWN'S GREENHOUSES, CLYDE, OHIO

SNAPDRAGONS. White, pink and yellow, 2-in. pots, $3 per 100. HENRY SMITH, Grand Rapids, Mich.

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ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

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Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

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Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Winter Orchid Flowering Sweet Pea. Price list now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

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Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

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Shamrocks, 2-in out of pots, $3 per 100; 1-in. miniatures in pots, $2.50 per 100. Cash. M. S. Etter, Shiremanstown, Pa.

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Spirea Gladstone, Queen Alexandra, strong clumps, $12 per 100. ERNEST ROBER, Wilmette, Ill.

Spiraea, short, stocky plants, full of blooms, 35c to 75c each. Pyfer & Olsem, Wilmette, Ill.

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Vincas, rooted cuttings, $10 per 100; strong field-rooted tips, one to three leads, 2¼-in., $3 per 100, $25 per 1,000. James Vick's Sons, Rochester, N. Y.

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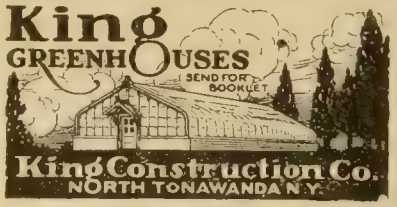

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Before buying write for prices.
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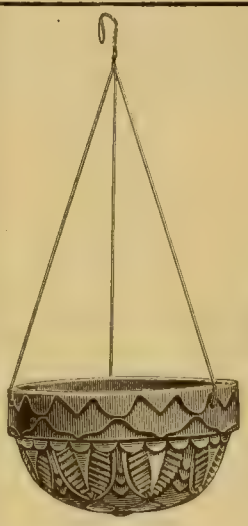
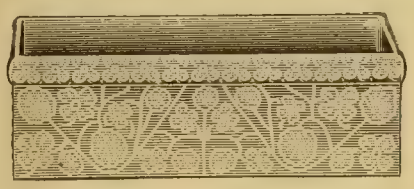


Red or Green.



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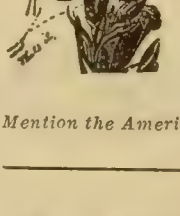

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Vol. XLVIII. CHICAGO AND NEW YORK, MARCH 17, 1917. No. 1502

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR. Houston, Texas. President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., 1918. W. J. VESEY, JR., Ft. Wayne, Ind., President; CHAS. S. STROUT, Biddeford, Me., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

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AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

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AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y. Secretary.

LOW PRICES CRUSHING GROWERS.

Will You Help Raise Them?

In our issue of February 17, page 232, under the caption, "Will You Do It This Spring?" we called attention to the necessity of raising prices of bedding stock this spring, due to the heavy increase in labor and fuel costs, both of which are about 50 per cent above normal and will reach even higher figures from present indications. Added to these, the increased cost of foodstuffs, clothing and like items, it must be apparent to the wise grower that a substantial advance over former prices must be made—and maintained—before the bedding plant industry, already the poorest paid branch of the trade, will show a profit instead of loss. This increase is justifiable. More than that, it is immediately necessary. You cannot sell "gold dollars for 90 cents" and stay in business.

At a meeting of about 100 prominent plant growers of Philadelphia and vicinity, held February 21, mention of which was made in our issue of March 3, page 352, growing conditions extending over many years up to the present time were reviewed by Robert Craig, Jr., and following the discussion which was entered into by such well-known plantsmen as A. R. Burton, Harry Betts, Wm. Didden, Ashman brothers and A. M. Campbell among others, it was the consensus of opinion that prices on all lines of bedding stock must be increased, the greatly advanced cost of labor, fuel, pots, etc., making it impossible to sell now at the old prices and make a profit.

Since the appearance of our article of February 17, we have received a number of communications from interested growers in various parts of the United States, some of which are reproduced herewith, and believing that a general interchange of ideas on this important subject will prove of benefit, we shall be glad to hear from others interested.

It is no longer a question of "Can we get higher prices for this class of stock?" It is now a recognized fact that we must get higher prices or—get out of business. Bedding stock has for some years been sold so close to the actual cost of production that it is no longer a safe proposition financially. This applies to both the wholesale and the retail end of the business. In some sections the retail price has been gradually raised to a point, where in normal years, it pays a reasonable profit. In these few sections it might be the part of wisdom to take the smaller profit which this season will bring, and hope for better things another year.

Ninety per cent of the bedding plants sold, are sold too cheap under normal conditions, and under the extraordinary influences now existing the price will have to be materially advanced this spring. This increase in prices is like a surgical operation; not a pleasant thing to look forward to, but an absolute necessity to save our lives. Do not let the fact that there may be one or two retail growers in your section who will refuse to raise their prices deter you from getting what is justly due you for your stock. These price cutters will gradually decrease and go out of business, possibly be hunting a job from the man who has vision enough to establish his prices on a paying basis.

Do not let the idea enter your head that working yourself and your family half to death will enable you to overcome the present high costs and enable you to sell at the old prices. We are all at times compelled to work over-time and hard, but no business will stand the perpetual grind that would be required of us to keep up our end at the old figures.

I am optimistic and do not believe present conditions are going to last indefinitely, but of one thing we are sure, and that is that coal contracts for next winter are being signed up at exactly double this winter's prices—and they were not low this winter. There is no prospect of much change in the labor situation, and prices for materials of all sorts are not coming down to their former level for some

time, if they ever reach that level again. In view of all these indisputable facts, the wholesaler will be compelled to charge more for his stock next season than he did this one. Why should not the retailer add his quota to his selling price and be able to meet all these extra costs and at the same time have a living profit from his sales?

A living profit is sort of a flexible term, but it must be understood and made by all of us if we expect to continue in business and give our customers the satisfaction that will increase the volume of our business. Without this living profit we can not make any progress, and without progression we can not exist. Why should we be timid in asking a living profit on our goods when every other business is demanding it of us?

Analyze the increased cost of your plants so that when your customer comes, you can explain the added cost of fuel, the high price for labor, the doubling and trebling of the price on your pots and all other sundries. Properly enlightened, 95 per cent of your customers will see the justness of your increase in price—and buy. The other five per cent will hunt up your price-cutting competitor (may his tribe decrease) and you will be better off without their trade.

For the good of the trade, ginger up, go to it, and don't be afraid to ask what your stock is worth.

Lancaster, Pa. ALBERT M. HERR.

Referring to your recent editorial note on better prices for bedding plants, you are surely on the right side of the question. The need of better prices on most items is obvious—but how to get them—there's the rub.

To the florist who takes the question seriously to himself, about the first soliloquy will be: "What is a fellow to do? There is So and So, my competitor, stocked up more than ever," etc. Now while this is a question each florist must decide for himself, it will be advisable to consider his competitor, and, quite likely, if he will confer with him in a heart-to-heart talk, he may find that he too will be willing to "try and make room" for a little more money, and thus they may be able to work the matter out together.

About the only way to get more for goods is to ask more—stay within reason—have the quality good, and be ready to defend the price with a good explanation. In other words, if the florist will hold up his head, ask for a fair price, and explain why, when need be, he will have an even chance for a rise in the opinion of his community—and also of receiving more adequate returns for his labor. This will be a great improvement—later he may figure on another rise and try for some real profit. W. H. CULP.

Wichita, Kan.

Replying to your recent article in regard to the price of bedding plants, I am firmly of the opinion that the average price for this class of stock has been much too low for a number of years, and because of the increasing cost of goods in all other lines, this situation is now much worse than it has been. We have solved the question by practically going out of the bedding plant business. We found that a great many small growers, who do their own work and who, perhaps, get some help from their families, were not asking the price that we found it necessary to ask in order to show profit. I think this is largely due to the fact that such growers do not make proper allowance for the labor they put on their stock themselves or the help they get from their families. To us it seemed easier to devote our glass to some other line of stock than it was to convert the growers who were selling at too low a price.

Denver, Colo. J. A. VALENTINE.

I have read your recent editorial regarding the raising of prices on bedding plants and believe that every grower in the country realizes that there is less money in the growing of bedding plants than any other line of our trade. I am heartily in accord with the movement for a raise in the price of bedding plants. And if there is any other line of our profession that is not making sufficient money, I think it only justice for those concerns, that

Cypripedium Insigne.
Three-Year Old Plant Grown by John Walsh, Gardener to Mrs. W. W. Ogilve, Montreal, Que.

they should realize a fair margin on their stock. I am a strong believer in the slogan, "Live and let live," and I believe that the florists throughout the country should lend their encouragement to this movement, as it is very essential at this time, due to the hard winter that the growers had to go through. R. C. KERR,
President Society of American Florists.

Regarding the price of bedding stock for the present year, we heartily agree with you that all such plants should be raised in price. Failing in this, it is absolutely certain that florists will grow this stock at a considerable loss. As has been intimated in your columns a number of times, the greatest weakness in the trade is the lack of realization of cost of production and a corresponding harmony in the price of the finished product. It is no wonder that so many of the growers throughout the United States are not making a better financial showing. Too many of the trade, and we speak for ourselves among the rest, have been slow to figure and realize costs as a proper basis for fixing prices. We are glad that THE AMERICAN FLORIST is taking this matter up and hope that all wide-awake florists throughout the country will study out their individual problems and profit by the correct solution of the same. THE E. G. HILL CO.

Richmond, Ind.

Referring to your editorial, issue of February 17, we beg to advise that all prices on bedding stock have been advanced at least 25 per cent.

AUGUST POEHLMANN, President.
Chicago. Poehlmann Bros. Co.

THE RETAIL TRADE

Conducted by Robt. Kift, Philadelphia, Pa.

Gloeckner's Tenth Anniversary.

Commemorative of the opening of his flower shop 10 years ago, now one of the most attractive establishments of its kind in Albany, N. Y., and in appreciation of the generous patronage extended to him, Gloeckner, The Florist, 97 State street, that city, is distributing a handsome brochure of eight pages devoted to flower lore, entitled "The Blue Flower". In an accompanying announcement card, Mr. Gloeckner states: "My desire in life is to be a good neighbor, to add my share to the happiness of the world and to serve faithfully those who love the beauty of flowers". From the success which has attended his business from its inception, his aim appears to have been achieved.

Decorative Helps.

There are many men of many minds—no two do things exactly alike. This holds true in all lines of business, particularly that of decorating with plants and flowers; new problems are constantly coming up, this or that effect is desired, something novel not tried out before. There is said to be "nothing new under the sun;" perhaps not, but there is such a thing as creating something new out of something old. An old dress is made to look like new; a few repairs and a coat of paint makes a wonderful difference in the appearance of the dwelling, the greenhouses, the store, the fixtures and all the appliances therein. The wagon or car, so dingy before, comes from the shop looking like new. All these are decorative helps.

To make the most of available material and arrange an effective decoration with the minimum amount of plants and flowers, one should have the proper accessories. A bushy, spreading palm, such as a latania, is at times much more effective if turned partially on its side and made to show all its foliage to the front. There are adjustable iron stands very suitable for this work, but they are heavy and bulky to carry. A very handy device is a U-shaped spring, riveted to a flat round iron base. This stands twelve inches high, over all, the inside upper ends of the flanges of this spring have two swinging clasps or crescents which face each other; an eight to a twelve-inch pot or tub can be placed in this stand, which when stood on any pedestal, high or low, that will hold the weight can be swung to any angle or faced in any direction without danger of tipping, as the center of gravity always remains the same.

The George Wittbold Co., of Chicago, who enjoy a very large decorative business, having long made a specialty of this line, have several devices, original with them, that have been found very useful. A tapering tube of light galvanized iron eight to ten inches wide at the bottom with a width of six to eight inches at the top, which is closed, ranging from two to three feet in height, is used as a plant pedestal. This is painted a dark olive or plant green. It is water tight, and when turned up can be used as a vase for long-stemmed cut flowers. A dozen of these can be

stacked together, taking but little room in a car; they are also very durable, double wire rings, best described as skeleton dumb-bells, one end of which slips on and down the stand about six inches, while the other affords support for a short bushy plant. Two or three can be used at the same time, holding plants either side and in the center, an advantage at once apparent to every decorator.

A folding slat or lath screen is another very convenient and helpful appliance of considerable decorative value; this when opened out is six feet in height by 32 inches in width. There are four strips six feet in length six inches apart, with eight cross bars eight inches between and four inches from top and bottom, there is one clinched nail at each intersection. By pulling down on one side and pushing up on the other, this will close up like a folding gate, making a very compact trundle for transportation. It is made of 1½x⅛ inch strips of smooth wood, without knots, and painted white or green as desired. For standing against bare wall spaces, between windows, arranged in series to screen orchestras or doorways, these lattice frames will when decorated with southern smilax, be found very effective. Cut flowers in concealed vases, attached to the frames, show to very good advantage.

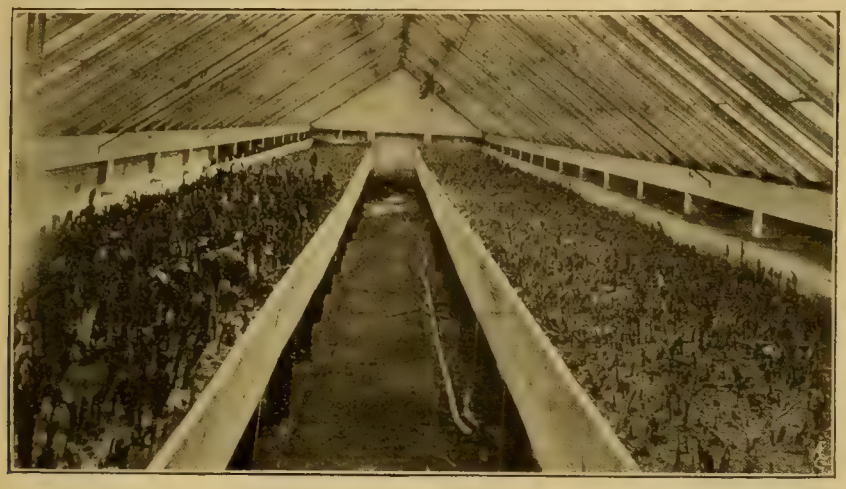
Light galvanized iron buckets that will fit pot covers are very useful about holiday and other busy seasons. With a palm in the center of a large basket cover that leaves five to six inches above the top of the pot or tub, which space when filled with hydrangeas, Easter lilies, spireas, or other blooming plants, ferns, vinca vines, etc., there is made a finished group that can be prepared a day or two in advance, which stands ready for instant delivery. The plants, except the palm, should be out of pots, wrapped in cheese cloth, which holds the soil together, particularly when wet. Spireas can be divided by cutting in half or in three from the bottom of the ball up; they will not wilt from this separation if kept well watered. Such an arrangement will when well watered stand in a warm church for two days without flagging.

Hydrangeas, genistas, azaleas and rambler roses, should all be fitted into these bucketed baskets when to be used for church decorations. A handy pot supporter that is very useful when giving the finishing touches to a decoration, is a skeleton wire frame which can be hooked onto a pot or tub; this will hold a fern or other plant that is needed to hide a pot or fill a gap or give a desired touch of color. A green tin water tube large enough to hold lily stalks or long stemmed roses can be attached to pots or plants in the same way. A dozen or two stalks of Easter or Japanese lilies or hydrangea blooms, in these tubes, will lighten up a bank of green, giving the color tone that appears necessary to make the decoration a success.

Blooming Plants.

Always keep a few blooming plants about the shop. A table with a half dozen specimens in jardinieres or pot covers, or perhaps the pots covered with sheet moss or crepe paper, are sure to prove attractive. A chiffon or ribbon bow gives finish and a touch of color that is worth while.

K.



STORRS & HARRISON CO., PAINESVILLE, O.
Propagating Cannas.

WITH THE GROWERS

The Storrs & Harrison Co., Painesville, O.

One of the most complete and largest nursery and plant growing establishments in the United States is that of the Storrs & Harrison Co. at Painesville, O. The location is ideal. There is under cultivation over 1,200 acres of land with great variety of soils, light and heavy, clay and sandy, having a frontage of over a mile on Lake Erie, where they find a sand of fine quality for their propagating benches. Forty-five good sized greenhouses are filled with bedding and herbaceous plants, large and small roses for planting out, ferns, palms, etc., in fact, everything worth while except tropical or stove plants is grown here in large quantities.

Immense storage cellars, covering some two acres of ground, are filled with great quantities of nursery stock. Hundreds of thousands of shade and fruit trees, shrubbery, hedge ,plants grape vines, in fact, every item of their great nursery stock is stored systematically in or on the ground or closely together on racks, so that the filling of orders can go on the year round. It takes a large force fully two months to lift and properly store this great stock as seen in the various cellars. Each plant or tree is labeled and tied in convenient bundles for expeditious handling. While called cellars, they are all built above ground, from 16 to 20 feet in height, with walls 10 to 12 inches in thickness, with hollow air spaces. Double windows make light wells at the top, which are at times opened for ventilation. When these buildings get cold they remain in this condition all winter and they endeavor to keep a temperature of about 36°; at times it falls lower, but has never become so cold as to injure the plants.

The rose cellar contains over 200,000 field grown stock. These are laid in racks or skeleton shelves, piled as high as 10 feet, the roots covered with cedar "shingle tow," long slender wood shavings, something like excelsior, which is found to be the best packing material, as it holds moisture a long time. It is

STORRS & HARRISON CO., PAINESVILLE, O.
An Avenue in the Tree Storage Cellar.

used to protect the roots of trees as well. Over 600,000 Manetti stocks took up quite a space in this storage cellar.

Imported standard roses and other choice stock were seen in great beds, heeled in, the roots covered with soil, all conveniently placed for selection. The atmosphere in these storage cellars must be evenly maintained, too much moisture bringing on mildew. When necessary, a crack of air at the top, and opening of small ventilators near the ground, give a change of air in a short time.

Propagation methods in nursery stock are interesting. Blackberries are grown from root cuttings. A large number of boxes are filled with these cut roots, packed in moss; they are about two inches in length; enough to plant 10 acres were made ready. Grape vines are grown by the hundred thousand. Cuttings are made in January and February from hard wood, much of which they buy from vineyards. This is cut into six to eight inch lengths, tied in bundles and stood on the storage cellar floor on moss. As soon as the ground is open in the spring, these cuttings are buried a foot deep in soil, where they calous, and in early May are planted in nursery rows where they soon take root, making good plants by fall.

In the greenhouses, much of the young nursery stock is rooted; in a house of herbaceous phlox, the center bench held plants for cuttings, while the side stages were beds of roots that had been trimmed from the larger stock plants. These rootlets were sprouting freely and soon make stocky little plants. A house of arbor vitæ cuttings and another of grafted stock on the native American, were taking nicely. Great quantities of bedding plants, coleus, geraniums, cannas, etc., are grown by the houseful. Several were filled with canna roots that had been divided and were shooting up vigorously. King Humbert was said to be scarce. A house of fuchsias was looking well. A very good demand was noted for the old favorite. Boston and Scotti ferns were quantity plants. They are never able to supply the demand. Several houses were filled with this stock. Asparagus Sprengeri and plumosus were large items, always in demand. Sprengeri, planted in the field in summer, makes a fine root growth.

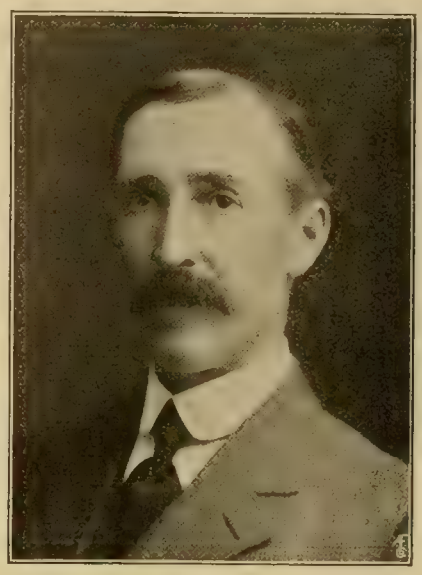
Quite a lot of roses in from four to six-inch pots are grown for their retail catalogue trade, which is a large part of their business. A number of very strong plants of the new California rose, Los Angeles, just received from there, was in the assortment. Much of the imported English stock had arrived in bad condition this fall. Manetti made it all right, though a number of large cases in the storage cellars, which had arrived frozen in a solid mass, were being slowly thawed out.

Palms are a feature, several large houses being filled with Kentia Forsteriana and Belmoreana from seedlings up to made-up plants in 10-inch tubs. One of the palm houses, still apparently in good condition, was erected over 45 years ago and the hot water apparatus and cast-iron pipe are still giving as good service as any on the place.

The nursery stock is one of the largest in the United States. Pears, of which they have an immense quantity in all the popular varieties, grow especially well with them, the soil and climate seeming to be exactly right. Peaches cover tens of acres, over one million trees being budded each season. So one might run on about the quantities of this great nursery.

In the busy spring and fall seasons as many as 140 cars have been loaded with stock in a week; sidings from two railway systems are laid into their packing sheds; over 400,000 feet of lumber is required each season for packing boxes.

They are famous for their field grown roses. Last season over 57 acres were devoted to field roses, over 600,000 of which they bud on Manetti.



Robert George.
Gen. Mgr., Storrs & Harrison Co., Painesville, O.

Japanese Multiflora stocks are used for the hybrid teas. Six acres were planted with French and other hydrangeas for pot culture. Thirty thousand H. arborescens were not enough, and one could scarcely see across the white ocean of the paniculata field when in flower. Planting machines, plows, diggers, and all up-to-date machinery for expediting the work have been added as they proved efficient.

This business, which has grown to such large proportions, was founded in 1854. Two small greenhouses and a few acres formed the neucleus of the now great establishment. Officers are W. C. Harrison, president; Robert George, vice-president and general manager; J. H. Dayton, secretary and treasurer; C. H. Shumaker, assistant treasurer. Edward B. George is superintendent of the greenhouses and assistant general manager. Robert George, the general manager, has been associated with the company for 48 years and is still actively engaged; his great energy and knowledge of the business have had much to do with its success. He is ably supported by his son "Ed," as everybody knows him, who has energy plus and is very well versed in all the details of the business.

At Cleveland, O.

A. Graham & Son have quite an extensive range of glass at 12319 Euclid avenue, where carnations fill a large space. Easter and Christmas plants are largely grown for the store and the large cemetery trade at Lakewood. Dorothy Perkins roses trained to a wreath form are especially popular for lot decoration. Large quantities of bulbous stock are forced here. Lilacs are also a specialty. Mr. and Mrs. Adam Graham and their two daughters are wintering in the Isle of Pines.

Frank Friedley, of the Friedley Co., who now conducts the Eadie Greenhouses of over 100,000 feet of glass on Shaw avenue, is well pleased with the season and the outlook. Easter lilies are a specialty. Mr. Friedley has great success with giganteum lilies and here is the formula: Get them into cold storage as soon as possible, keep them there until December 20, then pot and keep in temperature of 60 degrees, not under, but on top of table in full light. His stock of 15,000, which looks very well, was planted from December 20-24. It showed above the soil January 8, covered the pots January 23; by parting foliage buds in sight, large enough to be counted on February 10 (as they come from this point in six weeks, and it is seven to Easter) he feels he is on the safe side with this important crop. Planting on arrival and potting outside to get root action is, he believes, a mistake—the great point is to get the bulb thoroughly ripened before starting, and there is then no trouble with roots or disease. The present stock plants knocked out showed the pot to be full of healthy white roots. When the buds were well formed he gave a little top dressing of tankage. A large quantity of bulbs is forced here. Lily of the valley is also a feature. Splendid field grown French hydrangeas appeared in fine shape for Easter.

At Baltimore, Md.

There are a number of greenhouse men in and about this city who are alive to their opportunities, keeping in touch at all times with the market and producing a percentage of high-grade stock that insures close to top-notch prices. Erdman & Ulrich, out on Belair road, have several large sections of well arranged houses. Their specialties are chrysanthemums, Easter plants, bulbous stock and bedding plants, cannas being a quantity item. Dahlias are also a feature, being extensively grown. Although their business is largely wholesale they always arrange displays of dahlias in the fall and with Easter plants for Palm Sunday. Their very commodious packing shed is decorated with palms, ferns, etc., in addition to the flowers and blooming plants. Over 5,000 persons visit their place on each of these occasions. General publicity, and the pleasure it gives the visitors, they feel amply repays them for their trouble. A rose range is forced to get the Christmas crop and then dried off and rested for six weeks to come in again at Easter. The varieties are the Killarneys. Results are satisfactory under this resting system.

W. C. Erdman, also on Belair road, grows quantities of callas. These are not rested, but planted out of doors, lifted in the fall and planted into six-inch pots the last of August. When he used to dry them off, he lost a good many from rot. Luminosa begonias are a quantity stock. Several houses of carnations looked well; young plants in four-inch pots, planted outside below the level of the soil, had grown well and lifted without check in the fall. He has found an electric motor much cheaper than gasoline for pumping water.

Michael Hilpert, another of the Belair road colony, has almost 60,000

feet of glass, which is managed in as economic a manner as possible to save labor. The authorities at Washington, who are trying to get a standard cost for heating greenhouses, found from data furnished by him, that his average cost for the season of seven months was 11½ cents per thousand feet of glass covered area in each 24 hours, at a night temperature of 60°, while many growers could not do better than 13 cents per thousand. He uses a return tubular boiler, steam and gravity system. All his flow or heating pipes

STORRS & HARRISON CO., PAINESVILLE. O.
Fifty-Acre Field of Roses.

are overhead, only the returns being brought down. One of his economies is a one-inch hose with which he can water twice as fast as the ¾ size. In France, of which country Mr. Hilpert is a native, the gardeners use a two-inch hose with a rose, because it is so much quicker and he has found the one inch a great time saver. He has advanced ideas about watering. No plant suffers from too much water, that is fresh water, but if stagnant, yes. It is a great mistake to withhold water from plants that are not doing well; what they want is more water and plenty of it, to wash out the stale water and other impurities in the soil. Carnations, sweet peas, callas, everything, would do better with much more water than they usually get. He has cured rot in callas by washing it out with the hose. Calla bulbs never rot near a dripping spigot. Table ferns are a feature, being economically grown in quantity. A partition between two houses is of glass. Along the sill at the back of the side table are standing at intervals, varieties of ferns in from four to six-inch pots full of seed bearing fronds, when the house is watered, these get a dash with the hose and the seed is carried down to the ground under the bench, where an abundant stock of young plants are always to be found. Nothing could be more simple or a better intensive use made of greenhouse space. Under a side bench was a bed of Asparagus plumosus, from which quite a crop is cut during the season. All his geranium cuttings are obtained from stock plants in pots along the walk under a bench. The plants had been there for three years. Shelf space over benches he found of great advantage, particularly for young Boston ferns, giving additional room and a quick, stocky growth. Mr. Hilpert never works his men overtime, not even at holidays; his practice is to plan ahead, and by having everything ready, it is possible by working under pressure to get everything out in the regular hours.

Carnations, calandulas, snapdragon and asparagus are specials with Matthew Richmond, who has several detached ranges in this community of growers. Pot cinerarias are also a feature of which he has several houses filled with splendid plants. Several narrow sash houses 12x175 feet are planted with asparagus plumosus, which has been growing here for a number of years; it is tied to short strings and grown to be at its best in January and February, when in the scarcity of that time it readily brings 50 cents a bunch, all strings being cut up and sold as sprays; 900 bunches is about the product of one house. The calendulas, grown cool in ground beds, are wonderfully fine.

James Glass, a neighbor, makes a specialty of Easter stock, having several houses of lilies, hydrangeas, spireas and roses. A large house of snapdragons is a feature. Rust is avoided by keeping all water from the foliage, spraying with nicotine being relied upon to keep down the insects.

F. C. Bauer, in the Govans district, has a compact range of houses, connected by a commodious shed that are conducted very efficiently, one crop following another immediately room is available. Roses for cuttings are grown on benches in summer; cuttings rooted inside when the wood is ripe in the fall. Stock plants are potted and wintered outside and come on for spring sales. Christmas stock follows the roses and is later used for callas from pit frames outside. A portion of the calla stock is grown in a novel way. Four bulbs in the early fall are planted together in eight-inch pots; these are then stood in 12-inch tubs kept filled with water, where they thrive and produce wonderfully, each pot carrying five to six buds in sight all the season. A large house of Radiance roses are grown on rather high benches, underneath which were large plants of aspidistras, giving him a velvet crop that cost nothing for space and were always more or less in demand at good money. Mr. Bauer has a novel idea of conserving the path or walk space in greenhouses. For purposes of watering or gathering crops this is in use but a short time each day, and he thinks that a bench might be arranged to slide under the stationary tables to open the path and back again to the light, thus adding at least 20 per cent to the efficiency of a house. He had made a Crimson Rambler rose over the porch to bloom all summer by budding its long shoots with eyes from the short growing, ever-blooming baby type. The first spring buds he pinched off so as not to conflict with the rambler; these soon came on again and gave a fine crop of flowers all summer. This is quite a stunt and might be worked commercially in many places.

Isaac H. Moss has a very well appointed place on Bellona avenue and a large nursery at Govans. There was a house of specimen palms, an extensive range of roses, several houses of varied stock, of which callas were a feature; a bed of potted plants, some 200 feet in length, being filled with flowers.

STORRS & HARRISON CO., PAINESVILLE, O.
A Corner in the Rose Storage Cellar.

PLANT NOTES.

Seeds for March Sowing.

The middle of March is the proper time for the sowing of the main crop of summer annuals. The seedsmen have seen that the growers have the catalogues, and the lists of the wants for the year should be made out at once, if not already done, and the seeds procured and sown. How often have we seen good growers spending valuable time during the busy days of May and June hunting for some small stock that could have been easily grown, but was neglected at the proper time. It is a good time now to look back at the sales of the last year or two and note what lines of stock were in short supply or were carelessly omitted. Such matters as this are the little things that count in a successful business, for the time taken in hunting up and procuring the cheaper kinds of stock during the busy season more than eats up all the profit received in handling it. The seeds that should be sown now are almost endless in variety, and they include asters, Phlox Drummondii, zinnias, marigolds, balsams, antirrhinums, begonias, calendulas, celosias, cobæas, cosmos, gauras, mignonette, nicotianas, nasturtiums, petunias, salpiglossis, ricinus, salvias, scabiosa, stocks, thunbergias and others that may be demanded. With the exception of Cobæa scandens, mignonette and ricinus, which should be sown in pots, these can all be sown in flats, and as soon as large enough, transplanted to pots or spaced in flats, and good stock be had for summer bedding.

Iceland Poppies.

A beautiful cut flower for summer use not often grown is the Iceland poppy. While it is a perennial, yet it can be treated as an annual if the seed is sown early and the plants transplanted. Seeds sown in March will bloom the coming summer, and the varieties of color range through the yellow and orange to white. The petals have a peculiar satiny texture and are beautifully crumpled, and if the flowers are picked in the early morning they will stand in water for a long time and are very decorative. There are few annuals that will attract more attention than a vase of these lovely poppies arranged with appropriate green, and besides they have a delicious fragrance. They are easily grown, and if the flowers are kept picked will continue to bloom all summer. Another poppy that can be grown for cut flowers is the Shirley poppy, but the flowers do not last as well as the Iceland poppies.

Camellias.

While it is a question if the camellia will ever become as popular as it was years ago, yet there seems to be a growing demand for the blooms of the "Japonica" as it was so familiarly known to the grandparents of the present generation, and the flowers are well adapted to certain classes of work or occasions. A few dwarf plants are now also seen in flower in some of the stores. They are easily grown, the prime requisite being a cool house, one with a night temperature of 45 degrees to 50 degrees, and the constant care throughout the year that all hardwooded plants require. The large specimens which are grown for cut blooms may be planted in the ground of the house, first spading in a quantity of leaf-mold and rotted cow manure. The smaller plants are generally grown in pots, firmly planted in the same kind of soil, with plenty of drainage. They do not need repotting often and when done the shift should be to only one size larger, and this should be done just after the plant is through flowering, for it then starts to make its growth for another season. When the growth starts the plants should be given plenty of water and frequently syringed; in fact, careful watering is the one thing necessary in their culture. They should never become dry, and during the hot days

Cyclamen in 10-Inch Fern Pan.

Grown by Paul W. A. Grallert, Oakland, Calif.

of summer frequent syringings are required, which also greatly assists in keeping down mealy bug and scale, the only two insects to which the plant is subject. The cause of the buds dropping, which will sometimes occur, can invariably be traced to the plant becoming dry some time during its growth. During the summer, heavy shade over the plants will be required and an abundance of air should be provided at this time.

Lilacs for Easter.

A large variety of blooming plants can be grown for Easter, and dwarf, shapely lilacs are appreciated by all flower lovers, and the cut sprays have now become a standard winter flower. For the pot plants the imported budded stock is preferable, but for cut blooms any lilac may be lifted and they force quickly and easily in a warm house. The varieties most grown for pot plants are Marie Lagraye, white, and Charles X, purple. Four weeks in a temperature of 65 degrees will bring them into flower. The plants when placed in the greenhouse should be syringed several times a day in order to assist the buds to swell and kept in a dark place. As soon as the buds begin to open the plants can be placed in full sunlight. The common lilac can be forced in the same manner. A bush, which is well set with flower buds, and these are easily distinguished from the leaf buds, can be lifted and planted in a bench and will furnish fine sprays of flowers. If the plant is kept shaded from the sun by spreading a heavy cloth over it the flowers of the purple varieties will be white when forced. The plants will require plenty of water, for they make but little root growth and bloom upon the vitality which has been stored.

Rambler Roses.

The plants of rambler roses that are intended for Easter blooming should now be showing color and if they are not, they will require quite a little forcing to have them in the best of condition for that date. If the plants are at all potbound, watering with liquid manure will be of great assistance to them and stimulate the flowers and make them much larger and an addition of soot to this will intensify the color. The plants will often, when setting the buds, make long growths from the base of the plants; these should be cut out, for they are taking much strength that should go into the flowers. These canes can be made into cuttings and propagated and will make small plants for next year's growing or can be planted outside and grown on for stock for the future.

There is always a good demand for well-grown pot ramblers for Memorial day and early June, and plants started now will be in the best of condition at that time. They can be started in a cool house and frequently syringed until the eyes break, when they can be moved into warmed quarters and full sunlight. For June decoration there is nothing better in blooming plants than Crimson Rambler and the other rambler roses and hydrangeas; they make a beautiful combination and are also very decorative for porches.

The Rapid Wrapper Co.

The Rapid Wrapper Co., manufacturer of the Rapid Rapper and other time-saving wrapping devices, with headquarters at 56 East Randolph street, Chicago, on the same floor with Percy Jones, Inc., wholesale florists, is having such a tremendous call for its specialty that it is impossible to fill all the orders immediately, but the outlook is that all Easter orders will be filled complete within 10 to 15 days. With a special sample outfit, including a handsome ornamental adjustable pedestal and 100 assorted sizes of wrappers, made from No. 1, 30-lb. Kraft paper, costing only $6 complete, a boy or girl can wrap a plant of any description in about six seconds. The Rapid Wrapper Co. has had several growers trying out the Rapid Rapper for several months, and only after a thorough test decided that it was an article of merit and one that every florist could use to good advantage. In order to wrap a plant all that is necessary to do is to place the plant on the pedestal, draw the wrapper up and tie the strings that are attached to it, together, and the plant is ready for delivery. The wrappers are made in all sizes and cost less than the old newspapers that are ordinarily used for this purpose, and besides, there is no danger of bruising the plant like there is in the old way. One of the largest plant growers in the west has ordered six outfits, and if they stand the test, which they are bound to do, he will use this style of wrapping exclusively in the future. The feature, outside of being the greatest time and

money saving wrapping device for the florist that appealed to this plant grower, was the fact that after the plant was wrapped the soil was all in the pot and not in the paper, always objectionable in the past. Further particulars regarding the Rapid Rapper may be had on application, and illustrations showing a plant before and after it is wrapped appear in the advertisement elsewhere in this issue.

Chicago Novelty Show.

The exhibition of novelties and other flowers in connection with the regular March meeting of the Chicago Florists' Club brought out a good attendance, which was augmented on this occasion by Prof. H. B. Dorner and a large delegation of his floricultural students from the state university at Champaign. President W. H. Amling presided for the first time since his election, his health being much improved and, after thanking the members for the honor conferred upon him, in a brief but well considered address, called upon them to unite in making this the banner year of the club in attendance and accomplishment. John Sinner, M. C. Wright, Arthur M. Luedtke, Geo. F. Kastelnik and Chas. Niemann were elected to membership and T. E. Waters was reinstated. The proposals for membership included H. G. MacLellan, Hammond, Ind.; E. A. Bebb, Morgan Park, and Eugene G. Bowen, 3167 Broadway. Announcement was made of the coming exhibitions at New York, March 15-22; St. Louis, March 15-17; Philadelphia, March 20-23, and Boston, March 21-25. Chairman Lautenschlager of the St. Valentine's day posterette committee reported progress and was allowed $100 for his services on this committee. The report shows sales of posterettes and posters to the amount of $1,761.60, expenses (not including the chairman's remuneration), $572.76, outstanding, $117.85.

A letter was read from Mrs. Lyman A. Walton, president of the Chicago Chapter of the Wild Flower Preservation Society of America, asking for the co-operation of the club in the work of this organization. Prof. H. B. Dorner, of the state university floricultural department, who spoke on this subject, said the florists were not much to blame for the destruction of our native flowers as they greatly preferred to sell the more expensive cultivated kinds, but urged the members to assist the preservers of native flowers in every way possible and the club voted to co-operate.

President Amling appointed the following committees to report on the exhibits: Roses, Ernst Amling, Joseph Kohout and W. J. Keimel; carnations, Prof. H. B. Dorner, W. F. Duntemann and Fred Schramm; bulbous and other stock, Ed Goldenstein, A. H. Schneider and A. Erickson.

The chicken dinner was voted a great success, the ladies in attendance including Mrs. C. L. Washburn, Mrs. A. Lange, Mrs. Allie Zech, Mrs. Herbert Stone and Miss O'Connell. The speakers included Fred Lautenschlager, P. J. Foley and Prof. Dorner.

THE EXHIBITS.

A. F. Amling Co., Maywood—Vase of Ophelia roses.

W. H. Amling, Maywood—Vase of new Carnation Imperator.

Bassett & Washburn—Vase of Carnation Belle Washburn and vase White Killarney roses.

Chicago Flower Growers' Association—Pussy willows.

Floricultural Students, University of Illinois—Schizanthus (cut).

Alois Frey, Crown Point, Ind.—Rainbow freesias, New Freesia Amethyst.

Holton & Hunkel Co., Milwaukee, Wis.—New pink rose, cross between Taft and Richmond.

August Jurgens—Extra fine display of tulips and narcissus. Attracted much attention.

Frank Oechslin — Rhododendrons, azaleas, lilac, acacia, tulips, etc.

P. J. Olinger, New Castle, Ind.—New Carnation Radium.

Bulbous Stock.

August Jurgens—Narcissus Glory of Leiden, large; Narcissus King Alfred, large; Narcissus Poeticus King George, 1st; Narcissus Minimus, 1st.

Peter Pearson—Colored tulips and narcissi; Narcissus Poetazes Vanity; fine collection of tulips; hyacinths and snowdrops in pots.

Frank Oeschslin—Collection of flowering plants, including tulips, hyacinths, grape hyacinths, crocusses, snowdrops, rhododendrons, genistas, lilies, marguerites, azaleas, heather, Cineraria stellata, lilac and funkia variegated.

Vaughan's Seed Store—Cannas Firebird, Yellow King Humbert and Gold Bird.

Zech & Mann—Two vases mignonette.

ALBERT ERICKSON,
A. H. SCHNEIDER,
E. H. GOLDENSTEIN,
Committee.

CYCLAMEN GROWN BY PAUL W. A. GRALLERT, OAKLAND, CALIF.

Plants in Front in 10-Inch Fern Pans.

Peter Pearson—Cut bulbous stock, bulbous and other spring flowering plants.

S. S. Pennock-Meehan Co., Philadelphia, Pa.—New Rose Golden Gem, seedling of Harry Kirk and Lady Hillingdon, grown by Edward Towill. Arrived late.

C. C. Pollworth Co., Milwaukee, Wis.—Young stock of Chrysanthemum Mrs. C. C. Pollworth.

South Park Floral Co., New Castle, Ind.—Several vases of pretty new corsage rose, "Rosalie."

J. D. Thompson Carnation Co., Joliet—New Carantion Superb.

University of Illinois, Urbana—New carnation No. 1-12.

Vaughan's Seed Store—Canna King Humbert, Canna Firebird and Canna Gold Bird ('Oiseau d'Or).

Weiland & Risch—Vase of Champ Weiland roses.

George Wienhoeber—Vase of French & Salm's Mrs. Chas. Russell roses.

Zech & Mann—Vase of mignonette.

REPORT OF THE COMMITTEES.

Carnations.

P. J. Olinger, New Castle, Ind.—Vase of Radium. Color, deep red, with fringed edge.

J. D. Thompson Carnation Co., Joliet—Superb. Shows up very well with long and stiff stem.

University of Illinois—No. 112, very large pink, of Enchantress color. Very good.

W. H. Amling, Maywood—Imperator. Looks like a certain winner. Color not judged because of poor light.

Bassett & Washburn—Belle Washburn. Too well known to require description.

H. B. DORNER,
FRED SCHRAMM,
W. F. DUNTEMANN,
Committee.

Roses.

Holton & Hunkel Co., Milwaukee, Wis.—Milwaukee's new rose, not named. Seedling of Richmond crossed on Antoine Rivoire, of pleasing rose pink color. Foliage good and clean. Stem strong and wiry. A rose worthy of further trial.

Weiland & Risch—Champ Weiland. Very fine grown stock on long stiff stem. Very brilliant color and strong fragrance.

South Park Floral Co., New Castle, Ind.—New Rose Rosalie. A baby Chatenay of pleasing color. A very fine rose in its class.

A. F. Amling Co., Maywood—Ophelia, on long, stiff stems, well grown stock, large flowers.

George Wienhoeber—Vase of Mrs. Chas. Russell, grown by French & Salm, Union Grove, Wis. These were exceptionally well grown stock on long, stiff stems; large, full and well shaped flowers. Good color and fragrance.

S. S. Pennock—Meehan Co., Philadelphia, Pa.—Exhibit of Golden Gem, a seedling of Harry Kirk and Lady Towill, grown by Edward Towill, which arrived late.

W. J. KEIMEL,
JOSEPH KOHOUT,
ERNST C. AMLING,
Committee.

University of Illinois Inspection Trip.

Seventeen members of the Floricultural Club of the University of Illinois visited Chicago on an inspection trip, March 8-11. On Thursday evening, March 8, they were the guests of the Chicago Florists' Club at a chicken dinner and later at their monthly meeting. The spirit of good fellowship so evident at this gathering made a lasting impression upon the visitors. An interesting novelty exhibition was held in conjunction with this meeting.

On March 9 several of the leading wholesale and retail stores were visited. A thorough inspection was made of the immense A. L. Randall Company supply house, where they were shown the manufacture of many florist novelties. After taking luncheon with P. J. Foley, a visit was paid to the Vaughan Greenhouses at Western Springs, where the students were given an opportunity of seeing the large and varied stock required for a catalogue trade. Later in the afternoon, the Gregg Station greenhouses of Bassett & Washburn were visited and the boys were shown about by the genial Andrew Benson. In addition to the well-grown stock, the well designed packing houses and boiler plant were points of especial interest.

On Saturday morning the first stop was made at the Robey street establishment of Peter Reinberg. The party was shown about the place by Emil Reichling, who called to the attention of the members the methods of propagating and growing used at this place. The next stop was made at the notable establishment of the Poehlmann Bros. at Morton Grove. Here the party had the pleasure of going through the plant, cutflower and orchid departments with the hospitable August Poehlmann. After luncheon the party proceeded to Plant B, where they were shown about by Adolph Poehlmann. Of especial interest here were the large vats where the fertilizer was prepared for this immense rose establishment. Late in the afternoon the party arrived at Frank Oechslin's, where was seen a large assortment of excellently grown decorative plants. Mr. Oechslin explained many interesting points concerning the culture of these plants.

The opportunity of visiting this large number of places was made possible through the courtesy of Adolph Poehlmann, August Poehlmann, Herman Bruns, and the Foley Greenhouse Manufacturing Company, who placed their automobiles at the disposal of the visitors. A. G. H.

State Florists' Association of Indiana.

The monthly meeting of the above association was held at Lafayette, March 7 and was a large and representative gathering. After an inspection of the large and perfectly conducted range of the F. Dorner & Sons Co. the party motored to the Lafayette club, where billiards, pool, etc., were indulged in, followed by a splendid luncheon. When the last course had been disposed of, President Irwin Bertermann called the business meeting to order and made a strong talk on the necessity of raising the prices of both flowers and floral work. He was followed by Walter Coles of Kokomo, Mr. Haugh, formerly of Anderson, Fred Dorner and others, who cited many instances where it had been demonstrated that quality, service, reputation, etc., were the essential factors in the business, price being secondary. Fred Dorner emphatically stated that the time to increase prices was now and advocated a raise of 15 per cent on everything, although increased cost of growing, supplies, etc., in some instances was 100 per cent.

Mr. Haugh, for 21 years a member of the association, was unanimously elected an honorary member, as was J. D. Carmody of Evansville. Mr. Haugh is arranging to locate in the south. Mr. Fischer, representing Hilmer V. Swenson Co., addressed the meeting on the subject of "Co-operative Advertising for Mothers' Day."

After the meeting, the entire party visited Purdue University, where the faculty took pleasure in showing the visitors what that institution was doing for the advancement of floriculture.

The Messrs. Dorner are to be congratulated on the splendid manner in which the details of the meeting were carried out under their able direction, for which the visitors tendered them a hearty vote of thanks. At the close of the meeting, wholesalers and retailers alike, signified their intention of raising prices and there is reason to feel that general benefit will result.

The feature of the April meeting, which will be held at Indianapolis, will be an address on "Store Salesmanship."

A. H.

New York Florists' Club.

The club met in its rooms in the Grand Opera House building on the night of March 12, President Stumpp in the chair. There was a very large attendance. Charles Weathered, for the flower show committee, reported a very promising outlook for the show, which opens March 15. Arthur Herrington read a memorial on the late Samuel Batcheler.

A. L. Miller reported over 300 tickets sold for the dinner, which will be at the Biltmore hotel on the night of March 17.

James McHutchison made an extended address in opposition to the proposed quarantine law, in congress, against the importation of nursery stock. The club will co-operate with the Society of American Florists in this matter, a motion to that effect being carried.

Max Schling and others spoke on "Shipping of Cut Flower and Plant Stock by Express." This matter, we understand, will be laid before the executive committee of the Society of American Florists.

A number of exceptionally fine exhibits were staged, as follows: Robert Simpson, Clifton, N. J., vase of roses, sport of J. L. Mock; S. S. Pennock-Meehan Co., Philadelphia, Pa., vase of roses, sport of Sunburst; P. J. Smith, New York, vase of one dozen Hadley roses, grown by A. S. Burns, Spring Valley, N. Y. It is safe to say that this was the finest vase of any red rose ever exhibited in this city. The stems were at least four feet in length, and stout and the buds were correspondingly good. A. N. Pierson, Inc., Cromwell, Conn., exhibited a vase of the rose Mrs. Wm. Randolph Hearst. Edward Towill, Roslyn, Pa., exhibited a vase of the seedling rose, Golden Gem, yellow. Weeber & Don, New York, staged a vase of Matchless forcing mignonette. Peter Beuerlin, Elmhurst, N. Y., exhibited Tulips White Hawk, La Reine, Flamingo, Herman Schoelzel and Ophir D'Or, and Narcissus Glory of Sassenheim. Alfred Demeusey, Brooklyn, N. Y., showed his sport of Carnation Enchantress.

Seventeen names were proposed for membership. Chairman Kessler and his associates on the house committee furnished ample refreshments.

New members were elected as follows: A. W. McMillan, Hudson Heights, N. J.; Eugene K. Baumann, Rahway, N. J.; L. C. L., Smith, Long Island City; Chas. Guillioz, Southampton, N. Y.; John P. Gilbanks, William Kather, Willard Kervan, Frank R. Martin, J. M. Millert, Costas Sakelos, J. J. Fellouris, Sun Fukura and C. W. Feld, New York.

The following awards were made on the exhibits:

Rose Hadley, by P. J. Smith; committee recommended cultural certificate; "excellent vase of roses." Rose, sport of J. K. L. Mock, by Robert Simpson, 86 points. Rose Golden Gem, by Edward Towill; committee would like to see it again; thanks of the club. Rose, Mrs. Wm. Randolph Hearst, by A. N. Pierson, Inc.; thanks of club. Rose, sport of Sunburst, by S. S. Pennock-Meehan Co., committee would like to see it again; thanks of club. Carnation, sport of Enchantress, by Alfred Demeusey; committee would like to see it again; thanks of club. Tulips and narcissus by Peter Beuerlin, thanks of club. A. F. F.

Fort Wayne, Ind.

With the advent of warmer weather the supply of stock has increased. Roses are in exceptionally good supple, Mrs. George Shawyer being the leader. Carnations are plentiful and the same is true of bulbous stock. Funeral work has been in the lead for the past week and there has been an overwhelming demand for Easter and calla lilies. Flowers for hospital purposes are also having a heavy call.

NOTES.

W. J. Vesey commenced the construction of his range in South Fort Wayne 25 years ago, six houses being erected at that time. This establishment, now conducted under the firm name of W. J. & M. S. Vesey, has 30 houses devoted to roses, carnations, chrysanthemums and a variety of bulbous and bedding stock. Six houses are now devoted to orchids exclusively.

The Flick Floral Co. is having its store redecorated in ivory. A large screen is being designed for the rear of the shop and an electrical fountain from A. L. Randall Co., Chicago, will be installed and add much to the attractiveness of the establishment.

Visitors: I. M. Bayersdorfer, of H. Bayersdorfer & Co., Philadelphia; J. E. Quallich and Orlando F. Bayyalia, representing A. L. Randall Co., Chicago. H. K.

Cincinnati.

FAIR SUPPLY AND MODERATE DEMAND.

The market is fairly well supplied with stock of all kinds and business is fair. Roses are in a large and excellent supply. American Beauties are rather scarce, the few that are available being of a poor quality. Sweet peas are plentiful and generally prove good property. The price they are bringing, however, is rather low. Excellent daffodils, jonquils, hyacinths and tulips may be had. Easter lilies are in a fair supply. Other offerings include callas, rubrum lilies, snapdragons, lily of the valley and violets.

NOTES.

The monthly meeting of the florists' society was held March 12, at the Hotel Gilson. Only routine business was transacted.

P. J. Olinger's greenhouses were not touched by the recent tornado which struck New Castle, Ind.

C. E. Critchell has received another lot of plant and tumbler baskets for his Easter trade.

Hardesty & Co. have been showing some excellent azaleas in their windows this week.

The Wm. Murphy Co. has been receiving outdoor daffodils from the south.

Miss Mae Carroll is at Miami, Fla.

H.

Kansas City, Mo.

RECORD-BREAKING BUSINESS FOR LENT.

Another big week's business has just closed, adding a new record for the Lenten season. The bulk of the demand is for funeral orders, an exceptionally large number of deaths being recorded. The demand in other lines has also been very good. Cut stock in roses, carnations, lilies, sweet peas and bulbous stock is plentiful and prices are reasonable. Pot plants of cinerarias, rhododendrons, primroses, azaleas and the bulbous varieties are meeting with a record-breaking call. The same is true of made-up baskets.

NOTES.

W. J. Barnes reports one of the busiest weeks for the season in the history of his establishment, with heavy demand for funeral work and hospital flowers. Pot plants of all kinds sell well and he has had numerous decorations for spring openings in the stores.

Henry Kusik, of H. Kusik & Co., has purchased a Buick automobile. Henry is now doing all in his power to learn the "safety first" system in its control. Business is good with this firm and seasonable stock is plentiful.

Mr. Elberfield of the Alpha Floral Co. will soon start to erect his new home on his 20-acre tract west of Overland park. He will also pay some attention to raising fancy Leghorn chickens.

T. J. Noll & Co. are enjoying a good out-of-town trade and are well supplied with stock of good quality. This firm is now showing a fine line of baskets and Easter novelties.

Pot plants and made-up baskets in large variety are seen at the Wm. L. Rock Flower Co.'s establishment. The call for funeral flowers and decorations is unusually brisk.

A. F. Barbe reports good general business. He is cutting fine carnations and a variety of bulbous stock. His cut of roses this winter has been unusually large.

Miss Jennie Murray is making preparations for a big Easter trade and is having a good call for funeral and hospital flowers in addition to pot plants.

Arthur Newell says business is good in all departments, but especially heavy as far as funeral work is concerned.

Fred Fromholt reports funeral work keeps his stock well cleaned up daily.

E. J. B.

Milwaukee.

LENTEN MARKET CONDITIONS NORMAL.

The second week in Lent was a great improvement over the week previous. Due to much dark weather, roses and sweet peas especially shortened up greatly, while it affected most lines. By the end of the week market conditions were quite normal and we trust they will continue so for some time. The green goods situation has improved enough so that all orders can again be filled.

NOTES.

The season of the spring openings of the larger dry goods stores was started by the T. A. Chapman Co., who had their windows ornamented with foliage plants and beds of blooming spring stock last week, the work of the A. F. Kellner Co. This week the majority of the other larger stores follow suit and it kept the Kellner force on the jump to meet all the demands. One of the windows, with birch bark boxes filled with pink begonias, trailing vincas in bloom, with golden privets as a background, made a very delicate and attractive effect.

After submitting to four operations since December 19 for stomach trouble, and during which time he suffered much but still had hopes for recovery, Alfred F. Schiller passed away at St. Joseph's hospital March 8, aged 45 years. After making mushroom growing his business for some time, he opened a flower store at 27th and Center streets a few years ago. Being inexperienced, it was a big task, which made it all the harder to meet competition. He is survived by his wife and two children, Raymond and Robert. The funeral was held March 12, with services at Forest Home chapel, after which the body was cremated. Being of a genial disposition, he was beloved by all who knew him, and the many floral tributes proved that he had many friends who mourn his demise.

Question: Due to the higher cost of overhead expenses since last summer, will the selling price of bedding stock remain the same it has been for the past five years? Now is the time to think it over.

In the report of the local florists' club carnation night in the last issue, the writer unintentionally forgot to mention that Gust A. Pohl showed a vase of well grown mixed carnations.

E. O.

Philadelphia Notes.

The christening ceremony at the opening of the rose festival may have to be omitted, as it seems so difficult to secure a sufficient quantity of a seedling sort with which to make a demonstration. Among the 25 varieties of roses in pots that will be used in the H. A. Dreer exhibit will be some of the famous Los Angeles, said to be one of the finest varieties ever introduced. The plants are all larger and better flowered than those of last spring, which is saying a great deal.

The Robert Craig Co. reported that $7.75 is the price for anthracite coal and $9.00 per ton for bituminous. Some growers have had to pay as high as $10.00 for the bituminous, while for next season's delivery prices are not certain and contracts will not be given for more than half the season's order.

A Japanese store has been opened at 35 North 8th street, the arrangement of which would be an eye opener to many retail dealers. All kinds of Jap bric-a-brac in rose bowls, etc., is displayed and how so much stock can be gotten in this small store is worth seeing.

Pennock Brothers are displaying their Easter tubs and baskets. The tubs are painted white with flower decorations. They are very chic. Pink ramblers, blue hyacinths and blue ribbons were the combination.

J. Otto Thilow had an interesting article on "Vegetables for the Back Door Garden," in the Evening Telegraph, March 8. It was a timely and well written treatise on the best vegetables and their culture.

H. Bayersdorfer & Co. are making a hit with their new art fibre ribbon, very appropriate for decorating Easter plants and baskets. Orders for Easter stock are coming in from all parts of the country.

Michaelson Brothers, of 58th and Walnut streets, have opened a retail store on 52nd street below Walnut, where in this hustling thoroughfare they expect to greatly increase their business.

W. Atlee Burpee & Co. have never had so much business. An all night force now provides a 24-hour service, the first time in the history of the business that this has been found necessary.

Wm. A. Baker, eldest son of Wm. J. Baker, died in Allegheny City, March 4. Mr. Baker was at one time active in his father's business and became noted as a most efficient salesman.

The Leo Niessen Co. is featuring roses, their growers making a very good showing. Acacia and high grade sweet peas are also seen in quantity.

Orange blossoms from the Wm. A. Leonard greenhouses in Landsdowne are the feature of the Philadelphia Wholesale Florists' Exchange.

Alfred M. Campbell is proud of his fine stock of Easter lily plants. James Boyle, a poinsettia specialist, is now with Mr. Campbell.

The S. S. Pennock-Meehan Co. received the first North Carolina arbutus on Monday last. Very fine stock it was.

Edward Reid is featuring high grade sweet peas, carnations, and lily of the valley. Choice cattleyas are also in stock.

K.

Columbus Florists' Association.

That the new Columbus Florists' Association is going to meet the needs permanently of co-operation among members of the local trade, was evidenced by another large and interesting meeting held at the Neil house, March 12. The principal feature was the reading of a paper on "Advertising," by Walter Stephens, vice-president of the organization. It was a carefully-prepared effort, going into the various phases of florists' publicity. With regard to advertising for special days, Mr. Stephens challenged the argument so often put up by dealers, to the effect that inasmuch as they had all they could do anyway at such times the boosting process was a waste of money. He showed how any kind of attractive advertising made a cumulative impression on the public and helped to increase the demand for flowers all the year around. Growing out of a discussion of this paper, a committee was appointed, with Mr. Stephens as chairman, to take up the question of co-operative advertising for Easter and report at the next meeting.

Another subject discussed was the unnecessary hardship fastened upon greenhouse owners by a recent enactment of the Ohio legislature requiring two licensed boiler tenders. The point was brought out that through proper organized effort this measure might have been defeated, and that only through co-operation could trade abuses of any nature be combatted. The association now has between 30 and 40 members, and meets twice a month. The educational feature will be kept prominent, a paper to be read on each occasion. At a previous meeting, R. F. Winter gave an instructive address on "Sweet Peas."

J.

Cleveland, O.

STOCK PLENTIFUL WITH FAIR MOVEMENT.

Stock is quite plentiful in all varieties and grades. Short roses for funeral work are moving nicely, but long grades are not so plentiful. Bulbous stock is moving better but continues quite abundant. Sweet peas, lily of the valley, violets, etc., are in heavy supply just now, and "sweet pea blankets" are frequent orders. Carnations are cleaning up daily. White have been rather scarce. Asparagus is still short of the demand. Snapdragons and freesias are good stock. Calendulas are having a good call. Business in general the past week has shown marked improvement.

NOTES.

Claude Tyler and family, of North Olmstead, O., are visiting relatives at Milwaukee, Wis.

A. M. Coe, of North Olmstead, O., is still confined to his bed on account of illness.

Visitors: Milton Alexander, of Lion & Co., New York, and H. T. Miller, Alliance, O.

C. F. B

THE AMERICAN FLORIST

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Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
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MANY growers do not seem to appreciate the fact that bulbs are the better for a rest and being ripened by a touch of frost before planting. Success along these lines has been fully demonstrated by a number of lily specialists.

Moon Vines from Cuttings.

The Storrs & Harrison Co. Painsville, Ohio, force a lot of moon vines for cuttings. Propagation is rapid in this way. It is claimed of the plants grown from cuttings, that they flower much quicker than those raised from seed.

Philadelphia Rose Festival.

TIME OF STAGING.

The rose festival of the American Rose Society at Philadelphia, Pa., will open at 2:00 p. m., Tuesday, March 20.

Staging must be finished by 12:00 noon each day. Exhibits of commercial cut roses and plants are to be staged March 20, non-commercial exhibits of roses will be staged March 21, and the rose display is scheduled for Thursday, March 22.

American Rose Society.

The executive committee met in Philadelphia, March 7. The minutes of the last meeting were read, and the roses presented for registration, which had been referred to a committee, were ordered registered and published.

Edward Towill, Roslyn, Pa., registered a new seedling yellow rose, Golden Gem, a cross of Lady Hillingdon and H. Kirk; color, golden yellow; strong stem and free bloomer.

A. N. Pierson, Inc., Cromwell, Conn., registered three rose novelties to be disseminated in 1918, as follows:

Mrs. Belmont Tiffany (Hybrid tea), a sport from Sunburst. Color, golden yellow, shading to apricot-orange at the base of the petals, the whole suffused in delicate pink—a distinct and glorified Sunburst.

Mrs. Charles Bell (Hybrid tea), a sport from Radiance. Color, light or shell-pink on a salmon-shaded background. Superior in growth to Radiance, being equally vigorous but more robust in habit.

Elizabeth Zeigler (Wichuraiana hybrid), a sport from Dorothy Perkins, but quite distinct. Color, deep rose-pink. Equally vigorous and free in flowering.

E. G. Hill Co., Richmond, Ind., registered:

Columbia, a large habited upright grower with large size foliage, producing long stiff stems, and bearing a big flower of bright pink which deepens as the flower matures.

Double Ophelia, very similar to the parent in everything save the fullness of the flower, this variety having twice as many petals as the parent; very clear and brilliant in color.

Rose Premier, may be described as a Mrs. Russell, of very easy culture and magnificent in size, form and foliage, and with a perfectly erect stem; deep rose pink.

Mary Hill, of Sunburst type, improved in habit, foliage and growth, with immense bud and flower, of cream color with deep orange center.

A communication was received from Portland, Ore., in regard to the rose test garden, and the resolution as adopted at the February meeting is:

Resolved, that the application made by the Portland association, national rose test garden, be hereby accepted, and that the executive committee of the American Rose Society does hereby officially designate Portland, Ore., as the site for the official rose test garden of the Pacific Northwest, and as a committee representing the American Rose Society, the following gentlemen of that city are appointed to fill the positon: J. A. Currey, 1943 North 13th street; A. J. Clark, 287 Morrison street; Alfred Tucker, 376 North 32nd street.

A committee was appointed to revise the rules of registration for new roses and to prepare a uniform form for registration purposes. The committee appointed was J. Horace McFarland, Geo. C. Thomas, Jr., and Wallace R. Pierson.

The list of gentlemen accepting the position of judges was read, and the following designations were made, judges to report at noon, March 20:

Group of 100 cut blooms—J. H. Dunlop, Toronto, Ont.; Philip Breitmeyer, Detroit, Mich.; Patrick Welsh, Boston, Mass.

For class of 50 cut blooms—Frank H. Traendly, New York; George Asmus, Chicago; Eugene Dailledouze, Brooklyn, N. Y.

For class of 25 blooms—Fred Burkl, Pittsburgh, Pa.; F. C. W. Brown, Cleveland, O.; S. A. Anderson, Buffalo, N. Y.

For rose plants—A. B. Cartledge, Philadelphia, Pa.; Admiral Aaron Ward, Roslyn, N. Y.; J. H. Small, Washington, D. C.

For best display of cut roses by commercial growers on Thursday, March 22—A. B. Cartledge, Philadelphia, Pa.; Philip Breitmeyer, Detroit, Mich.; J. H. Dunlop, Toronto, Ont.

For exhibit by private growers, Wednesday, March 21—12 of each variety and six hybrid perpetuals—Alexander B. Scott, Sharon Hill, Pa.; J. P. Habermehl, Philadelphia, Pa.; Geo. Morrison, Baltimore, Md.

L. J. Reuter was appointed a committee on behalf of the American Rose Society to perfect arrangements in the matter of an outdoor rose show to be held July 4 at Newport, R. I.

BENJAMIN HAMMOND, Sec'y.

Exhibition Opportunities.

For those who can spare the time, a rare opportunity is presented to view the best of this season's horticulture in the three great shows of New York, Philadelphia and Boston. They dovetail together nicely, the New York show opening March 15, running with new features until March 25. Philadelphia's exhibition opens on March 20 for four days, while Boston, beginning March 21, continues for five days. In addition to the rock and rose gardens, grouping of plants, and the exceptional quality of the cut flowers, all varieties of which are now at their best, the principal retailers of each city will be represented with examples of their work, showing the latest up-to-date ideas in arrangement and color combinations.

Any one who wants to keep in touch with the evolutions of the business should not miss these fine exhibitions and the chance to meet the best men in all branches of the craft.

The St. Louis show, March 15-17, affords similar opportunities to the western trade.

New York Federation of Societies.

There will be a meeting of the New York Federation of Horticultural Societies and Floral Clubs in the secretary's office at the New York flower show, in Grand Central Palace, at 4 p. m., Monday, March 19. The various affiliated societies are requested to appoint delegates to attend this meeting, for important matters concerning legislation regarding a horticultural building at the state fair grounds in Syracuse, are to be considered.

E. A. WHITE, Sec'y.

New Castle Tornado.

A severe storm visited the well known rose growing center, New Castle, Ind., March 11, doing considerable damage to the greenhouse property in that vicinity. Current reports are to the effect that the houses of F. J. Benthey & Co. are leveled and those of the Heller Bros. Co. seriously damaged, most of the other establishments suffering more or less loss of glass. It is understood the Benthey property is covered by insurance.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By young lady florist; good saleswoman and designer; knowledge of bookkeeping; salary reasonable. Best reference. Chicago preferred. Address
Key 760, care American Florist.

Situation Wanted—Young married man wants permanent position in store; twelve years experience. General store work. At reference.
Phone— Lake View 6651. LANGSTAFF, 723 Roscoe St., Chicago.

Situation Wanted—By young man with grower. Several years California experience. Good grower, willing to work. Work must be steady and chance for advancement. Address
HERBERT S. MACE,
1225 Wells St., Chicago, Ill.

Help Wanted—Seedsman for counter work.
VAUGHAN'S SEED STORE, Chicago.

Help Wanted—A florist; one who is used to propagating and a good plant grower.
ELI CROSS, Grand Rapids, Mich.

Help Wanted—Assistant to carnation grower for place near Chicago. Good wages.
THE CHICAGO FLOWER GROWERS' ASS'N,
182 North Wabash Avenue, Chicago.

Help Wanted—Two good potters for plant department. Steady position. Wages $14 per week. Apply
J. S. WILSON FLORAL CO., Des Moines, Ia.

Help Wanted—Girl with some experience to work in a retail flower store. State experience, age and wages expected. Address
Key 766, care American Florist.

Help Wanted—Two men, one for store; one for greenhouse with knowledge in all branches; hustlers only; state wages and references.
J. B. GOETZ SONS, Saginaw, Mich.

Help Wanted—Rose house helpers and section men who have done some grafting. Apply
POEHLMANN BROS. CO.,
Plant B. Morton Grove, Ill.

Help Wanted—Two men experienced in greenhouse work. One in retail sales department, one good potter. $16.00 per week to start.
F. HOLZNAGLE, Detroit, Mich.

Help Wanted—At once thoroughly experienced unmarried man for fruit, flowers, vegetables under glass. Country estate. Wages $70 per month with room. Address
Key 764, care American Florist.

Help Wanted—Immediately, energetic girl with thorough knowledge of hardy ornamental nursery stock and capable of advising customers on planting. Good saleswoman. Apply
SHERIDAN NURSERIES,
34 North Street, Toronto, Ont., Canada.

Partner Wanted—a live young man with capital to invest, who can take charge of one of our departments. State experience and give references in first letter, also capital.
THE WILMORE FLORAL CO. INC.
Growers of gladioli, dahlias, hardy perennials, etc. Box 1111, Denver, Colo.

For Sale—New greenhouses for sale on easy terms of payment; to close estate.
J. SCOTT MATTHEWS,
1st Nat'l Bank Bldg., Chicago.

FOR SALE—TWO GREENHOUSES.

One of an area approximating 14,000 square feet of glass, brick stack, heater and piping.

The other of an area approximating 1000 square feet of glass, headhouse 30 feet by 40 feet, heater and piping.

Write or apply to
SUPERINTENDENT OF BUILDINGS AND GROUNDS,
CORNELL UNIVERSITY, Ithaca, N. Y.

Situation Wanted

Experienced gardener with best of references is open for engagement and ready to start work immediately. Thoroughly versed in all branches of the business and absolutely reliable in every respect. If you want a big man to handle a big proposition get in touch with me immediately.

Key 773, care American Florist.

Situation Wanted

Head gardener, country estate superintendent or manager seeks position: competent, intelligent, temperate, steady; excellent greenhouse manager, life experience in growing all cut flowers, fruits and vegetables; landscape artist expert with orchard and farm crops, live stock and engines. Best references. **A. PAWLITZ,**
Pipestave Hill Farm, R.D. 97, W. Newbury, Mass.

Help Wanted

Designer and General Salesman to take charge of Floral Department in a Seed Store. Give full particulars in first letter. Address

Key 770, care American Florist.

Help Wanted

We need two men for potting; good wages and steady work, apply to

Bassett & Wasburn
Hinsdale, - - - Illinois.

Seed Catalog Man

Wanted by old established Ohio Company. Should be familiar with all stocks usually listed in seed catalogues, also with all processes in the construction of catalogues, typesetting, half-tone illustration, lithographing, photographing, etc., etc. Give experience, age, references, salary wanted and everything in detail. Position to be filled soon as possible. Good thing for right man.
THE LIVINGSTON SEED CO., Columbus, O.

FOR SALE

Good paying retail store in leading Iowa city; modern in every respect. Great proposition for the right party. For further particulars, address

Key 771, care American Florist.

To Seed Growers.

Advertisers, leading wholesale European Seed House, wish to get in touch with actual growers of Seeds, Farm and Garden, with a view to contracts. Please send terms and full particulars of special lines to

Key 769, care American Florist.

FOR SALE

5 greenhouses in good repair, 18x100 feet, and well stocked with about 4000 spring and bedding plants. The houses are heated by hot water. This is the finest business stand in this vicinity. 8 acres of fine garden from May, which may be sold with two houses if required. For further particulars apply to the

FENSING PARK NURSERY,
Mount Pleasant Avenue, LONDON, ONT.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $2.85; per 1000 $4.50. Samples on request. Electro of leaf, postpaid, $1.25. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

FOR SALE

Lischey Greenhouse & Nursery, Nashville, Tenn.

Established 40 years; always a money maker; sold only to settle an estate.

Fifteen acres, good residence, 12 greenhouses, pumping station, heating plant, all necessary sheds, stables and other out-houses with several houses for workmen. Fully stocked both in nursery and greenhouses. Now in full and successful operation.

This is the oldest, and one of the largest and most successful plants of its kind in Tennessee. Sold only on account of the death of JOE BROWNE, proprietor, to settle his estate. Communicate with the

NASHVILLE TRUST COMPANY, Nashville, Tenn.
Executor of the Will of JOE BROWNE, deceased.

NEW EDITION—Issued August, 1916.

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen
OF THE
UNITED STATES AND CANADA.

Price $3.00, Postpaid.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO.

Dreer's New White Canna Eureka

CANNAS

Our Own Introductions

Eureka. We consider this the best white flowering Canna for all purposes to which Cannas are devoted. It is of robust constitution, growing four feet high, forming sturdy, shapely plants very quickly. Its free flowering tendency can be readily understood when we chronicle the fact that a small plant set out May 15th, three months later carried 15 immense heads of flowers. These are of a creamy-white, changing in full sun to a pure white. **$1.25** per doz.; **$8.00** per 100; **$75.00** per 1000.

Favorite. There have been many yellow Cannas spotted with carmine or crimson that were good; it is, therefore, particularly interesting to find a variety that in every way eclipses its many predecessors and for which we have singled out this sort. The color is a rich, deep golden-yellow, produced on tall stems high above the foliage. The red dots, which are not too pronounced, add to the piquancy of the flower, without detracting from the golden mass effect. 5 feet. **35 cts.** each; **$3.50** per doz.; **$25.00** per 100.

Orange Bedder. A particularly attractive bedding variety of a bright orange with just sufficient scarlet suffusion to intensify the dazzling mass of color when the wide branching stems are covered with flowers. **$1.25** per doz.; **$8.00** per 100; **$75.00** per 1000.

The Gem. An entirely distinct spotted variety. The immense trusses of flowers are borne on upright branching stems well above the foliage, and are of deep cream or straw-yellow, spotted with deep carmine. **$1.25** per doz.; **$8.00** per 100; **$75.00** per 1000.

One each of the above 4 varieties for **75 cts.**

TWO DISTINCT CANNAS—The Last Introductions Received from Germany in the Autumn of 1914

Lahneck. In this variety we have an entirely distinct departure and advance in the assortment of pink Cannas. First of all we have in Lahneck a free grower, producing an abundance of trusses on erect stalks, well above the foliage. The color is difficult to describe and convey an adequate impression of its worth. It is fundamentally rosy, but throughout the flowers there are lines and shadings of scarlet-carmine hues that add much to their brightness. Add to this a narrow pale-gold border and you may form a slight conception of the beauty of this novelty. **75 cts.** each; **$7.50** per dozen.

Scharfenstein. Another variety that is sure to take a place among the standard sorts as quickly as it becomes known. The beautifully formed, large round florets are produced in compact but graceful trusses well above the green foliage. The color is a unique light red salmon with orange and carmine suffusions that altogether forms a most attractive addition to the range of colors found in Cannas. You will like Scharfenstein. **75 cts.** each; **$7.50** per dozen.

For a complete list of Standard Varieties of Cannas see our current Wholesale List.

HENRY A. DREER, 714 and 716 Chestnut St., Philadelphia, Pa.

The above prices are intended for the Trade only

ABUTILON SAVITZI

2-in., $3.00 per 100; 3-in., $4.00 per 100.

Algonquin, a true deep blue single Petunia, fills a long felt want for something blue for window boxes, vases, etc.; propagated by cuttings, $3.00 per 100.

R. VINCENT Jr. & SONS CO.,
WHITE MARSH, MD.

Holyoke and Northampton Club.

The regular meeting of the above society was held March 6 with John Lamont, superintendent of the J. A. Skinner estate, South Hadley, Mass. The chief business transacted was the adoption of a revised constitution and by-laws. The president was requested to convey the best wishes of the club to Prof. A. H. Nehrling for success in his business venture. All those who know him regret his leaving this locality. James Whiting gave a practical talk on chrysanthemums, which afforded both pleasure and profit, Mr. Whiting being notably successful with these plants at the M. A. C. greenhouses. H. E. Downer exhibited Lucifer and White Lady narcissi, large spikes of hyacinths in variety and Trillium grandiflorum.

H. E. D.

HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.

Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.

Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Junipers, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.

Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.

Forcing Stock—Azaleas, Rhododendrons, Aucubas, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses. In large assortment, choicest quality, best commercial sorts.

Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.

Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.

Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

Wholesale price list will be mailed promptly on request.

Write for information and price today.

THE D. HILL NURSERY COMPANY, INC.

EVERGREEN SPECIALISTS
LARGEST GROWERS IN AMERICA

Box 404, DUNDEE, ILL.

WHOLESALE GROWERS AND IMPORTERS

REPORTS OF THE BIG SHOWS

IN THE

SPRING NUMBER

OF

The American Florist

to be issued

Next Week

Just Right for the Easter and Spring Trade

THE BEST PAID CIRCULATION

To the Trade in the Trade

ESTABLISHED IN 1885

The paper is issued weekly and goes to all important

FLORISTS, NURSERYMEN AND SEEDSMEN

—IN THE—

UNITED STATES AND CANADA

And the Leading Houses Abroad.

The advertising rates are: $1.00 per single column inch, $30.00 per page of 30 inches, with the usual liberal discount on consecutive insertions.

To insure good location and display, advertising copy and cuts should reach us early.

AMERICAN FLORIST CO.,

440 S. Dearborn St., CHICAGO

The Best Selling Medium in the Trade.

"Hamburg Late White" Chrysanthemum

CERTIFICATE OF MERIT awarded by Chrysanthemum Society of America.

PICTURE was taken Dec. 10, 1916, and will give a good idea of the symmetrical form of flowers of "Hamburg Late White." These flowers were cut from plants grown from single stems and planted six inches each way.

"HAMBURG LATE WHITE" is pure white under all weather conditions, and is a sport of Maud Dean white, but has no trace of pink, as the original.

The average grower of chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible. "Hamburg Late White" has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but for late white, one of the best for commercial purposes. It can be had in bloom the latter part of November, by taking an early bud, but by selecting later buds, most of the flowers are cut during December, and would advise to select a late bud, as the later buds come somewhat fuller, and by selecting late buds, flowers can be had as late as the middle of January.

Keeping qualities are excellent, and where a light, graceful white flower is wanted, "Hamburg Late White" cannot be surpassed.

"Hamburg Late White" will be disseminated in the Spring of 1917. Plants will be ready for April delivery, and all orders will be filled in rotation.

	Per 100	Per 1000		Per 100	Per 1000
Rooted Cuttings.....	$12.00	$100.00	2-inch pots.....	$15.00	$125.00

WILLIAM F. KASTING CO.

568-570 Washington St., BUFFALO, N. Y.

Mention the American Florist when writing

The Florists' Supply House of America

Now For Easter

Those that have not received our new Easter folder please write for same at once, it's worth looking over.

EASTER PLANT BASKETS

In duo tone colors of pink, blue, green and yellow, all with containers, a complete line.

If you want to have your plants look artistic use our **NEW ART LUSTRE RIBBON,** comes in one and two inch widths, self and rainbow colors. The most artistic low priced ribbon ever offered. Get our new folder for prices on this and other novelties.

All colors **CREPE PAPER MATS** in great variety.

We extend a special invitation to make our store your headquarters when visiting the great rose show, will take care of all mail and telegrams.

H. BAYERSDORFER & CO., 1129-1131 Arch Street, PHILADELPHIA, PA.

Mention the American Florist when writing

A. N. Pierson, Inc.

Wholesale Florists

CROMWELL, - CONN.

Mention the American Florist when writing

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - Indiana

Mention the American Florist when writing

Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.

CYCLAMEN, our own selected strain.

APLENIUM NIDUS AVIS (Bird's Nest Fern

Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

Mention the American Florist when writing

We offer good until March 17th
Dormant Roots of

The Best Standard CANNAS

KING HUMBERT, King Of The Leaders, 3 Cents.

ALLEMANIA
GLADIOFLORA
MADAM CROZY

2 Cents

MILWAUKEE
VENUS
EXPRESS

MRS. A. F. CONARD, 6 cents. **HUNGARIA, 8 cents.**

All other Standard Sorts will be supplied at proportionate rates.

New Cracker Jack YELLOW KING HUMBERT, each 25c, Get It Now.
Best Big Scarlet, our last years' novelty, FIREBIRD, 12 cents.

The Above Prices for Florist-Growers Only, Not Dealers.

BEGONIA BULBS

	Per 100	Per 1000
SINGLE SORTS—White, Scarlet, Yellow, Pink	$3.00	$25.00
Single Frilled	5.00	45.00
Single Butterfly	5.50	50.00
Single Mixed Colors	2.60	23.00
DOUBLE SORTS—White,	Per 100	Per 1000
Scarlet, Yellow, Pink	$4.00	$35.00
Double Frilled	6.50	60.00
Double Butterfly	6.50	60.00
Double Mixed Colors	3.50	32.00

AMERICAN GROWN (Vaughan's Farms)

GLADIOLUS BULBS

Double your returns by planting as a catch crop.

	Per 1000
Mrs. Francis King, 1st Size	$14.00
" " " Medium Size	10.00
Augusta, 1st Size	13.00
" Medium Size	10.00
America, Medium Size	12.00
Chicago White, First Early	20.00
" " Medium Size	15.00
Florist XXX Mixed, 1st Size	15.00
Panama, 1st Size	30.00
Niagara, 1st Size	40.00
" Medium Size	35.00
Mrs. F. Pendleton....Per 100,	7.50
Myrtle.....Per 100,	10.00

See our Spring "Book for Florists" for Complete Named List.

Spiraea (Clumps)

Best kinds grown. Prices reduced.	Per 100
America, Lilac Rose	$8.50
Avalanche, White	9.00
Gladstone, White	8.00
Queen Alexandra, Pink	8.50

DWARF PEARL TUBEROSES

First Size, 4-6 inches....Per 1000	$8.25
Medium Size, 3-4 inches....Per 1000	5.00

Carload Lots—Frost Free—Ready

CALADIUM ESCULENTUM

	Per 1000
5 to 7-inch	$15.00
7 to 9-inch	30.00
9 to 11-inch	55.00
11 to 12-inch	85.00

Lily of the Valley

	Per 1000
Pips, Hamburg, Holland Grown	$20.00

This stock proved very satisfactory last year.

Fortin's Valley, largest....per 100 2.75

LILY BULBS

Lilium Giganteum

(NEW CROP)	Per 1000
6 to 8-inch (Case of 400, $12.50)	$30.00
7 to 9-inch (Case of 300, 15.00)	45.00
8 to 9-inch	65.00
9 to 10-inch (Case of 200, $16.00)	77.50

Lilium Formosum

	Per 1000
6 to 8-inch, (350 to case) regular strain	$35.00
6 to 8-inch, (350 to case) true black stem variety	40.00

Hardy Lilies—Splendid Solid Bulbs

	Per 100	Per 1000
Lilium Auratum (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
Lilium Rubrum, 8-9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00

NEW YORK **VAUGHAN'S SEED STORE** CHICAGO

Our Spring "BOOK FOR FLORISTS" Should Hang at Your Desk.

Over a Million Green Hyacinth Stakes

at the following special low prices:

	Lots of 5,000	Lots of 10,000
12-inch length	$0.90 per 1000	$0.85 per 1000
18-inch length	1.20 per 1000	1.10 per 1000

These prices only hold good until present stock is sold.
Write for prices in case lots, 25,000.

THE HOUSE OF MERIT

JOS. G. NEIDINGER CO.

FLORISTS' SUPPLIES

1309-11 N. 2nd Street, PHILADELPHIA, PA.

Mention the American Florist when writing

Detroit.

EFFECT OF LENT SLIGHTLY FELT.

The mid-Lenten season is giving a severe test to the stability of the florist business, but the popularity of flowers is being easily maintained and the proof given that the people's love for the beautiful product of the greenhouses is not seasonable, but continuous. The great variety of plants and cut flowers that are available during this penitential period is largely responsible for the people's interest and indulgence in them. The bulbous stock in both cut flowers and plants was never more abundant and attractive than at present and no real glut in any item is afflicting the market. Funeral work during the past week or 10 days has been especially heavy and some very expensive pieces have been sent out by some of the retailers. Anticipations of a banner Easter trade is shared by all the florists, and already extensive preparations are being made to properly care for it. The growers are booking heavy orders and already some of them report all stock sold of many items carried. This is true notably of Easter lilies and azaleas, and the limited stock of rhododendrons is also exhausted. The present heavy demands on the bulbous plants will leave only a fair supply for Easter, and the usual surplus after that big day will this year be happily avoided. The advent of spring is keenly cherished by the growers, many of whom experienced great hardships and anxiety due to the coal shortage; happily, though, none have sustained actual loss by freezing, though many were compelled to run a portion of their glass cold throughout the winter.

CLUB MEETING.

The club meeting, Thursday evening, March 8, was well attended. President E. A. Fetters was in the chair and compelled everyone present to plainly declare himself on the project of a flower show during Lent. Some were much in favor of it, but could see insurmountable difficulties in the way of a successful result, even with a meritorious show, as the time would be too short to properly advise the public and a fully compensating publicity of the florists' efforts would be in great doubt and the project was abandoned. A. Pochelon, who was appointed to secure speakers for the club on the subject of publicity, reported the engagement of two Cleveland experts to address the members after Easter. Frank Danzer, A. Pochelon and H. Forster were appointed a committee to prepare special banners to place on all florists' delivery autos, advertising Easter stock, and a report of this committee is to be made at a special meeting called for Thursday evening, March 15, and this and other proposed cooperative advertising will then be duly considered and if possible definite action to properly announce Easter business taken.

NOTES.

Sidney Beard, who was married February 27, spent the following week in Chicago and his visit to the various large floral establishments there amazed him, so extensive did he find the aggregate.

C. H. Plumb sent an invitation through his son, Robert, to all members of the club to be his guests at his summer home near Algonac, on the St. Clair river, as soon as the fishing season opens.

The Lord & Burnham Co., of New York, has opened an office in the Penobscot building. J. F. S.

CUTTINGS
Carnations Carnations

As Carnation lovers well know, I have always had a penchant for growing fancy Carnations, and am

AT IT AGAIN

in a small way, but the quality we are growing at Eureka, Calif., is

BETTER THAN EVER.

Only a few varieties to offer but these are all right with us.

Matchless (Ward)	$3.00 per 100	$25.00 per 1000
Mrs. C. W. Ward (Ward)	3.00 per 100	25.00 per 1000
Alice (Fisher)	3.00 per 100	25.00 per 1000
Belle Washburn (Bassett & Washburn)	6.00 per 100	50.00 per 1000

NOVELTY FOR 1917 DELIVERY

Cottage Maid (Ward) ..... $12.00 per 100 $100.00 per 1000

Beautiful sport of Mrs. C. W. Ward; rivals Pink Sensation in size and more brilliant in color

NOVELTY FOR 1918 DELIVERY

Crystal White (Ward) ..... $12.00 per 100 $100.00 per 1000

As it grows with us at Eureka, Crystal White is all one can desire for a Fancy White Carnation. The color is there, the stem is there, the size is there, the substance is there, the fragrance, (pure strong Clove) is there, the vigor of growth, blooming, keeping and shipping qualities are all there and it is ..... **PURE WHITE.**

Advance orders will be booked for 1918 delivery. Send your orders early. Pacific Coast Stock Is Limited.

We solicit orders from points west of Chicago only. Eastern territory can be better served from our Queens Carnation Houses.

ADDRESS ORDERS TO

COTTAGE GARDENS NURSERIES, Inc.

C. W. WARD, President

EUREKA, ... CALIFORNIA.

VINCAS

	Per 100	Per 1000
Rooted cuttings		$10.00
Strong field rooted tips, one to three leads, 2¼ in. pots	$3.00	25.00
Carnations, rooted cuttings. White Enchantress and Beacon	2.50	20.00
Table Ferns, fine stock, 2¼ in	3.50	30.00

JAMES VICK'S SONS, Rochester, N. Y.

Mention the American Florist when writing

NO REACHING FOR STRING

A MOST SIMPLE OPERATION.

Rapid Wrappers Wrap Right

PATENTED MAY, 1916.

RAPID RAPPER

TRADE MARK REGISTERED

THE GREATEST TIME SAVING WRAPPING DEVICE KNOWN TO THE FLORISTS' TRADE

PERFECT PROTECTION.

A VERY NEAT PACKAGE.

YOUR PROBLEM:

A HIGH PRICED MAN—PLUS A LARGE QUANTITY OF PAPER—PLUS TEN MINUTES OF HIS TIME—PLUS ASSISTANCE OF A BOY == AN UNATTRACTIVE PACKAGE—PLUS BRUISED PLANT OR FLOWERS—PLUS A DISSATISFIED CUSTOMER == OLD FASHIONED METHOD OF WRAPPING PLANT OR BASKET OF FLOWERS

OUR ANSWER:

AN INEXPERIENCED BOY OR GIRL LESS THAN ½ OF PAPER NO ASSISTANCE == AN ATTRACTIVE PACKAGE PLANT OR FLOWERS DELIVERED IN PERFECT CONDITION A SATISFIED CUSTOMER == **RAPID RAPPER PLUS GREATER PROFITS**

NO PLANT OR BASKET

TOO DIFFICULT TO WRAP.

Place Your Order Now

For Special Sample Outfit Including Handsome Ornamental Adjustable Pedestal and 100 Assorted Sizes Wrappers made of No. 1 30-lb. Kraft Paper, **$6.00.**

COMPLETE PRICE LIST OF WRAPPERS MAILED ON REQUEST.

Everything has a Rapid Wrapper and we make Rapid Wrappers for everything.

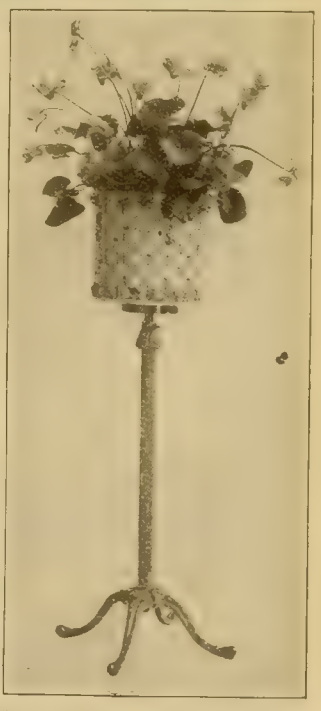
Let us solve your wrapping problems.

The Rapid Wrapper Co.

56 E. Randolph St., Chicago.

All California orders will be filled direct from our branch office at 448 Bush Street, San Francisco, Calif.

AN ATTRACTIVE PEDESTAL



FOR ANY UP-TO-DATE STORE.

CARNATIONS---ROSES---BULB STOC

Russell, Sweet Peas, Cattleyas, Valley, Beauties, Cecile Brunn

FOLLOWING IS OUR CURRENT PRICE LIST:

AMERICAN BEAUTIES.

	Per doz.
Specials	$7.50
36 to 40 inches	6.00
30 inches	5.00
24 to 28 inches	3.00
Short	75c to 1.50

RUSSELLS.

	Per doz.
Extra Long	$4.00 to $5.00
Long	2.50 to 3.00
Medium	1.50 to 2.00
Short	.75 to 1.00

		Per 100
Milady, Richmonds, Brilliants, Sunbursts, Ophelia	Long	$10.00 to $12.00
	Medium	6.00 to 8.00
	Short	4.00
Aaron Wards, White Killarney, Killarney	Long	$10.00 to $12.00
	Medium	6.00 to 8.00
	Short	3.00 to 4.00

Extra long special roses we charge accordingly.

MINIATURE ROSES.

	Per 100
George Elgar	$2.00
Cecile Brunner	2.00
Baby Doll	2.00
Fireflame	4.00

ORCHIDS.

	Per doz.
Cattleyas	$6.00
Cypripediums	2.00

CARNATIONS.

	Per 100
Fancy	$4.00
Our selection	$2.00 to 3.00
Splits	1.50
St. Patrick's Day White and Enchantress	$4.00 to 5.00

VALLEY.

	Per 100
Fancy	$6.00
Seconds	4.00

MISCELLANEOUS CUT FLOWERS.

Jonquils, Daffodils	
Freesia, long strong stocks	3.00 to
Tulips	3.00 to
Spanish Iris	
Easter Lilies	
Violets	
Sweet Peas	.75 to
Snapdragons, long per doz.	1.00 to

GREEN GOODS.

Smilax per doz.	
Sprengeri, per bunch, 50c, 75c, $1.00	
Adiantum	
Adiantum Hybridium	
Farleyense	$10.00 to
Galax, gr. and br. per 1,000	
Leucothoe	
Mexican Ivy	
Ferns	
Ferns per 1,000	
Wild Smilax, per case	

ROSE PLANTS, Grafted and Own Root

The Poehlmann Quality, Known Favorably Throughout the Land.

GRAFTED—2½-inch Russell ..... $150.00 per 1000
Lots of 5000 or more ..... 145.00 per 1000

GRAFTED—2½-inch Ophelia, Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond ..... 120.00 per 1000
Lots of 5000 or more ..... 110.00 per 1000

These prices are absolutely net cash. For 3½-inch stock an additional $50.00 per 1000 will be charged.

OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner ..... $7.00 per 100; 65.00 per 10
Lots of 5000 or more ..... 62.50 per 10

Sunburst, own root....$10.00 per 100; 90.00 per 10

Orders will be booked in strict rotation and none b well established plants, ready for a shift or ready to be benched, will be shipped.

CHRYSANTHEMUM ADVERTISEMENT WILL APPEAR IN LATER ISSUES.

Palms Western Headquarters Palms

Largest and most complete stock offered in the West, in a healthy, strong and clean conditio

KENTIA FORSTERIANA SINGLE PLANTS

2¼ inch pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
6 inch pots	5-6	26-28 inches high	$ 1.25
6 inch pots	6-7	30-32 inches high	1.50
6 inch pots	6-7	34-36 inches high	2.00
8 inch tubs	6-7	40-42 inches high	3.50
8 inch tubs	6-7	42-46 inches high	4.00
8 inch tubs	6-7	50 inches high	5.00
9 inch tubs	6-7	52-54 inches high, heavy	7.00
10 inch tubs	6-7	54-60 inches high, heavy	8.00
10 inch tubs	6-7	60-64 inches high, heavy	12,00
15 inch tubs	6-7	8 feet high, heavy	40.00
15 inch tubs	6-7	9-10 feet high, heavy	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots			$1.50	$12	$100
3 inch pots	5	10-12 inches high	2.50	$18	$150
					Each
4 inch pots	5-6	16 inches high	5.00	40.00	.45
6 inch pots	5-6	22 inches high			$1.25
6 inch pots	5-6	26-28 inches high			1.50
8 inch tubs	5-6	42 inches high			5.00

Specimen plants, 15 inch tubs, $75.00 each.

KENTIA FORSTERIANA MADE UP PLANTS.

	Plants		Each
6 inch pots	3	26 inches high	$ 2.00
7 inch tubs	3	30-32 inches high	2.50
8 inch tubs	3	38 inches high	4.00
8 inch tubs	4	46-48 inches high	5.00
9 inch tubs	4	52 inches high	6.00
10 inch tubs	4	54 inches high	8.00
12 inch tubs	4	55-60 inches high	12.00
12 inch tubs	4	66 inches high	15.00
15 inch tubs	4	72-78 inches high, heavy	25.00
15 inch tubs	4	75-80 inches high, heavy	30.00

ARECA LUTESCENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high	$1.25
7 inch tubs	4	30 inches high	2.50

ASPIDISTRAS.

5 inch pots, 10-12 leaves, green	$1.00
6 inch pots, 16-20 leaves, green	1.50
5 inch pots, 10-12 leaves, vari	1.50

PHOENIX ROEBELENII.

4 inch pots, 50 cents each; 5-inch pots $1.00

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, 90c per doz. ..... $7.00 p

LIVISTONA ALTISSIMA.

2¼ inch pots, $1.00 per doz. ..... $8.00 p

LIVISTONA ROTUNDIFOLIA.

4 inch pots 5

STEVENSONIA GRANDIFOLIA.

4 inch pots 50

DRACAENAS.

	Each	Doz.
5 inch Amabilis	$0.90	$10.00
5 inch Imperialis	1.00	12.00
6 inch Fragrans	1.00	10.00
5 inch Baptisti	1.00	10.00
5 inch Terminalis	.60	7.00
4 inch "	.40	4.20
3 inch "	.25	
5 inch Lindenii	.80	9.00
4 inch Godseffiana	.25	2.50

A Nominal Charge is Made for Packing.

POEHLMA

72-74 E. Randolph St.,

No. 224
EACH, 50 CENTS.

Supply Department.

Easter Accessories

Green, White and Yellow Waterproof Crepe Paper, $3.00 per dozen rolls.

Porto Rican Mats

Can Supply You With What You Need. Order Early.

Decorated Magnolia Wreaths

12 Assorted 21-inch Wreaths $15.00.

PROMPT DELIVERY
OF ALL ORDERS.

No. 111

BASKETS

	Inches High.	Per Doz.
111—1—	14	$2.50
" —2—	16	3.50
" —3—	17½	4.50
" —4—	20	5.00
" —5—	24	6.00
" —6—	26	9 00

No. 111.

N BROS. CO.

ong Distance Phone, Randolph 35.

CHICAGO, ILL.

BUY DIRECT OF THE GROWER

The Advantages Are, Fresher Stock, More Even Grades and the Best Methods of Handling Stock Which the Larger Growers Are Able to Maintain.

AMERICAN BEAUTIES

Our cut consists mostly of medium and shorter length stems, but very fine flowers.	Per doz.
Extra specials, extra long stems	$6.00 to $8.00
Stems 30 inches	4.00 to 5.00
Stems 18 to 24 inches	2.00 to 3.00
Stems 12 to 18 inches	1.00 to 1.50
Shorter lengths	50 to .75

RUSSELLS—The best in this market.	Per doz.
Specials, extra long	$2.50
Long	2.00
Good medium	1.00 to 1.50
Good short	50 to 75

RED ROSES

Rhea Reid and Richmond	Per 100
Long	$10.00
Good medium	$6.00 to 8.00
Good short	4.00 to 5.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$10.00 to $12.00
Good medium stems	6.00 to 8.00
Good short stems	4.00 to 5.00

Pink and White Killarney, Brilliant	Per 100
Long	$8.00
Good medium	6.00
Good short	4.00

OUR SELECTION. Assorted Roses in lots of 200 or more, at the rate of ..... $3.00 per 100

Cecile Brunner, bunch of 25 buds $0.50
Baby Doll, bunch of 25 buds 25

CARNATIONS

All colors, very fancy stock, per 100 ..... $4.00

BULB STOCK	Per 100
TULIPS	$2.00 to $3.00
PAPER WHITES	3.00
JONQUILS AND DAFFODILS	2.00
VALLEY	6.00

GREENS

ASPARAGUS and SPRENGERI	Per 100,	3.00 to 4.00
GALAX, Green or Bronze	Per 1000,	1.25
CHOICE EASTERN FERNS	Per 1000,	3.00 to 3.50

All other seasonable stock at market prices.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

TRADE SHOWS SIGNS OF IMPROVEMENT.

Business the past week was a trifle better than it was the previous one and the market is gradually becoming steadier, although prices are not as good as they might be. The supply of American Beauty roses is steadily increasing but the demand seems to keep pace with the supply, consequently they are bringing very satisfactory prices considering the general market conditions. Mrs. Chas. Russell roses are very plentiful but are moving well at good prices and clean up as nicely as can be expected. The receipts of roses in general are gradually increasing and very fancy stock in all the varieties grown in this vicinity are obtainable at very reasonable figures. Ophelia especially are reaching the market in larger quantities and there is no scarcity in any of the varieties offered, although at times one or two seem to move better than others. Carnations are in large supply and are to be had in quantity at bargain prices, but seem to be stiffening somewhat in price at this writing. Lilies are more numerous and the same holds true for callas. Sweet peas are in as large a supply as ever and have had a good call the past week owing to the warmer weather and the increased demand for corsages. Violets have moved better the past few days than they have for several weeks, but prices are nothing to speak of. Lily of the valley is holding its own and so are orchids and gardenias, which are off crop at present. Tulips, jonquils and daffodils are to be had in quantity at low figures. Freesias are not as plentiful as they have been and the same holds true for Paper White narcissus. Daisies, [illegible] mignonette, snapdragons, feverfews and forget-me-nots are in good supply and some very choice southern gladioli are being offered. Greens are in good demand and certain items like Asparagus plumosus nanus and A. Sprengeri are considered good property. Blooming plants are

"The Man With the Hoe"
H. B. Kennicott spending his vacation at his Orange Grove in Clearwater, Florida—His first vacation in three years.

My Friend Bill
Says:
100%
Service

i the Wholesale Cut Flower Business, does not consist of sitting in an office writing "Hot Air" letters to a grower about things, you ***are not doing, and, cannot do.***

Bill Says:

you will find the Real Men in our business, ***out on the floor*** *the entire day,* ***with their sleeves rolled up****—taking care of their customers orders with their growers stock —thereby* ***producing the best results for both.***

In These Houses

the checks that go out on Tuesday, and, the shipments that are received by their customers, are the ***strongest and most satisfying of letters.***

Van

P. S. Promises and beautifully worded letters do not pay the growers coal bills or give customers the right stock at the right time.

PERCY JONES, Inc., Chicago, Ill.

HEAVY CROP OF ROSES

RUSSELL AND SUNBURST

All the other varieties listed in the price list below. Order Here.

Buy Direct From The Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

	Per doz.
AMERICAN BEAUTIES	
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

	Per 100
RICHMOND	
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

	Per 100
MILADY	
Specials	$12.00
Select	10.00
Medium	8.00
Short	5.00

		Per 100
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia	Specials	$12.00
	Select	10.00
	Medium	$6.00 to 8.00
	Short	4.00 to 5.00

	Per 100
ROSES, OUR SELECTION	$4.00
Carnations, fancy	$3.00 to 4.00
Freesias	3.00 to 4.00
Harrisil	$12.50 to 15.00
Jonquils	3.00 to 4.00
Stevia	1.50 to 2.00
Sweet Peas	1.50 to 2.00
Tulips	3.00 to 4.00
Valley	6.00
Violets	1.00 to 1.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Ferns, per 1000	$3.00
Galax, bronze and green, per 1000, $1.25	
Leucothoe Sprays	75c to 1.00
Smilax	per doz. strings 2.00 to 2.50

2,000,000 Feet of Modern Glass

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

FOUNDED BY FLINT KENNICOTT 1st

In Business Over 34 Years.

FOR VALLEY

Ask for No. 65.

It's cheaper for you to buy Cut Flowers in the World's Greatest Market than it is for you to grow them.

Our F. T. D. Service is a protection to the "Out-of-Town" Retail Florist and the Best Inducement for your business.

KENNICOTT BROS. CO.

CHICAGO

"WHOLESALE ONLY"

Cut Flowers and Plants

Beauties --Roses --Carnations

Current Price List-- Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per Doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00

RICHMOND.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short stems	4.00

MRS. CHAS. RUSSELL.	Per 100
Fancy stock	$10.00 to $20.00

PINK KILLARNEY, WHITE KILLARNEY, KILLARNEY BRILLIANT, SUNBURST, OPHELIA.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short Stems	4.00

MINIATURE ROSES.	Per 100
Baby Doll	$2.00
Elgar	2.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy White and Pink	$2.50 to $3.00
Good	1.50 to 2.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	3.00
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.25

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

seen featured in quantity everywhere and many large advance orders have already been placed. From present indications there will be a large supply of both cut flowers and plants for Easter, but it is advisable for everyone to place their orders well in advance, for if the demand is as brisk as in former years a grand clean-up in almost all lines may be expected.

NOTES.

The Chicago Feed & Fertilizer Company announces that its H. E. Humiston, who for the past year has been its special representative, calling on the florists and gardeners' trade, has been appointed manager of the florists' and gardenerrs' fertilizer department. In assuming management of this department, Mr. Humiston will continue to call on the trade and will be pleased to take up personally all inquiries pertaining to the use of fertilizers suitable for florists and gardeners.

A little baby boy named Robert Arnold Newcomb arrived at the home of Mr. and Mrs. Harry B. Newcomb at Honolulu, February 22. Bob feels greatly honored that his brother and wife should name the young patriot after him instead of the father of our country.

A. L. Vaughan & Co. report that telegrams from out-of-town points calling for stock were plentiful March 12, which was one of the best shipping days they have experienced for some time. This house is now booking advance orders for Easter.

Wiltgen & Freres have just installed a new safe and now have a splendidly equipped wholesale establishment. They have done nicely since they started in business and are gradually adding new growers as well as customers to their list.

O. A. & L. A. Tonner are manufacturing their own corsage shields, bridal bouquet holders, etc., for which they report a brisk demand. This house is handling a good supply of fancy blue sweet peas.

W. J. Smart, representing Knight & Struck, New York, called on the trade here this week, leaving March 13 for St. Louis, Mo., to attend the big spring flower show now being held in that city.

The E. C. Amling Co. is offering southern grown gladioli in the varieties Pink Beauty, Halley and Primulinus.

CARNATIONS

Heavy supply of fancy stock in all the leading varieties.

Roses-Sweet Peas

STEVIA	STOCKS	VALLEY
CALENDULAS	VIOLETS	DAISIES
SNAPDRAGONS	FREESIAS	JONQUILS
PUSSY WILLOWS	DAFFODILS	MIGNONETTE
ROMAN HYACINTHS		DUTCH HYACINTHS

ORDER HERE—YOU CAN'T DO BETTER ELSEWHERE—OFTEN NOT NEARLY AS GOOD

The Chicago Flower Growers' Association

Wholesale Growers of Cut Flowers and Plants

182 N. Wabash Ave., L. D. PHONE—RANDOLPH 631 **CHICAGO**

SWEET PEAS

All colors including a most beautiful blue.

Carnations, Daffodils, Tulips, Mignonette, Jonquils, Roses, Freesias, Narcissus Poeticus, Fancy Callas.

SUPPLIES

Corsage Shields, Pins, Baskets, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads, Etc.

O. A. & L. A. Tonner

30 E. Randolph Street, Phone, Central 6284. **CHICAGO, ILL.**

Mention the American Florist when writing

Place your orders with us. Our line is complete and our prices are right.

HEAVY SUPPLY

ROSES - CARNATIONS - ORCHIDS

AND ALL OTHER ITEMS LISTED

CURRENT PRICE LIST

Subject to Change without notice.

AMERICAN BEAUTY	Per doz.
Extra long stems	$6.00
Stems 48 inches	5.00
Stems 30 to 36 inches	4.00
Stems 24 inches	3.00
Stems 18 to 20 inches	2.00
Stems 12 inches	1.50
Short Stems	100, $6.00

MRS CHAS. RUSSELL	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES	
Richmond, special	$12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00
Milady, special	$12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00
Killarney Brilliant, special	$12.00
" " select	10.00
" " medium	$6.00 to 8.00
" " short	4.00
Ophelia, special	$12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	6.00
" " short	4.00
Killarney, special	10.00
" select	8.00
" medium	6.00
" short	4.00
Mrs. Ward, special	12.00
" " select	10.00
" " medium	$6.00 to 8.00
" " short	4.00
Sunburst, special	12.00
" select	10.00
" medium	$6.00 to 8.00
" short	5.00
Cecile Brunner	2.00
Elgar	2.00
Baby Doll	2.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	
Fancy	$3.00 to $4.00
Good	2.00

ORCHIDS.	Per doz.
Cattleyas	$5.00 to $6.00

MISCELLANEOUS.	Per 100
Violets	$0.50 to $1.00
Valley	5.00 to 6.00
Easter Lilies ....per doz.	1.50 to 2.00
Calendulas	3.00 to 4.00
Daisies	1.00 to 2.00
Snapdragons ....per bunch	.75
Mignonette	6.00
Callas ..... per doz.	1.50 to 2.00
Sweet Peas	.75 to 1.50
Jonquils	2.00 to 4.00
Tulips	2.00 to 4.00
Freesias	2.00 to 4.00

GREENS.	
Asp. plumosus.....per string	$0.50 to $0.75
Asp. plumosus sprays...bunch	.35 to .50
Sprengeri .....per bunch	.35 to .50
Adiantum .....per 100	.75 to 1.00
Smilax, choice.....per doz.	1.50 to 2.00
Fancy ferns .....per 1,000	3.00
Galax leaves .....per 1,000	1.25
Wild Smilax .....per case	5.00
Boxwood ....per lb., 25c; 50-lb. case..	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Allie Zech, Robert Newcomb, Jack Byers and Edward Goldenstein had a narrow escape from being injured last Sunday, March 11, when Allie's car skidded and ran into a ditch a few miles from Des Plaines. If Bob Newcomb had not lifted the Ford out of the mud and carried it back to the road the bunch might not have yet reached home.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, is attending the New York spring show now being held in the Grand Central Palace. He will spend a few days visiting with his mother at Philadelphia on his way home. Mr. Klingsporn celebrated another birthday Wednesday, March 14.

L. Hoeckner's store at 408 West Division street was partly destroyed by fire Friday, March 9, when a bomb was thrown in a nearby tailor shop, which was badly wrecked from the explosion. His loss was fully covered by insurance.

Felix Reichling says that business has been very good at Peter Reinberg's establishment this week and that stock of all kinds is cleaning up nicely at satisfactory prices. This firm is cutting a splendid grade of roses in all the leading varieties, particularly Mrs. Chas. Russell.

Roswell Schupp of the J. A. Budlong force cut his left thumb so severely last week that he has been obliged to work since with his hand wrapped in bandages.

Julius Dilloff, representing Schloss Bros., New York, called on the trade here this week.

WANTED! EASTER LILIES

Can handle regular shipments on commission to good advantage. Start shipping immediately—Checks weekly.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 CHICAGO.

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

We make a specialty of
High Grade Flowers
that will reach our customers in good condition and give complete satisfaction.
INCREASE YOUR PROFITS
by placing your orders with us.

High Grade Flowers

	Per 100		Per 100
Sweet Peas—Fancy Spencer	$1.00 to $1.50	**Freesia** Purity	$2.00 to $ 3.00
1000 lots $7.50, $10.00, $12.50, $15.00		**Violets**—Double and Single	.60 to .75
Carnations—Select, Fancy	3.00	**Easter Lilies**—Fancy	15.00
Good	2.00	**Roses**—Pink and White Killarney,	
Tulips—Fancy	2.00 to 3.00	Brilliant, Sunburst, Ophelia	$6, $8, $10, $12
Jonquils and **Daffodils**	2.00 to 3.00	**Ferns**—Per 1000	$3.00

A. T. PYFER & CO.

—Wholesale Florists—

30 East Randolph Street, CHICAGO

Long Distance Telephone—Central 3373.

The Rapid Wrapper Co., manufacturer of the Rapid Rapper, has received such an exceptionally large number of orders the past week that it has found it impossible to supply anywhere near the demand, which was much greater than anticipated, and overtaxed the capacity of their factory. This concern is so heavily overloaded with orders on Rapid Wrappers, especially on the sizes for Easter plants, that it will cause a delay from ten to fifteen days in shipping. Orders, however, will be filled in the order they have been received and every effort will be made to fill all Easter orders complete. Every florist should have one of these wrapping outfits, for it is the greatest time and money saving wrapping device the florists ever had an opportunity to buy.

George Fisher and M. W. Fisher, who are doing business under the name of George Fisher & Brother, florists, have rented the corner store on the main floor of the building they now occupy at 183 North Wabash avenue. The store will be fitted up immediately and should be ready for occupancy about April 1.

Wietor Bros. are cutting a fine supply of roses and carnations in all the leading varieties and report business as unusually good this week. The crops at the greenhouses are in splendid condition and extra large cuts are in sight for Easter.

H. Van Gelder, manager of Percy Jones, Inc., is suffering from a severe cold, but is attending to his duties as usual. This firm has had exceptionally good business so far this week, with an extra heavy out-of-town demand.

Kennicott Bros. Co. is pleased with its steady increase in its shipping business. J. E. Pollworth reports that March 12 was the best shipping day the concern ever had outside of the holidays.

A. T. Pyfer & Co. are showing a large quantity of fancy lilies and report that they will have an extra large supply to offer for Easter.

C. Schlueter, of the Foley Greenhouse Mfg. Co., who has been on the sick list for the past two weeks, is progressing slowly.

Mrs. Irene Williams, of the Atlas Floral Co., visited Poehlmann Bros. Co.'s greenhouse at Morton Grove, March 9.

KENNICOTT BROS. CO.
Wholesale
Cut Flowers and Plants
CHICAGO

Our F. T. D. Service is a Protection to the Retail Florist.

The growth of our F. T. D. Service is a result of Modern Marketing of Cut Flowers to the "Out-of-Town" Retail Florist.

OUR ESTABLISHED REPUTATION IS YOUR GUARANTEE

Make use of our facilities that meet the needs of the "Out-of-Town" Retail Florist. The co-operation and counsel of our Growers at all times assure **that which is best for the retailer.**

SOME DAY

you will come to us to buy and satisfy yourself as to the truth of our statements and the purposes for which this advertisement was written.

President

Samuel Seligman, late of the American Bulb Co., is again with Wertheimer Bros., New York.

Miss Clara Burkhart, of the Poehlmann Bros. Co. supply department, has been on the sick list for several days.

Mr. and Mrs. Adolph Poehlmann celebrated their twenty-fifth wedding anniversary last Saturday, March 10.

Chas. McCauley had a tumor removed from his right shoulder last week.

A sure sign of spring: Kiola Baco has shown up again at Wietor Bros.' store.

Adam Zender is the proud owner of a new Jordan passenger car.

E. J. Warren is in the employ of Poehlmann Bros. Co.

Emil Buettner and wife are making a California trip.

Ed. Vilter is now in the employ of J. A. Budlong.

Never A Shortage Here

We are prepared at all times to fill orders, be stock scarce or otherwise.

If you want good stock and good treatment

Send Your Orders for

ROSES, CARNATIONS,

Valley, Sweet Peas, Lilies, Narcissi, Jonquils, Violets, Calendulas, Snapdragons, Freesia, Stevia, Tulips, Mignonette, Daisies, Pansies, Feverfew, Romans and all other seasonable stock; also Greens such as Ferns, Asparagus Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood

To Chicago's Most Up-to-date and best located Wholesale Cut Flower House.

The Easter outlook is that good Lilies will be scarce, we therefore advise ordering now. Orders booked prior to April 1st, will be filled in full. Orders received after date will be filled subject to our having the stock. Order your Cut Lilies now and protect yourself. Write for our Special Easter Price List.

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Mention the American Florist when writing

Poehlmann Bros. Co. is booking a large number of plant orders for Easter and from present indications will clean up quickly in all lines, for the early demand is extra heavy. Lilies, azaleas, hydrangeas, rambler roses, rhododendrons, lilacs, spirea and all other seasonable blooming stock is in large supply with them and the quality throughout would be difficult to improve upon. The supply department will occupy its new store on the second floor of the Stewart building for Easter and a special effort is being made to secure the store below on the main floor, which would greatly facilitate matters during the heaviest rush.

R. Williams, of Williams & Co., South Bend, Ind., was here this week, buying stock for Easter. He reports business good this season with a heavy run on funeral work. Mr. Williams and Lou Bunt of the Ernst Weinhoeber Co., are old chums and had a most pleasant visit with each other this week. They both went to school together at Trenarren, St. Austell, England.

F. Benthey made a trip to New Castle, Ind., March 11, to inspect the Benthey greenhouses, which were destroyed by the tornado on the afternoon of that day. The Benthey range according to reports received here, suffered much damage, but was fully covered by insurance. This range consists of over 100,000 square feet of glass.

E. C. Amling and family celebrated California Orange Day, March 10, at Orange, Calif., and remembered their many friends in this city with a postal in honor of the occasion. Mr. Amling writes that autoing through the mountains is greater sport than paddling down the Mississippi river in a canoe.

Anton Then has the sympathy of the trade in the loss of his mother, whose death occurred Monday, March 12. She was 86 years of age and well-known to the trade in this vicinity. The funeral was held Thursday morning, March 15.

Fred Lautenschlager, representing the Kroeschell Bros. Co., has gone east to attend the New York, Philadelphia and Boston shows.

A. Dettman, of Dettman & Son, Milwaukee, Wis., visited friends here this week.

WHAT'S NEW

WE HAVE IT.

Our New Twenty Page

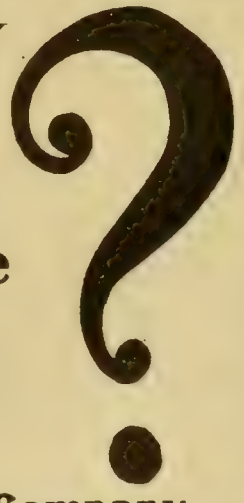
Illustrated Catalogue

Chucked full of new things for the Retail Florist.

This catalogue will be ready for mailing March 17th and we would like that every Retail Florist in the United States should have a copy.

This catalogue contains many novelties which are valuable for your Easter business.

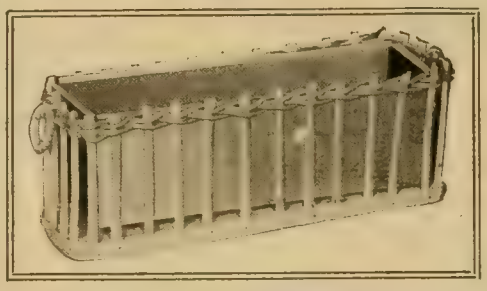
A postal will bring it to you. Send for it today.



Pittsburgh Cut Flower Company

Florists' Supply Dept., 116-118 Seventh St., PITTSBURGH, PA.

Willow Bulb Baskets



Open weaved as illustrated, finished in any high-grade two-tone colors.

$7.20 per dozen

The same basket finished in enamel.

$6.00 per dozen

Liners are included in each offer—Order today.

Do you want our new Spring Catalog ?

RAEDLEIN BASKET CO., 713 Milwaukee Ave., Chicago

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

The western delegation for the semi-annual meeting of the S. A. F. executive committee and the eastern shows left March 14 on the Twentieth Century, including R. C. Kerr, Houston, Tex., D. MacRorie, San Francisco, Calif., J. J. Hess, Omaha, Neb., Frank Stuppy, St. Joseph, Mo., and Paul R. Klingsporn, W. J. Keimel, Ernst C. Amling, R. Salm, Paul Weiss, Wm. Graham and L. R. Bohannon, of this city. George Asmus expects to have recovered his health sufficiently to leave Friday, March 16, on the same train. The travelers were entertained at the Kaiserhof by the florists' club, previous to their departure. J. F. Ammann, of Edwardsville, it is understood, left from St. Louis. Mo.

Vaughan's Seed Store has had unusually heavy business in gladiolus and cannas this season.

Pittsburgh, Pa.

BAD WEATHER AFFECTS BUSINESS.

The cold weather and heavy snow the first part of the week had its effects on business, but at that stock moves well in spite of the over supply of all flowers. Many sweet peas are coming in and sell at low prices. They are the finest this market has had for some time. The common varieties do not sell at all since the fancy Spencers are so plentiful. Carnations and roses hold their own. Tulips and daffodils are here in abundance and can be bought at almost any price; only the fancy varieties sell at a price, and not many of them. Greens are very scarce.

CLUB MEETING.

The lecture on "The Rio Grand and Cliff Dwellers of the Canyon of Colorado" was very well attended. The views shown and the talk by Prof. Jennings were very interesting to all. The meeting was well attended by ladies. A light lunch was served. It is planned to hold many more such affairs during the year. President Bechcrer, of Dixmont, had some very fine hyacinths at the meeting. The McCallum Co. showed a light colored yellow daisy, which was well thought of. D. T. Tyler, gardener for Mr. Armstrong, showed a very fine white cyclamen with 64 open flowers. Jas. Murphy, gardener for H. L. Mason of Sewickley, staged some fine plants of stocks and schizanthus. The next meeting will be held the first Tuesday of April. Easter plants and flowers will be the subject.

NOTES.

The Garden Club of Allegheny County has issued their final schedule of the Pittsburgh flower show, June 13-16, 1917. Some very large prizes are offered for commercial and private growers. Additional prize list and extra blank can be had by addressing Miss Priscilla S. Guthrie, 537 William Penn place, Pittsburgh, Pa. Arthur Herrington is manager of the show.

Harry Walthers of Youngstown, O., was in the city buying Easter plants and supplies.

Milton Alexander called on the trade this week.

M.

Rochester, N. Y.

SPECIAL SALES MOVE OVERSUPPLY.

Business during the past week has been good, stimulated by mild, sunny weather. Cut daffodils, tulips, jonquils and narcissi are flooding the market, and in order to move the oversupply week-end sales are being held. Violets are also being disposed of in large numbers at the Saturday sales. Roses are improving, but the prices continue high. Carnations are of excellent quality and are selling well. Lily of the valley is scarce, but Harrisi and calla lilies are in ample supply. In blooming plants there are azaleas, rhododendrons, cinerarias, lilac, primroses and all kinds of bulbous stock.

NOTES.

Mayor Edgerton, the Rochester Florists' Association and the Chamber of Commerce will give a floral exposition at Exposition park some time in September (date to be announced later), in which amateur florists as well as professionals will be given an opportunity to display the results of their skill. Mayor Edgerton has offered a silver cup for the best general amateur display. The florists' association is also offering a number of attractive prizes. The city of Rochester has for several years been noted far and wide for the floral beauty of the home grounds of its people. While this is the first time the mayor has actively led in the movement for still greater attractiveness of the homes in the matter of floral adornment, he has always given the movement his hearty support.

Maria Beatty Copsey, wife of Albert Copsey, died at her home, Lake avenue boulevard, March 7. Besides her husband, she leaves one daughter, May E., and two sons, Walter B. and A. Victor.

E. C. Kaelber recently had a pleasing window decoration, prominent in which was a handsome basket of yellow acacia and a fountain filled with daffodils and other flowers.

Arthur Beyers has been visiting relatives and friends in Buffalo and Erie.

CHESTER.

For St. Patrick's Day

Large green frieze (60 yds.).....$1.00
Medium green frieze (60 yds.)... .75

St. Patrick's Carnation Fluid

(For coloring carnations green)
75c per 1½ quart quantity.

GEO. H. ANGERMUELLER,
Wholesale Florist
1324 Pine St., St. Louis, Mo.

WEILAND & RISCH
GROWERS AND SHIPPERS
SHIPMENTS EVERYWHERE
CUT FLOWERS
IMMEDIATE DELIVERIES
154 NO. WABASH AVE. CHICAGO
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162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

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CUT FLOWER HOUSE

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160-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978.

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Wholesale Growers of Cut Flowers

Telephone: Randolph 2758

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George Reinberg

Wholesale Florist

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$6 00
" " 36-in.	5 00
" " 30-in.	$3 00@ 4 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short, per 100,	6 00@ 8 00
" Mrs. Chas. Russell	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	4 00@15 00
" Killarney	4 00@12 00
" White Killarney	4 00@12 00
" Richmond	5 00@15 00
" Prince de Bulgarie	5 00@15 00
" Rhea Reid	5 00@15 00
" My Maryland	4 00@12 00
" Mrs. Geo. Shawyer	5 00@15 00
" Milady	5 00@15 00
" Sunburst	5 00@15 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	5 00@15 00
" Ophelia	5 00@15 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	5 00@15 00
" Tipperary	4 00@12 00
" Francis Scott Key	5 00@15 00
" Bayard Thayer	5 00@20 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	2 00@ 4 00
Cattleyas, per doz.,	6 00
Freesias	2 00@ 3 00
Gardenias, $2 00@$4 00 per doz.	
Sweet Peas	1 00@ 2 00
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons, $0 75 per doz.	
Violets	50@ 1 00
Lilium Harrisii	12 50@15 00
Valley	4 00@ 6 00
Jonquils	3 00@ 4 00
Daffodils	3 00@ 4 00
Romans	3 00@ 4 00
Mignonette	4 00@ 6 00
Bouvardia	4 00@ 8 00
Pansies, per bunch,	10c@15c
Stevia, per 100	1 50@2 00
Paper Whites, per 100	2 00@3 00
Adiantum Croweanum	1 00
Ferns, per 1000,	3 00
Galax, "	1 00@ 1 25
Leucothoe	75
Mexican Ivy, per 1000,	5 00@6 00
Plumosus Strings, each,	60@ 75
Smilax, per doz.,	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case,	8.00
Wild Smilax, per case,	$5 00

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

Mention the American Florist when writing

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.

Evergreen, Ala.

Mention the American Florist when writing

MILLER & MUSSER

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179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

LILY.

EASTER

Largest and finest supply of blooming and deco
your order with us as early as possible and

LILIES-AZALEAS-RH
HYDRANGEAS--RAMI

LILIES

LILIES

RAM

Order What You Need From Us For Our Supply Was Never So Large Or As Fine As It Is This Year

Fine strong heavy flowers. First-class medium length stock, 14 to 18 inches high.

1500 plants in lots not less than 1000, $100.00 per 1000 buds and blooms.
500 plants in lots not less than 300, 110.00 per 1000 buds and blooms.
250 plants in lots not less than 100, 115.00 per 1000 buds and blooms.
100 plants in lots not less than 25, 120.00 per 1000 buds and blooms.

Short Lily Plants, 8 to 10 inches high, 4 blooms, 40c;
5 blooms, 50c; 6 blooms, 58c; 7 blooms, 65c.

Lilies in Pans, made up, with 12 or more blooms, 12c per bloom or bud.

HYDRANGEA.

Crotons.

Well colored, 4-inch, $4.80 per doz., 5-inch, 60c and 75c each.

Pandanus Veitchii.

	Doz.
4-inch	$4.20
5-inch	7.20
6-inch	12.00
7-inch	18.00
8-inch	$24.00 to 30.00

Rubb

5-inch pots.....
6-inch " .....
7-inch " .....
Larger plants.....

Tabl

2½-inch pots.....
3 -inch " .....

Pteris

4-in. pots.....

POEHLMAN

72-74 E. Randolph St.,

PLANTS

e plants we ever had to offer for Easter. Place
ier you nor your customers will be disappointed.

ODENDRONS-LILACS
ER ROSES (BABY TYPE), ETC.

ROSE.

Azaleas.

Large quantity of fine plants in all colors in bloom, $0.75 to $3.00 each. Specimens from $3.50 to $7 50 each.

Spiraea.

Gladstone, Queen Alexandra and Rubens. Best obtainable, $0.50, $0.75 and $1.00 each.

Hydrangeas.

Otaksa and French varieties, $0.50 to $1.50 each. Larger plants, $2.00 to $3.00 each.

Rambler Roses.

Baby types, $0.50, $0.75 to $1.00 each. Larger plants, $1.50 to $2.00 each.

Rhododendrons.

Magnificent plants at $2.00 to $10.00 each.

SPIRAEA.

Lilacs.

Nice stocky bushes at $2.00, $2.50 and $3.00 each

Cytisus.

Nice stock at $2.00, $2.50 and $3.00 each.

Cyclamen.

All colors, 4-inch, $3.00 per dozen.

Hyacinths.

All colors in 4-inch pots, $10.00 per 100.
All colors in pans, $0.50 to $1.00 each!

Tulips.

In pans, $0.35, $0.50, $0.75 and $1.00 each.

lants.

	$6.00 per doz.
	9.00 " "
	1.50 to $2.00 each
	2.50 to 3.00 each

erns.

	$4.00 per 100
	8.00 " "

sorted.

$15.00 to $20.00 per 100

Asparagus Plumosus.

2¼-inch pots	$4.00 per 100
3 -inch "	8.00 " "
6 -inch "	.35 each

Asparagus Sprengeri.

2¼-inch pots	$ 3.50 per 100
3 -inch "	7.00 " "
4 -inch "	12.00 " "

Holly Ferns.

4-in- pots $15.00 to $20.00 per 100

AZALEA.

N BROS. CO.

ong Distance Phone
Randolph 35.

CHICAGO, ILL.

We Are Ready To Quote Prices On

Cut Flowers For Easter

It will be the best Easter we have ever had. Provide for a good supply and you cannot do better than let us supply you.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

MARKET CONDITIONS MUCH IMPROVED.

The bright days of the past week have helped a lot and conditions are much better than a week ago. There is not much increase in the demand, but the street men have been out in force, and while they only pay about one-third price, yet they clean out the boxes and give the next week a good start. Roses are off crop, there being none too many of any kind. American Beauties are gaining, the forerunner of the spring flowers that come so plentifully in April. The quantity stocks now are Easter and calla lilies; longiflorums appear to be overstocked with all the dealers. Daffodils are another quantity flower, as are sweet peas, although these meet with a fair demand. The quality is very fine. There are plenty of violets, but they appear to be losing their popularity; surely there will always be violets. Gardenias are offered on the street at low prices. Cattleyas of first quality are fairly plentiful, while lily of the valley easily meets the demand. The carnation section is well stocked, quality excellent and demand moderate. The fellow with a house of good asparagus has a miniature gold mine; it is very scarce and there is nothing in sight as a substitute.

THE ROSE FESTIVAL.

As time nears for the great rose festival, there is greater activity all along the line. The final schedule offers large prizes for the 200 square feet of space to be filled with arranged vases to be judged by a scale, the points to be 50 for quality, 20 for varieties and 30 for accessories. Thirty points for the ornamental "fixin's" looks like a good many, but the way such an exhibit is set up has much to do with the good impression that turns the needle toward first place and perhaps it is well to so emphasize this point. Gold, silver and bronze medals are to be awarded in addition to the liberal cash prizes in this division. The waltz written by Victor Herbert for the festival is called "The American Rose" and is said to be one of his best compositions. The smoker to be given in honor of the visitors on the evening of Wednesday, March 21, is scheduled for the Adelphia hotel roof garden.

NOTES.

J. Otto Thilow describes his trip to Honolulu as most delightful. A hedge of night blooming cereus 500 feet in length, full of flowers, was a remarkable sight, as were hedges of begonias in full flower, while Begonia venusta over gate posts and fences was gorgeous in its clouds of orange-colored blossoms. Farleyense was most luxurious in greenhouses without any artificial heat. The whole island was a paradise of tropical glory.

Samuel Sproul's Locust Flower Shop on 60th street, opened a little over a year ago, has been obliged to enlarge its facilities and has annexed the adjoining store. Things certainly look prosperous here. A new Pullman delivery car is a beauty. Mr. Sproul is a hard worker and we congratulate him on his great success.

K.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

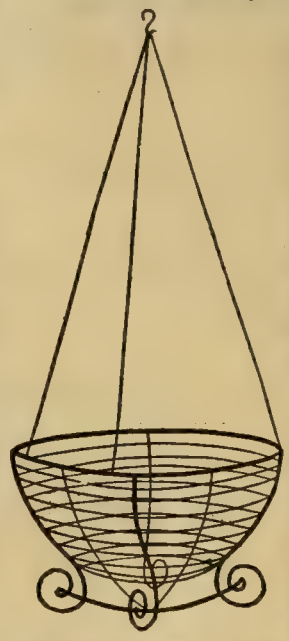
Wholesale Flower Markets

CINCINNATI, Mar. 14.	Per 100
American Beauty, per doz.	1 00@ 6 00
Roses, Killarney	2 00@12 00
" Mrs. Chas. Russell	8 00@10 00
" Ophelia	8 00@12 00
" Richmond	4 00@15 00
" Sunburst	4 00@12 00
Carnations	2 00@ 3 00
Lilium Giganteum	12 50
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Violets	25@ 50
Sweet Peas	25@ 1 00
Jonquils and Daffodils	2 00@ 3 00
Tulips	4 00

BOSTON, Mar. 14.	Per 100
Roses Beauty	20 00@60 00
" Killarney Queen	4 00@12 00
" White and Pink Killarney	4 00@12 00
" Double White Killarney	4 00@12 00
" Killarney Brilliant	6 00@16 00
" Hadley	6 00@16 00
" Cardinal	4 00@10 00
" Mock	8 00@16 00
" Mrs. Chas. Russell	8 00@16 00
" Sunburst	8 00@16 00
" Taft	4 00@12 00
" Milady	4 00@10 00
" Ward and Hillingdon	4 00@10 00
" My Maryland	3 00@12 00
Cattleyas	35 00@50 00
Lily of the Valley	3 00@ 4 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO, Mar. 14.	Per 100
Beauty Special, per doz.	$7.00
" Fancy "	5.00
" Extra "	4.00
" 1st "	2 00
" 2nd "	50c@1.00
Roses, Killarney	4 00@12 00
" My Maryland	4 00@12 00
" Sunburst	4 00@12 00
" Ward	4 00@ 6 00
" Ophelia	5 00@15 00
" Russell	10 00@20 00
" Stanley	6 00@12 00
" Mock	6 00@ 8 00
" Shawyer	4 00@12 00
Lily of the Valley	5 00@ 6 00
Lilies	10 00@12 00
Cattleyas	40 00@50 00
Carnations	2 00@ 3 00
Violets	30@ 40
Asparagus Sprengeri	35@ 50
Ferns per 1000,	2 50
Smilax	15 00@20 00

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1.35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for $1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING, 1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RICE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, VIOLETS, EASTER LILIES
and other Seasonable Flowers.
Up-to-the-Minute Service. Satisfaction Guaranteed.
A good opening for a few more growers of cut flowers.
1615 Ranstead St., Philadelphia, Pa.

W. Q. Potter Co.

(Successor to McCallum Co.)
—Wholesale Florists—
421 High St., Cleveland, O.
Manufacturers and Importers of Florists' Supplies.

Mention the American Florist when writing

Trade Directory

Containing the Names and Addresses of Florists of the United States and Canada.

PRICE: $3.00 POSTPAID

American Florist Co., 440 S. Dearborn St., Chicago

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., **Milwaukee, Wis.**

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.

Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.
FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN, Wholesale Florist. **1312 Pine St., ST. LOUIS, MO.**

Wholesale Flower Markets

PHILADELPHIA, Mar. 14. — Per 100

Roses, Beauty, special	30 00@50 00
" " fancy	20 00@30 00
" " extra	15 00@20 00
" " shorter grades	10 00@12 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	5 00@12 00
" White Killarney	5 00@ 8 00
" Liberty	10 00@30 00
" Hadley	10 00@35 00
" Sunburst	6 00@12 00
" Ophelia	8 00@15 00
" Hoosier Beauty	8 00@15 00
Carnations	2 00@ 4 00
Cattleyas.....each, $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	4 00@ 6 00
Calendulas	2 00@ 3 00
Daisies, yellow	1 50@ 2 00
Violets, single and double	50@ 75
Sweet Peas	1 00@ 2 50
Freesias	3 00@ 4 00

PITTSBURGH, Mar. 14. — Per 100

Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	3 00@12 00
" My Maryland	3 00@12 00
" Sunburst	3 00@12 00
" Mrs. Aaron Ward	3 00@12 00
Cattleyas	75 00
Lilium Giganteum	12 00
Carnations	3 00
Lily of the Valley	5 00
Snapdragons	5 00
Paper Whites	3 00
Violets	50
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, Mar. 14. — Per 100

Roses, Killarney and W. Killarney	3 00@ 8 00
" Ward	3 00@ 6 00
" Mrs. Chas. Russell	6 00@25 00
" Ophelia	4 00@10 00
" Hoosier Beauty	4 00@10 00
Lilies.....per doz., 1 50@ 2 00	
Cattleyas....per doz., 6 00	
Carnations	1 50@ 3 00
Rubrums	4 00
Valley	4 00@ 6 00
Violets	50@ 1 00
Sweet Peas	75@ 1 50
Tulips	2 00@ 3 00

Heavy Hanging Baskets

EXTRA HEAVY HANGERS

8-inch	$1.00 per doz.
10-inch	1.35 per doz.
12-inch	1.75 per doz.
14-inch	2.25 per doz.
16-inch	2.90 per doz.
18-inch	3.70 per doz.

Fancy Green Log Moss
$1.50 per sack

You cannot get Better Baskets at a Higher Price.

The McCallum Co.
Pittsburgh, Pa.

Mention the American Florist when writing

ST. LOUIS, Mar. 14. — Per 100

Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	4 00@10 00
Carnations	2 00@ 3 00
Valley	4 00@ 6 00
Lillies	12 50
Orchids	50 00@ 60 00
Ferns	per 1000, 3 00

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

New York.

MARKET SHOWS LITTLE ACTIVITY.

There has been but little change in the condition of business since our last notes were written. The weather became more favorable toward the last of the past week, March 10 being like a spring day. On that day there was a little more activity in the wholesale district, as is usually the case on a Saturday. Carnations rallied slightly, good stock bringing $3 per 100 and a few fancies, $4. The best special American Beauties wholesale at the rate of 75 cents each. In this connection we would like to ask the growers of American Beauties if they consider mere length of stem, regardless of quality in stem or flower, as a diploma for a "special?" If that is the rule, it would seem that the rule should be changed. Next to American Beauty, the Hadley bring the highest price, and there is fine stock of it on the market. In the other varieties of roses a few specials wholesale at the rate of 10 and 12 cents, but much more goes at from six to eight cents, and down to one cent for shortest grades. Aside from what are used in funeral work, violets are almost exclusively in the hands of the street men, who buy them at from 10 to 20 cents per 100. There is an immense stock of yellow narcissus on the market and going very cheap. There is some movement in the best tulips, but they are so cheap that few will buy the inferior stock. The best snapdragons bring fair prices, but inferior stock is hard to move, and the same can be said of sweet peas. In cattleyas, gardenias, lilies and lily of the valley, there is but little change, but it is hard to clean up on any stock. There is good lilac on the market with a fair demand.

March 12.—There is no noteworthy change in the condition of business. A large amount of stock is arriving, and fair and mild weather promises an increase before the end of the week.

We are all anxious to learn how our florist friends of New Castle, Ind., fared in the great storm.

NOTES.

It has been stated, on what seems to be good authority, that the Jews of this city who are interested in the Jewish philanthropic societies, will hereafter contribute money they would have spent in sending flowers to funerals to the philanthropic societies. A prominent Jew connected with the philanthropic movement, is quoted as saying that he regards the practice of spending large sums of money for floral tributes for the dead as distinctly un-Jewish and in exceedingly bad taste. "Un-Jewish" is interesting. We suppose that we will soon hear of something that is un-German or un-Turkish. In the meantime, we could enumerate a number of practices that are bad taste and un-American.

Calling recently at the range of Anton Schultheis, College Point, we found a fine stock that will be ready for the Easter trade. As we have sometimes remarked, he is an all-around grower and all his stock is in good condition; but if he has a specialty, it is certainly pot roses. Dorothy Perkins, Tausendschoen and different varieties of baby ramblers are all grown to perfection, and there is a great stock which is already well sold out. Hydrangeas, heather, lilac, rhododendrons and many other good features were noted. A large stock of yellow (English) primroses is very attractive. In cut stock, he is strong on Easter lilies, rubrums and lily of the valley.

William Lackey, head gardener on the estate of Daniel Guggenheim, at Elberon, N. J., was shot dead on the night of March 11 by a man supposed to be on the place for the purpose of robbery. Two men were noticed prowling about and Lackey and his assistant started after them. One turned and fired with the result stated. William Lackey was well known in this city, where he had exhibited and taken numerous prizes at the flower shows. He was a member of the National Association of Gardeners and of the Elberon Horticultural Society. He is survived by his wife.

Alfred Kottmiller, 426 Madison avenue, was busy during the past week, having arranged a large amount of funeral work, also a number of decorations. For the funeral of Col. Barbour, a prominent business man, he made up four large standing wreaths. His exhibit for the flower show is expected to be elaborate.

John Tryforos, of Tryforos Brothers, who have stores both on Willis avenue and East 125th street, spent two weeks of February, visiting friends at Barre and Burlington, Vt. He says the temperature was 22 degrees below zero when he arrived there. He returned in time for the Greek-American ball.

The United Cut Flower Co., Inc., 111 West 28th street, is now handling a fine variety of stock with increasing sales. D. J. Pappas, who is at the head of this company, is a florist of many years' experience and is ably assisted by Ben. Ezechel, also an experienced man.

Mrs. Cora Foddy, wife of William H. Foddy, in point of service one of the oldest florists of Brooklyn, died of pneumonia, March 7, at the family home, 8 Seventh avenue, Brooklyn, in her sixty-second year. She is survived by her husband and several children.

Charles R. Jaeger, who recently removed his retail business from 2109 to 2136 Seventh avenue, is well pleased with the new location and reports an increase in business. He is about to erect a conseravtory in the rear of his store.

Suhrer & Gay, retailers of 31 East 125th street, report good business, which has been but little affected by Lent. They have a good store which they keep well stocked.

Frank Nielsen, who now conducts the store at 17 East Twenty-eighth street, recently vacated by Frank Lorraine, reports encouraging business. Frank Lorraine has now a fine retail store at Westwood, N. J.

J. J. Coan, 115 West 28th street, has a large and novel exhibit of shamrocks for St. Patrick's day. These are among his specialties and are tastefully exhibited in small pots and baskets and sell well.

Clarence Slinn reports good business since he located at 112 West 28th street. In addition to violets, in which he specializes, he is now handling good stock of carnations, sweet peas and snapdragons.

At the retail store of Louis C. Pajan, 2442 Eighth avenue, near 130th street, we recently noticed many excellent features. He knows how to

OUR MOTTO: The Best the Market Affords.

Valley

Orders taken now for 1917 Crop of German - Swedish - Dutch Pips.

CHAS. SCHWAKE & CO., Inc., 90-92 West Broadway, New York.

HENTZ & NASH INC. N.Y. WHOLESALE COMMISION FLORISTS GROWER AGENT 55 and 57 West 26th St.

Mention the American Florist when writing

—We are—

Wholesale Florists

Have twenty-two years' experience behind us and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.

GUTTMAN & RAYNOR, INC.

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101 W. 28th St., NEW YORK

PHONE—FARRAGUT 8913

JAMES COYLE

WHOLESALE FLORIST

64 West 26th St., NEW YORK

(Opposite Coogan Building)

20 years experience

Consignments Solicited and Prompt RETURNS GUARANTEED.

PAUL MECONI
WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

J. J. COAN, WHOLESALE FLORIST
115 W. 28th St., New York
Everything in Cut Flowers
Shamrock Plants for St. Patrick's Day
Send us your order NOW.

Riedel & Meyer, Inc.
Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
PHONES—4024 and 4025 MADISON SQUARE

GEO. J. POLYKRANAS
Wholesale Commission Florist
Consignments Solicited
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Telephone No. 2264 Farragut.

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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Wholesale Commission Florists
53 W. 28th St., NEW YORK
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Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th St., New York
Telephone 5335 Farragut
Mention the American Florist when writing

Geo. C. Siebrecht
WHOLESALE FLORIST
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED

Telephone Farragut 9761
Goldstein & Futterman
WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York
Mention the American Florist when writing

BADGLEY & BISHOP, Inc.
Phones 1664—1665 Madison Square
34 West 28th Street, NEW YORK
Receivers and Distributors of Choicest Cut Flowers

Wholesale Flower Markets

NEW YORK, Mar. 14.

	Per 100
Roses, Beauty, special	50 00@75 00
" extra and fancy	30 00@40 00
" No 1 and No 2	4 00@10 00
" September Morn	6 00@20 00
" Prima Donna	4 00@12 00
" Alice Stanley	2 00@ 8 00
" Mrs Geo. Shawyer	2 00@ 8 00
" Double White Killarney	1 00@ 8 00
" Killarney, Special	4 00@ 6 00
" " No 1 and No 2	1 00@ 3 00
" " Queen	2 00@ 8 00
" " Brilliant	2 00@ 8 00
" Aaron Ward	4 00@10 00
" Richmond	1 00@ 8 00
" Sunburst	2 00@10 00
" J L Mock	2 00@10 00
" Ophelia	1 00@ 8 00
" Mrs. Chas. Russell	2 00@ 8 00
" Hadley	4 00@50 00
" Hoosier Beauty	1 00@ 8 00
Cattleya Orchids, special	50 00
" " inferior grades	25 00@35 00
Oncidiums.....per flower, 6c to 8c	
Rubrums	6 00@ 8 00
Lilies, Longiflorum and Formosum	4 00@ 8 00
Lily of the Valley	2 00@ 4 00
Carnations	1 00@ 3 00
Mingonnette.....per doz	25@ 75
White Lilac.....per bunch	50@ 1 00
Gardenias.....per doz.	2 00@ 4 00
Sweet Peas	25@ 50
Sweet Peas, Spencers	1 00@ 1 50
Snapdragons	8 00@16 00
Violets	15@ 20
Yellow Narcissus	1 00@ 1 25
Darwin Tulips	5 00@ 6 00
Tulips	1 25@ 3 25
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus....doz.bchs.	3 00@ 4 00
Smilax .....doz.strings	75@ 1 25
Freesias	1 00@ 1 50
Iris.....per doz	3 00@ 4 00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, New York City
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.
Mention the American Florist when writing

Trade Directory
—OF THE—
Florists, Nurserymen, Seedsmen
OF THE
United States and Canada.
PRICE: $3.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

WM. KESSLER,
Successor to Kessler Bros.
113 W. 28th St., NEW YORK
CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut Shipments Everywhere
Prompt and satisfactory. Consignments solicited

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 26th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising.
V. S. DORVAL, Secretary.

The Kervan Company
FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
Telephones: Farragut 2164-5893
119 West 28th St., NEW YORK

George B. Hart
Wholesale Florist
24-30 Stone St., Rochester, N.Y.

Nippon Garden, Inc.
Successors to Satow & Suzuki
259 Fifth Avenue New York
Greenhouses: Woodside, L. I.
Telephone: Madison Square 8950
We are headquarters for Japanese Miniature Gardens, Fern Dishes, Vases, Flower Pots, Jardinieres and Dwarf Plants. A great stock of Fern Monkeys and Fern Balls.

Telephone Farragut 634, 3066
HERMAN WEISS
Wholesale Florists
106 W. 28th St., NEW YORK

M. C. Ford
121 WEST 28th STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

PAPER BOXES
FOR THE FLORIST

QUALITY SERVICE RELIABILITY

WHITE GLAZE
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.60
8x 5x5 "	4.25
10x 6x5½ "	5.00
12x 8x5½ "	6.45
14x10x8 "	10.65

For Cut Flowers

16x 4 x3 2" covers	$ 3.80
20x 4 x3 "	4.25
18x 5 x3 "	4.25
21x 5 x3 "	5.00
24x 5 x3½ "	5.35
30x 5 x3½ "	6.45
36x 5½x3½ "	8.05
18x 6 x3½ "	5.20
21x 7 x3½ "	5.65
21x 8 4x "	6.60
24x 8 x4 "	7.50
24x 8 x5 "	8.20
28x 8 x5 "	9.25
36x 8 x5 Telescope	12.80
40x 8 x5 "	15.65
42x 8 x5 "	18.75
36x10 x5 "	15.65
42x10 x5 "	21.35
48x10 x5 "	25.60

VIOLET GLAZE
For Violets and Corsages

7x 4x4 2" covers	$ 3.80
10x 6x5½ "	5.25
14x10x8 "	11.25

PLAIN VIOLET
Made of Moisture Proof Board for Violets and Corsages

7x4x4 2" covers	$2.65
8x5x5 "	3.35
10x6x5½ "	3.80
12x8x5½ "	5.25

MIST GRAY
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.60
8x 5x5 "	3.90
10x 6x5½ "	4.30
15x 6x5 "	5.00

For Cut Flowers

16x 4x3 2" covers	$ 2.65
28x 6x4 "	5.00
18x 6x4 "	4.30
21x 7x3½ "	4.60
21x 8x4 "	4.95
24x 8x4 "	5.50
28x 8x4 "	6.20
28x 8x5 "	7.10
36x 8x5 Telescope	9.90
42x 8x5 "	15.65
48x 8x5 "	17.80
30x10x5 "	9.90
42x10x5 "	18.50
48x10x5 "	21.35

For Designs and Sprays

36x12x6 Telescope	$17.10
20x12x8 "	14.25
12x12x8 "	12.80
14x14x8 "	13.50
16x16x8 "	14.25
20x20x8 "	18.50
24x24x8 "	21.35
24x14x8 "	17.80
30x14x8 "	20.60
36x14x8 "	22.75
40x14x8 "	24.85

MIST BROWN
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.80
8x 5x5 "	4.15
10x 6x5½ "	4.50
12x 8x5½ "	5.25
14x10x8 "	9.00

For Cut Flowers

16x 4x3 2" covers	$ 2.80
20x 4x3 "	3.25
18x 5x3 "	3.25
21x 5x3 "	3.80
36x 5½x3½ "	6.75
21x 7x3½ "	4.85
24x 8x4 "	5.80
28x 8x4 "	6.30
36x 8x5 Telescope	10.55
40x 8x5 "	13.50
42x 8x5 "	16.45
36x10x5 "	13.50
42x10x5 "	19.55
48x10x5 "	22.50

for Designs and Sprays

30x12x6 Telescope	$15.00
36x12x6 "	18.00
20x12x8 "	15.00
16x16x8 "	14.75
28x28x8 "	28.50
24x14x8 "	18.75
30x14x8 "	21.75
40x14x8 "	26.30
32x32x8 "	37.55

MANILA
For Cut Flowers and Designs

	Per 100
16x 4x3 2" covers	$ 2.50
18x 5x3 "	2.90
21x 5x3 "	3.40
36x 5½x3½ "	6.05
18x 6x4 "	4.05
21x 7x3½ "	4.40
21x 8x4 "	4.75
24x 8x4 "	5.20
24x 8x5 "	5.65
36x 8x5 Telescope	9.45
40x 8x5 "	12.15
42x 8x5 "	14.70
30x10x5 "	9.45
36x10x5 "	12.15
42x10x5 "	17.55
48x10x5 "	20.20
40x10x6 "	20.20
28x 8x6 "	8.10
30x12x6 "	13.50
36x12x6 "	16.20
24x14x8 "	17.55
30x14x8 "	20.20
36x14x8 "	21.95
40x14x8 "	24.05

Prices are quoted F. O. B. Chicago and subject to the following terms of discount; 500 lots, 5% 1000 lots, 10%; over 1000 lots, 15%. Special 5% discount allowed when cash is received with orders. Samples gladly sent on request. When printing is wanted there will be a charge of $1.50 per M or any part thereof in lots of less than 500. No charge will be made when the quantity ordered is over 500. Border printing and embossing will be charged for in accordance with the amount of work involved.

SPECIALS

PALM GREEN
For Violets and Corsages

	Per 100
7x 4x4 2" cover	$ 3.80
15x 6x5 Telescope	5.25
15x 7x6½ "	7.45

For Cut Flowers and Designs

18x 5x3 2" cover	$ 3.25
12x12x8 Telescope	14.85
24x24x8 "	22.50
28x22x8 "	26.00
28x28x8 "	28.50

The "Old Favorite" Palm Green. Place your order now before they are all gone. The Designs and Violet sizes are a great bargain.

PEERLESS GREEN
For Cut Flowers and Designs

	Per 100
21x 8x4 2" covers	$ 4.65
28x 8x4 "	5.60
18x 5x3 Telescope	2.90
21x 5x3 "	3.35
30x10x5 "	9.25
30x12x6 "	12.30
36x12x6 "	16.00

A very good looking shade of Light Green, slightly lighter weight quality than the Palm Green, but a very good box for local deliveries and a bargain at the prices offered.

PARCEL POST CONTAINERS

	Per 100
24x 5x4 2½" cover	$ 4.50
30x 5x4 "	5.00
28x 6x4 "	6.00
24x 8x4 "	5.75
28x 8x5 "	6.50
30x12x6 3" "	15.50
36x14x8 "	20.00
40x14x8 "	21.00
24x24x8 "	20.00
26x17x10 4" "	22.00
24x20x10 "	22.00
24x24x10 "	24.00
30x30x9 "	31.00

For Baskets and Potted Plants

12x12x15	$12.00
15x15x20	20.00
18x18x20	25.00
19x19x30	33.50

GREEN MARBLE CUT FLOWER BOXES

Size	Per 100
7x 4x4	$3.60
8x 5x5	3.90
10x 6x5½	4.30
15x 6x5	6.00
12x 8x5½	5.25
14x10x8	9.00
16x 4x3	3.25
20x 4x3	$4.00
18x 5x3	4.00
21x 5x3	4.50
24x 5x3½	5.00
30x 5x3½	5.75
36x 5½x3½	7.00
21x 7x3½	5.25
24x 8x4	$6.50
24x 8x5	7.00
28x 8x4	7.50
28x 8x5	8.00
36x 8x5 Telescope	11.00
40x 8x5 "	13.00
42x 8x5 "	16.00
30x10x5 Telescope	$11.50
36x10x5 "	13.50
42x10x5 "	19.00
48x10x5 "	22.00
24x10x10 3" cover	17.00
30x10x10 "	20.00
36x12x7 "	18.50
24x12x10 "	18.00

A. A. ARNOLD PAPER BOX CO.,
1302-1308 W. Division St., CHICAGO

make a store attractive and is a good designer and decorator.

Mr. Bridgeman, of J. H. Small & Sons' Madison avenue store, spent a week at their Washington store, assisting in the work attending the inauguration festivities.

Mrs. Retta E. Rankin, of the House of Ferns, 41 West 28th street, has been unfortunate in having her supply of asparagus temporarily cut off since the cold snap in Florida.

Peter F. McKenney, Fifth avenue and 42nd street, arranged fine designs for the funeral of Congressman Conry of this city, who died recently at the national capital.

Young & Nugent, 42 West 28th street, have recently had fine features in window decorations, cattleyas and other flowers and flowering plants being used.

The Florist Chauffeurs' Association will give a ball at Bryant hall, 725 Sixth avenue, Saturday evening, March 31.

Andrew Eckrich, who now conducts a retail store at 924 Madison avenue, reports a prosperous business.

A. F. F.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857.

Wittbold FLORIST

745 Buckingham Place.

L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullanphy Florists (INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Albany, N. Y.

EYRES,

Flowers or Design Work.

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET.

Mention the American Florist when writing

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph Delivery Association.

THOS. F. GALVIN INC.

NEW YORK 561 Fifth Ave.

BOSTON 1 Park Street, 799 Boylston Street

Deliveries to steamers and all Eastern Points.

Mention the American Florist when writing

Max Schling NEW YORK.

No. 22 West 59th Street

Adjoining Plaza Hotel

Member of the Florists' Telegraph Delivery.

Original Decorations a Specialty.

Branch: THE VANDERBILT HOTEL

Main Phone, Murray Hill, 783 — Park Ave. and 34th St.
Branch " " " 1808

Kottmiller Member F. T. D.

426 Madison Ave.
And 49th St., NEW YORK

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Philadelphia, Pa.

J. J. Habermehl's Sons

THE BELLEVUE-STRATFORD — BROAD AND WALNUT STREETS

The Best the Market Affords.

We cover Eastern Pennsylvania, New Jersey and Maryland.

Mention the American Florist when writing

Young & Nugent

Telephone 2065-2066 Madison Square.

42 West 28th Street,

To out-of-town florists: We are in the Heart of NEW YORK

And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Bangor, Me.

Adam Sekenger

FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.,

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

Mention the American Florist when writing

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
Cable address: Alexconnell, Western Union Code.

Mention the American Florist when writing

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Ave., Chicago.

Largest and most centrally located store in the city. All orders given prompt attention.

Mention the American Florist when writing

Rochester, Minn.

Wire and Mail Orders Our Specialty.

Bragg's Flower Store

Successor to Rochester Floral Co.

RETAIL STORE. GREENHOUSES.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

W. J. PALMER & SON
Palmer's
304 MAIN STREET
BUFFALO, N.Y.
Members Florists' Telegraph Delivery Association

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

LARGEST FLOWER STORE IN THE CITY

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.

Established 1874.

DARDS

N. E. CORNER 44TH ST. AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson,

20-22-24 West Fifth Street.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET.

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America

Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop, Ltd.

1800 Chestnut Street

Members of Florists' Telegraph Delivery.

Syracuse, N. Y.

MILES S. HENCLE

FLORIST

536 SOUTH SALINA STREET

General designs—All flowers in season

Name Index to Retail Florists Filling Telegraph Orders.

Alfred Lozier Rosery, Des Moines, Ia.
Alpha Floral Co., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Archias Floral Co., Sedalia, Mo.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bragg's Flower Store, Rochester, Minn.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Broadway Florist, The, Los Angeles, Calif.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago, Ill.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave. and L., Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Quebec.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
Forter, Edward A., Cincinnati, O.
Foster, Fred, St. Louis, Mo.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Galvin, Thos. F., Inc., New York.
Gasser, J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hanft Bros., Madison Av., at 62nd St., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., New York.
Hatcher, John C., Amsterdam, N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Hencle, Miles S., Syracuse, N. Y.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison Ave. and 76th St., New York.
Higgins, N. F., Springfield, Mass.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Howard & Smith, Los Angeles, Calif.
Huscroft's Flower Shop, Steubenville, O.
Jahn, Hugo H., Brooklyn, N. Y.
Johnston & Co., T. J., Providence, R. I.
Joseph's, 233-235 Grant Ave., San Francisco.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kerr Floral Co., Robt. C., Houston, Tex.
Kirchner, Chas. F., Cleveland, O.
Kottmiller, New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 25 E. Madison St., Chicago.
Leborius, J. J., Duluth, Minn.
London Flower Shop, Ltd., Philadelphia, Pa.
Mangel, Chicago.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McConnell, Alex., New York.
Metairie Ridge Nursery Co., New Orleans, La.
Miami Floral Co., Miami, Fla.
Mullanphy Florists, St. Louis, Mo.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
Palmer, W. J. & Sons, Buffalo.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Pyfer & Olsem, Wilmette, Ill.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Reuter's, New London and Norwich, Conn.
Rock, Wm. L., Flower Co., Kansas City.
Saake, O. C., Los Angeles, Calif.
Schiller the Florist, 2221 W. Madison, Chicago.
Schling, Max, 22 W. 59th St., New York.
Schmidt, Chas. L., Harrisburg, Pa.
Sekenger, Adam, Bangor, Me.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Van Meter Flower Shop, Springfield, O.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Whitted Floral Co., Minneapolis, Minn.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wittbold Co., G., 745 Buckingham Pl., Chicago.
Wolfskill Bros. & M. Goldenson, Los Angeles.
Young & Nugent, New York.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

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Telephone—Lenox 3822.

In the Heart of the most exclusive residential section.

Omaha, Neb.

Hess & Swoboda

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1415 Farnum St. PHONES: 1501 and L1582

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THE J. M. GASSER COMPANY,

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street,

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

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—Florist—

710 Nostrand Avenue

Corner Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Florist Corporation.

Philadelphia, Pa.

M. J. CALLAHAN

FLOWERS

3924 Market Street Both Phones

Cleveland, O.

CHAS. F. KIRCHNER

9005 Superior Avenue.

Orders filled for all points in Ohio. Satisfactory Service Assured.

SIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to

Schiller The Florist

2221-2223 W. Madison St. CHICAGO.

All orders carefully filled under the supervision of GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

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JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

SEVEN STORES

Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heinl)

336 Superior St., Toledo, O.

Both Phones, 527.

Special attention to Mail and Telegraph Orders

Member of Florists' Telegraph Delivery.

Rochester, N. Y.

J. B. KELLER SONS, FLORISTS

25 Clinton Avenue, N.

Rochester Phone, 506. Long Dist. Bell ph. 2189

Members of Florists' Telegraph Delivery.

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Bramley & Son

1181 E. 71st St.

The Largest Growers of Flowers in City

Duluth, Minn.

J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Houston, Texas.

Robt C. Kerr Floral Co.

Main and McKinney Phone, Preston 160

LEWIS HENDERSON, Florist

1814 Douglas St., OMAHA, NEB.

Member of Florists' Telegraph Delivery.

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150 State St., SPRINGFIELD, MASS.

HANFT BROS.

NEW YORK.

—Established 1848—

Madison Ave., at 62nd St.

PHONE PLAZA 428.

The Boulevard Floral Co.

2391 Broadway, New York

Telephone, Schuyler 6375

FINE STOCK, ARTISTIC ARRANGEMENT AND PROMPT DELIVERY.

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BRIGGS FLORAL CO.

228 W. Madison St.

801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

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WILMETTE, ILLINOIS

Careful attention to all mail or telegraph orders for delivery in Wilmette—Chicago's North Shore Suburb—Evanston, Kenilworth Winnetka, Glencoe, Lake Forest.

New York Established 1849

David Clarke's Sons

2139-2141 Broadway, cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

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Mail or telegraphic orders promptly and most carefully executed.

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Established over 20 Years.

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Madison Ave. and 76th St.

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Quality Flowers

TWO GREENHOUSES ON PREMISES.

Plant Specialists Phones { 107 / 420 / 775 } Lenox

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The Park Floral Co.

J. A. VALENTINE, President.

Members of Florists' Telegraph Delivery.

Cincinnati.

Julius Baer

FLOWERS

Mail and Telegraph Orders carefully executed.

138-140 Fourth Street East

Mention the American Florist when writing

Miami Floral Co.,

Orders promptly filled.

MIAMI, FLORIDA.

Mention the American Florist when writing

Sedalia, Missouri.

Archias Floral Co.

Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.

Member of Florists' Telegraph Delivery.

Lang Floral & Nursery Co., Dallas Texas

1303 Main Street

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No Orders too large, none too small.

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.

O. C. SAAKE

FLORIST

WE SOLICIT TELEGRAPH ORDERS.
Regular Trade Discount.
215 W. FOURTH STREET.

NASHVILLE, TENN.

JOY FLORAL COMPANY

Members of Florists' Telegraph Delivery.

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Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants.

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

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Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

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Little Rock, Ark.

PAUL M. PALEZ

FLORIST

All orders carefully filled and delivered to all parts of the city, Arkansas and the Southwest.

Mention the American Florist when writing

St. Louis, Mo.

F. H. WEBER

Boyle and Maryland Avenues.

Flowers delivered in city and state on short notice

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Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

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Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florist of GRAND RAPIDS.
Members of Florists' Telegraph Delivery.

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Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan

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Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
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Steubenville, Ohio.

Huscroft's Flower Shop

173 North Fourth Street

All Orders Promptly Executed

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS.

735 Euclid Ave. CLEVELAND

Friedman

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SAN FRANCISCO

JOSEPH'S

233-235 GRANT AVENUE

Members of Florists' Telegraph Delivery and National Florists for this District. A specialty made of "Welcoming" and "Bon Voyage" packages.

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L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

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703 Olive St., St. Louis, Mo.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS
621 Penn Ave.

CHARLES L. SCHMIDT

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Night and day service in all Central Pennsylvania.

E. W. PEARSON

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Covers all New England points.

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17 E. MONROE ST.

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice

Trade discounts. First-class. stock.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

THE DOMINION FLORAL CO.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention

C. Frauenfelder

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3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN.

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GUDE BROS. CO.
FLORISTS
1214 F ST. N.W.
WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

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DES MOINES IOWA

ALFRED LOZIER ROSERY

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

Howard & Smith

853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

WORCESTER, MASS.

Randall's Flower Shop,

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Successor to A. Sunderbruch's Sons

128 W. Fourth St., Phones, Main 1874-1875

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VAN METER FLOWER SHOP

SPRING and HIGH, **Springfield, O.**

BEST FLOWERS for EVERY OCCASION.

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

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HENRY R. COMLEY, Florist, 6 Park St.

50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

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Flower Shops: 50 E. Main St., Amsterdam, N. Y.
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Mention the American Florist when writing

FREY & FREY,

1338 O Street, LINCOLN, NEB.

WHOLESALE AND RETAIL.

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El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

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Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

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Chicago Detroit

CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

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Wholesale and Retail.

414½ S. Broadway.

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Wedding Decorations

Funeral Designs Cut Flowers

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DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

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Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

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TERRE HAUTE, IND.

THINK OF **HEINL'S**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

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Mention the American Florist when writing

St. Louis, Mo.

WIRE

Grimm & Gorly

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AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

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A. Graham & Son

5523 Euclid Ave.

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Mention the American Florist when writing

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HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

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Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

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Randolph & McClements

Floral Experts

5936 Penn Av., PITTSBURGH, PA.

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DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing

PROVIDENCE, R. I.

and all T. J. JOHNSTON & CO.

NEW ENGLAND POINTS. 107 WASHINGTON ST., PROVIDENCE

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

GLADIOLUS AMERICA and King Humbert canna are scarce this season.

ONION SETS at Chicago have gone off in price to $4.50 for colors and $5.00 for whites.

A. COLYN, Voorhout, Holland, says 75 per cent of the marketable Dutch bulbs now come to America.

DES MOINES, IA.—Free government seeds filling 11 large mail sacks have been received here for distribution.

SEEDSMEN have heard that a lot of Saynor's tools were on the S. S. Celtic and delayed. The arrival date is now uncertain.

CHICAGO.—Prices for grass seed on the Board of Trade March 14 were as follows: Timothy, $4.50 to $6.00 per 100 pounds.

VISITED CHICAGO: A. J. Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich.; A. T. Ferrell, of A. T. Ferrell & Co., Saginaw, Mich.; F. H. Henry, of Henry & Lee, New York.

CHAS. M. JACKMAN, who has been representing Vaughan's Seed Store in Europe the past three years and who has been a German prisoner the past winter, expects to secure his release this month.

LOS ANGELES, CALIF.—John Bodger, Jr., of John Bodger & Sons Co., has returned from a successful eastern trip. —Mr. Morris, of the Morris & Snow Seed Co., Inc., has been confined to his home for several days on account of illness.

POTATO planting is epidemic in California, according to John Lewis Childs, of Floral Park, N. Y., who recently returned from the Pacific coast, saying some residents in the fashionable resorts have plowed their handsome front yards for this crop.

PEAS will be planted in the state of Washington this year for well known trade firms as follows: At Latah and Tekoa, 219,060 pounds; Mica Park, 101,000 pounds; Plaza and Spangle, 235,000 pounds; Rockford, 430,460 pounds; Waverly, 273,492 pounds.

IN the Illinois legislature Senate Bill 309 passed out of committee March 13 and is up for hearing. This bill contains a number of objectionable features and George Green of the Illinois Seed Co., and John Leonard, of the Leonard Seed Co., left for Springfield March 14 to represent the Chicago trade.

John Lewis Childs, Floral Park, N. Y., returned from California much earlier than usual on account of the unprecedented rush in his mail order business. Mr. Childs says recent weather on the Pacific coast has been very favorable to the seed growers whose work this year will be unusually heavy because of greatly increased business.

American Seed Trade Association.

SEEDS EXEMPT IN RAILROAD EMBARGO.

Carriers have been directed, through the Car Service Committee, to make a general exemption from all embargoes of seeds, and urgent efforts are being made to secure adequate supply of empty cars to provide for their transportation.

Wherever cars are seriously delayed by reason of accumulations or on account of other causes notify Francis Fisher Kane, United States attorney, Eastern District of Pennsylvania, Philadelphia, Pa., giving name of consignor, consignee, point of origin, and car numbers and initials and the matter will be promptly taken up with the carriers to secure expedited movement.

C. E. KENDEL, Sec'y.

Arnold Ringier and Wife of Chicago.
Going to Church in San Francisco, March 4.

French Bulbs.

Toulon, March 10.—One of the French bulb experts writes as follows regarding the coming bulb crop: "I fear the frosty winter has set back the growth of bulbs in general, especially the freesias, of which the crop probably will be deficient. The Roman hyacinths also will be scare, this bulb decreasing gradually year by year from disease and the small quantities replanted last year do not lead us to expect any considerable crop even if the weather continues favorable to harvest time. So far as Narcissus Paper White Grandiflora is concerned, this having been the most important bulb crop during the past few years and in heavy demand last year, the quantity replanted in 1916 seems to be sufficient if needs are normal and the weather favorable. The development of these bulbs depends mainly on the rainfall in April and May. If the rains are insufficient, as was the case last year, the diameter of the bulbs is under grade, which compels the buyers either to reduce their orders or to accept bulbs under size."

Catalogues Received.

The W. W. Barnard Co., Chicago, seeds, bulbs and shrubs, and wholesale price list; The Livingston Seed Co., Columbus, O., seeds; Theodore Payne, Los Angeles, Calif., seeds, plants and trees; Winterson's Seed Store, Chicago, seeds; Peter Henderson & Co., New York, implement and lawn catalogue and "Farmers' Manual"; C. Young & Sons Co., St. Louis, Mo., plants, seeds and cut flowers; Metzner Floral Co., Mountain View, Calif., gladioli; Phoenix Nursery Co., Bloomington, Ill., nursery stock; H. J. Weber & Sons Nursery Co., Nursery, Mo., plants, trees, shrubs, etc.; Wilford Perry's Seed Store, Provo, Utah, seeds; Arthur T. Boddington Co., Inc., New York, seeds, bulbs, plants and sundries; J. F. Noll & Co., Inc., seeds, plants, etc., and Market Gardeners' 1917 Seed catalogue; Luther Burbank, Santa Rosa, Calif., seeds; Colorado Seed Co., Denver, Colo., seeds, plants, etc.; The Wilmore Floral Co., Denver, Colo., "Flowers for Profit"; Otto Wittbold Nursery, Chicago, nursery price list; Lynch Nursery Co., Inc., Menlo Park, Calif., chrysanthemums, carnations and bedding plants; S. W. Pike, St. Charles, Ill., nursery stock; D. V. Howell, Peconic, L. I., N. Y., dahlias; Forbes & Keith, New Bedford, Mass., dahlias; Wm. Tricker, Arlington, N. J., water lilies; F. H. DeWitt & Co., Wooster, O., geraniums; W. W. Johnson & Son, Boston, Eng., seeds, etc.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Dwarf Tuberoses

Dwarf Double Pearl Tuberoses—
Special prices on application.

Caladium Esculentum Bulbs.

LILIUM MULTIFLORUM

7 to 9, 9 to 10, and 10 to 11.

Attractive prices on application.

LILIUM FORMOSUM

7 to 9, 9 to 10—(**Black Stem.**)

Please tell us how many you can use and we shall make prices accordingly.

Selected strains of **Ageratum, Alyssum Aster, Begonia Erfordii, Calendula Meteor, Prince of Orange, Candytuft, Celosia, Centaurea, Cobaea Scandens, Cosmos, Lobelia, Gypsophila, Petunia** and **Verbena.** Special prices on above on application.

J. M. THORBURN & CO.
53 Barclay Street, through to 54 Park Place
NEW YORK CITY.

JAPANESE LILY BULBS

SAITAMA ENGEI & CO., Ltd.

Toyono, Nr. Kasukabe,
Saitama-ken, Japan.

Write for Lily Bulbs for this fall season delivery.

We are growers of the Lily Bulbs of fine quality on large scale.

Special price for large quantities on application.

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade
CARPINTERIA, CALIF.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.
Correspondence Solicited.
George R. Pedrick & Son,
PEDRICKTOWN, N J.

Grass Mixtures

FOR
Golf-Tennis-Polo
MEET ALL REQUIREMENTS FOR ALL SOILS
The Albert Dickinson Co.,
CHICAGO, ILL.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.
Branches: Michigan, Wisconsin and Idaho. **MILFORD, CONN.**

Palm and Asparagus Seed

NEW CROP—JUST RECEIVED

	100	1,000
Cocos Weddelliana	$1.25	$10.00
Latania Borbonica	.50	3.50
Phoenix Canariensis	1.00	7.50
Musa Ensete (Banana)	.75	5.00
Asparagus Plumosus (Greenhouse Grown)	.50	3.50

Arthur T. Boddington Co., Inc.

128 Chambers Street, **NEW YORK.**

KELWAY'S

SEEDS--Flower, Vegetable and Farm

For present delivery or on contract. Wholesale only.
Special quotations for next season and from 1917 harvest now ready.

Langport, - England.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE
226-230 W. Kinzie St., **Telephone Main 2762.** **CHICAGO**

The L. D. Waller Seed Co.

Gaudalupe, California
Wholesale Growers of
FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS
Correspondence Solicited.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Western Seed & Irrigation Co.

Wholesale Seed Growers and Dealers
SPECIALTIES:
Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, **NEBRASKA.**

TOMATO SEED

Grown for the Wholesale Seed Trade.
HAVEN SEED CO.
SANTA ANA, CALIFORNIA.

Lily Bulbs

Shipment from Storage

Giganteum,	7-9 in.	$14.50	per case of	300
"	8-10 in.	16.50	"	250
"	9-10 in.	16.50	"	200
Multiflorum,	7-9 in.	15.00	"	300
"	8-10 in.	17.50	"	250
Auratum,	7-9 in.	9.50	"	180
"	8-10 in.	10.50	"	150
"	9-11 in.	9.00	"	100
Rubrum,	7-9 in.	11.50	"	220
"	8-10 in.	12.50	"	170
"	9-11 in.	12.50	"	130

Giganteum shipped from Chicago as well as New York.

McHutchison & Co. The Import House
95 Chambers St., **NEW YORK**

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.
Rocky Ford, Colorado.
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

EASTER LILIES

50,000 FANCY LILIES FOR EASTER.

Well grown, clean stock, best quality. No small buds counted.

Medium.....$12.50 per 100 **Long.....$15.00 per 100**

LILAC

Each.....$3.00

CYCLAMEN

Dark colors, full of flowers, exceptionally good.

Each.....25c, 35c, 50c and 75c

SPIRAEA

Short stocky plants, full of bloom.

Each.....35c to 75c

BABY ROSES

Best varieties, well grown, full of buds and flowers, each, 50c to 75c

All stock guaranteed satisfactory in every respect. Well grown in our modern range of 150,000 square feet of glass.

PYFER & OLSEM, WILMETTE, ILL.

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

American Bulb Co.

A. Miller, President.

WHOLESALE DEALERS IN

Bulbs, Seeds, Supplies, Etc.

178 N. Wabash Ave.. Chicago, Ill.

Get Quotations From

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SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Waldo Rohnert

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WHOLESALE SEED GROWER.

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

R. & M. GODINEAU
SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.

EDGAR F. HURFF,

Correspondence Solicited. **SWEDESBORO, N. J.**

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK and ORANGE, CONN.

CEDAR ACRES
Gladioli Exclusively

Catalogue giving full cultural directions and attractive prices on all varieties. It is free.

B. HAMMOND TRACY, Box A, Wenham, Mass.

My New PRICE LIST of

Winter Orchid-Flowering Sweet Pea Seed

Has been mailed. If you have not received a copy, send Postal for it.
Part of new crop is ready now.

Ant. C. Zvolanek, Lompoc, Calif.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Robert Craig Co...

High-Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

We carry a reserve stock of all the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago, Ill.

FERNS IN FLATS

In Best Varieties For Fern Dishes.
$1.50 per 100. 100,000 READY NOW.

Write for Wholesale Catalogue of FERNS, KENTIAS, ETC. to

H. PLATH

"THE FERNERIES"
Lawrence and Winnepeg Avenues.
SAN FRANCISCO, CALIFORNIA.

CANNA

FIREBIRD

Vaughan's original stock of the new pure Scarlet Canna (Gold Medal, San Francisco)

Per 100, $25.00; dozen, $4.00

Yellow King Humbert

(1917 Novelty) A giant sport of King Humbert. Yellow, spotted red.

Per 100, $35.00; dozen, $5.00

A Few Other Leaders

	Per doz.	Per 100
King Humbert.....	$ .60	$ 4.00
Mrs. A. Conard.....	1.00	6.00
Hungaria.....	1.25	8.00

Vaughan's Seed Store

NEW YORK CHICAGO

Mention the American Florist when writing

Burpee's Seeds Grow

NEW ASTER AMERICAN BEAUTY

American grown Aster seed is now acknowledged to be so vastly superior to European grown seed that there is no reason why European grown seed should be at all considered. Even in the Early Queen of the market type American grown seed has been found superior to European. The Royal and Crego types closely follow Queen of the Market, and these are followed by the Late Branching types.

Burpee's New American Beauty Aster is in type of growth and form of flower similar to the Late Branching, but differs in, that all the large blossoms are produced on much longer and heavier stems. In some instances stems measure more than two feet in length. It has the longest blooming period of any Aster that we know of. The large double flowers are of a bright carmine-rose almost identical with the World's Famous American Beauty Rose.

Mr. Fred Howard of Howard & Smith, Los Angeles, California, writes March 29, 1916, in reference to American Beauty Aster, "It is in my opinion one of the most remarkable Asters which has come under my notice. The plants attain a height of some four feet, and the flowers are borne singly at the ends of stems which attain a length of thirty to thirty-six inches. The most remarkable feature to be noted regarding this Aster is the length of time which it remains in flower. The plants at our nursery came into bloom during the month of July, and we were still cutting from them late in September. It is unlikely that they would come into bloom so early under Eastern conditions, but if they come in later I have no doubt the season during which they flower would be equivalent. The stems are absolutely non-lateral branching. The flowers attain an enormous size owing to the fact that the entire sap flow is diverted to the one terminal bud or flower. The color is a distinct shade of carmine-rose. The addition of new colors to this new type of Asters will in my opinion prove to be a strain of great merit."

Burpee's American Beauty Aster is illustrated in color on the front cover of Burpee's Annual for 1917, and now that we have harvested a little more seed than was estimated we have decided to offer it to the Florist Trade. This Superb Aster should have a place in every Aster field. It will certainly prove its superior merit.

Packet containing 40 seeds, 10 cents; packet of 120 seeds, 25 cents; trade packet, 1000 seeds, $1.25.

FLOWER SEEDS FOR FLORISTS

Florists and Market Gardeners, in addition to Burpee's Annual, should have Burpee's Blue List, the Market Growers' Handbook. This is a wholesale price list for commercial planters. Write for this today. A post card will bring it.

W. ATLEE BURPEE & CO.,

SEED GROWERS **PHILADELPHIA, PA.**

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

Potatoes From Canada Not Embargoed.

An authoritative statement from Ottawa, Canada, is to the effect that the Canadian government will not place an embargo on the export of potatoes. There is said to be a scarcity in Ontario, but a plentiful supply in other provinces.

Prices of Indoor Fruits and Vegetables.

Chicago, Mar. 13.—Mushrooms, home grown, 50 to 60 cents per pound; lettuce, small cases, 27½ to 30 cents; radishes, 50 to 60 cents, dozen bunches; celery, 75 cents to $1.50, open crate; tomatoes, six baskets, $3.50 to $4.75; cucumbers, per 2 dozen box, $1.50 to $2.50.

New York, Mar. 13.—Celery, per crate, $1.50 to $5.00; cucumbers, 60 cents to $1.75 per dozen; mushrooms, $1.00 to $2.00 per 4-lb. basket; tomatoes, per lb., 10 to 25 cents; radishes, per 100 bunches, $2.00 to $4.00; lettuce, per strap, $3.00 to $5.00.

Vegetable Crop Prospect in Bermuda.

Prospects for green-vegetable crops in Bermuda, principally beets, carrots, kale, lettuce and parsley, for the current year are not as good as usual, according to United States Commerce Reports, January 30, 1917. It is reported that there is less land under cultivation in green vegetables this year than last, due to the fact that farmers are planting more land in potatoes.

Green vegetables, valued as follows, were shipped from Bermuda to the United States in 1916: Beets, $23,718; carrots, $25,614; kale, $2,112; lettuce, $10,873; parsley, $40,127. It is estimated the various crops mentioned will approximate two-thirds to three-fourths of last year's production.

Vegetable Prices at New York.

Potato prices remain about the same as last week. The best grades of Maine range from $8.25 to $8.50 per 180 pounds.

Beans continue high, marrow selling at $13 per 100 pounds. Kidneys range from $11.75 to $13; Chilian Imperials, $9.75 to $10.50; South American Browns, many of poor quality, $6.50 to $7.25.

Old white onions, per 100 pounds, $7 to $9; Old red, $7 to $8; Old yellow, $6.50 to $8.25.

In a statement issued March 7, after two days' investigation of market conditions, Commissioner of Weights and Measures J. J. Hartigan said in part: "Never in the history of New York City have so many potatoes from all sections of the country been received. Heretofore it has been the custom for dealers to rely upon New York State, Maine, Virginia and Bermuda for potatoes. Carloads of potatoes are arriving from Wisconsin, Idaho, Oregon, Washington, Georgia and South Carolina."

He believes that advantage has been taken of consumers by "certain" wholesale dealers. A. F. F.

97th Year

J. BOLGIANO & SON,

Wholesale Garden and Field Seeds, Onion Sets, Seed Potatoes

Growers of Pedigree Tomato Seeds **Baltimore, Md.**

GERANIUMS

Delivery April 3rd and after at $10.00 per 1000 for **S. A. Nutt** and **Buchner,** and $12.50 per 1000 for **Ricard** and **Poitevine.**

Asparagus Plumosus, fine stock at $27.50 per 1000. **Asparagus Sprengeri,** $20.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

GENISTAS

5 in. pots, very bushy and well set with buds, just right for Easter, $4.00 per doz.

Chorizemas, 3 in. pots, for growing on, $2.00 per doz. **Gardenia Veitchii,** 2 in. pots, ready for 3½ in., at $8.00 per 100. Home pot grown **Deutzia Gracilis,** fine for Easter, 6-6½ in. pots, $4 per doz.

A. L. MILLER, Jamaica, N. Y.

CHRYSANTHEMUMS

Novelties For 1917

The Best Of 1916 Introductions.

Standard varieties, both commercial and Exhibition.

NOW READY.

Also **Pompons, Anemones and Singles.**

Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.

Adrian, Mich.

Mention the American Florist when writing

TO THE TRADE.

HENRY METTE, Quedlinburg, Germany.

GROWER and EXPORTER on the VERY LARGEST SCALE of all CHOICE VEGETABLE, FLOWER AND FARM SEEDS. (Established 1787.)

SPECIALTIES: Beans, Beets, Cabbages, Carrots, Kohlrabi, Leek, Lettuce, Onions, Peas, Radishes, Spinach, Turnips, Swedes, Asters, Balsams, Begonias, Carnations, Cinerarias, Gloxinias, Larkspurs, Nasturtiums, Pansies, Phloxes, Primulas, Scabiosa Stocks, Verbenas, Zinnias, etc. Catalogue free on application.

HENRY METTE'S TRIUMPH OF THE GREAT PANSIES—(mixed), the most perfect and most beautiful in the world, $6.00 per oz., or $1.75 per ¼ oz., $1.00 per ⅛ oz., postage paid. Cash with order.

All seeds offered are grown under my personal supervision on my own vast grounds, and are warranted true to name, of strongest growth, finest stocks and best quality.

ALSO GROW LARGELY ON CONTRACT.

Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000
Thenanthos	$12.00	
White Enchantress,	$3.00	$25.00
White Wonder,	3.00	25.00
Matchless,	3.00	25.00
Peerless Pink,	3.00	25.00
Aviator, Best Money Maker,	$6.00	$50.00
Ward,	$3.00	$25.00
Washington,	3.00	25.00
The Herald,	3.00	25.00
Victory,	3.00	25.00
Champion	3.00	25.00

MISCELLANEOUS PLANTS

Wandering Jew, 5 varieties, **Lantana, Trailing Lantana, Sweet Alyssum, Ageratum, Feverfew, Dusty Miller, Salvia, German Ivy, Rose Geranium, Cupheas, Mesembryanthemums,** large flower, **Petunias,** double and single, **Snapdragons.** All above 2½ in. stock, $3.00 per 100; $25.00 per 1000.

FUCHSIAS

2 in.....3c each 2½ in.....4c each
3 in.....6c each

BEGONIAS

Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

CALCEOLARIA HYBRIDUM

3 in.....10c each 4 in.....15c each

SCHIZANTHUS WISTONENSIS

3 in.....5c each

PRIMULA MALACOIDES

2½ in.....3c each 3 in.....5c each
5 in.....15c each

PRIMULA OBCONICA

4 in.....10c each 5 in.....15c each

YELLOW DAISIES

2½ in.....4c each

PYFER & OLSEM, Wilmette, Illinois.

This young stock will be ready soon

Grafted ROSES Own Root

Ophelia, Hoosier Beauty, Hadley, Pink Killarney, White Killarney, Killarney Brilliant, Richmond.
Grafted on best Manetti, 2¼-in.,
100, $12.50; 1000, $120.00.

Mrs. Chas. Russell, 2¼-in. grafted,
100, $16.00; 1000, $150.00.

All of the above named and many other varieties on own roots.
For full list see our Spring Book for Florists. Ask for prices.

CLIMBING ROSES—Dormant

3-YEAR OLD.

Excelsa—"Red Dorothy Perkins."
Delight—Bright carmine flowers; base of petals, white.
Dorothy Perkins—Beautiful shell-pink.
Flower of Fairfield—Everblooming Crimson Rambler.
Hiawatha—Single crimson, lighter center.
Lady Gay—Beautiful cherry pink.
Price: Doz., $3.00; 100, $22.00; 1,000, $200.00.

2-YEAR OLD.

Crimson Rambler.
Dorothy Perkins.
Excelsa.
Flower of Fairfield.
White Dorothy Perkins.
Price: Doz., $2.00; 100, $15.00; 1000, $140.00.

TWO-YEAR OLD ROSES—Dormant

	Doz.	100
Anna de Diesbach	$2.00	$15.00
Baroness Rothschild	2.25	16.00
Captain Christy	2.50	18.00
Caroline Testout	2.50	18.00
Conrad F. Meyer	2.25	16.00
Frau Karl Druschki	2.50	18.00
George Arends	$2.50	$18.00
General Jacqueminot	2.00	15.00
General McArthur	2.50	18.00
Gruss an Teplitz	2.25	16.00
Jonkheer J. L. Mock	2.50	18.00
J. B. Clark	2.25	16.00
Mabel Morrison	2.00	15.00
Mme. Abel Chatenay	$2.50	$18.00
Magna Charta	2.00	15.00
Mrs. John Laing	2.00	15.00
Orleans	2.50	18.00
Paul Neyron	2.00	15.00
Persian Yellow	2.25	16.00
Prince C. De Rohan	2.00	15.00

Well-Rooted—CARNATION—Cuttings

WHITE	100	1000
Matchless	$3.00	$25.00
White Enchantress	3.00	25.00
White Wonder	3.00	25.00
FLESH PINK		
Alice	3.00	25.00
Enchantress	3.00	25.00
Enchantress Supreme	3.00	25.00
Superb	12.00	100.00
MEDIUM PINK		
Akehurst	$3.00	$25.00
Pink Sensation	3.50	30.00
DARK PINK		
Good Cheer	4.00	35.00
Mrs. C. W. Ward	3.00	25.00
Peerless Pink	3.00	25.00
VARIEGATED		
Benora	3.00	25.00
RED	100	1000
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Belle Washburn	6.00	50.00
Champion	3.00	25.00
Nebraska	6.00	50.00
Thenanthos	12.00	100.00
MAROON		
Pocahontas	3.00	25.00

CHRYSANTHEMUMS—New and Standard Varieties. "Pompon Specials" Ask for.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

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Rooted Carnation Cuttings

Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches, are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it, it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. **$6.00 per 100; $50.00 per 1000.**

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
DARK PINK		
Peerless Pink	2.50	20.00
C. W. Ward	2.50	20.00
FLESH PINK.	Per 100	Per 1000
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00
RED	Per 100	Per 1000
Aviator	$6.00	$50.00
Champion	3.00	25.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

TOKYO, JAPAN.—E. H. Wilson, of Arnold Arboretum, accompanied by his wife and daughter, arrived here February 8.

Peony Judging Scale.

The following scale of points for judging peonies has been offered by the directors of the American Peony Society, but it has not yet been adopted by the society:

Color	20
Size	20
Stem (including length, strength and foliage)	20
Form	15
Substance	15
Fragrance	10

Shade Trees.

The Massachusetts agricultural experiment station, Amherst, has issued Bulletin No. 170, entitled, "Shade Trees, Characteristics, Adaptation, Diseases and Care, an interesting volume of 264 pages profusely illustrated. Included in the contents are the following subjects: Requirements of shade trees and adaptability to climatic conditions, susceptibility to diseases, etc.; Street and roadside trees; Root characteristics; Soil conditions, texture, etc.; Effects of light and shade; Transplanting; Tree surgery; Tree guards; Diseases of trees and their treatment; Winter injuries; Injurious chemical substances; Effects of illuminating gas on trees; Electrical injuries; Spraying; Valuation of shade trees and codified shade tree laws of the state.

Ants on Lawns.

In Farmers' Bulletin 740, recently issued by the United States department of agriculture attention is called to the fact that although the common garden or lawn ants which build their little crater nests around houses are distinct species from the true house ants, they may find their way into the house. Their colonies may be destroyed by drenching the nests with boiling water or injecting a small quantity of kerosene or coal oil into them. Where larger areas are affected it is sometimes advisable to spray the lawns with kerosene emulsion or with a very strong soap wash prepared by dissolving any common laundry soap in water at the rate of one-half pound to one pound of soap to a gallon of water. Another method is to inject bisulphide of carbon into the nests, the quantity of the chemical depending upon the size of the nest. After the bisulphide of carbon has been injected, the entrance to the nest should be closed by the foot in order to retain the chemical, which will then penetrate slowly through the underground channel and kill the ants. Although its fumes are disagreeable, they are not poisonous to man and the higher animals.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.

FIRST AID TO BUYERS
SPRING LIST **ROSES** 2¼ and 4-inch
400 Best Sorts—Old, New, Tried, True
THE LEEDLE FLORAL COMPANY SPRINGFIELD-OHIO

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

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Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
For both the practical man and the teacher.
342 pages, illustrated. Price $1.50.
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440 S. Dearborn St., CHICAGO

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DAHLIAS
Address
Peacock Dahlia Farms,
P. O. Berlin, N. J. Williamstown Junc., N. J.

Specialists in Specimen Stock
FOR LANDSCAPE WORK.
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices.
COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Roses
On Canina Stocks
Write for Prices
Ask for the new Polyantha MARY BRUNI
Royal Nurseries
GRATAMA BROS. & CO.
HOOGEVEEN (HOLLAND).

ROSES From 2½ inch pots.
From last summer's propagation. Strong stock, ready for shifting into 3½ and 4 inch.

	Per 100	1000
Baby Tausendschon, pink	$4.00	$35.00
Baby Rambler, crimson	4.00	35.00
Clothilde Soupert, flesh pink	3.50	30.00
Ellen Poulsen, deep pink	5.00	40.00
Erna Teschendorf, red	4.00	
Jessie, red	3.50	
Mme. Jules Gouchault, pink	4.00	
Mrs. W. H. Cutbush, pink	3.00	
Meteor, red	4.00	35.00
Yvonne Rabier, white	4.00	35.00

Also good assortment of **Climbers, Hybrid Teas** and **Hybrid Perpetuals.**
Send for complete list.
JACKSON & PERKINS CO., Newark, New York

Miscellaneous Plants

Coleus, Beckwith's Gem, Golden Crown, Cecil Brown (Trailing Queen), Her Majesty, and other standard varieties, rooted cuttings, 80c per 100; $7.00 per 1000; 2¼-in $2.50 per 100, $20.00 per 1000.
Daisy, Nicholson White, finest long stem; White Marguerite, $4.00 per 100, 2½-in.
Ageratum, White Cap, Blue Star, Topis Blue, $2.50 per 100.
Begonia, Glorie de Chatelaine, 2½-in., $5.00 per 100; 3-in. $10.00 per 100.
Achyranthes Herbsti, Dwarf bright red, fine for border and edging. 2¼-in., $4.00 per 100.
Buddleia, Asiatica, winter-flowering white, 2½-in., $6.00 per 100.
Calla Elliotiana, dormant bulbs, 2-in., $10.00 per 100.
" Spotted, dormant bulbs, 2-in., $4.00 per 100.
Heliotrope, best market varieties of purple, 2¼-in., $3.00 per 100.
Kentia Belmoreana, 5-in. pots, 18 to 20 in. high, at $1.00.
" " 6-in. pots, 22 to 24 in. high, at $1.50.

THE STORRS & HARRISON CO.,
Painesville, Lake Co., Ohio.

Our 2 to 3 Feet Privet.

California Privet

Over two million California Privet of finest quality; in all sizes, from one to four feet. Send for our new spring Trade List giving revised and reduced prices. Especially attractive prices in carload lots. The illustration shows the make up of our best grade of 2 to 3 feet size. We have the largest and best stock of California Privet of any nursery upon this planet.

Polish or Iron Clad Privet

We offer a nice lot of this, in sizes from 6 inches up to 3 feet.

J. T. LOVETT, Inc.

LITTLE SILVER, N. J.

Mention the American Florist when writing

READY NOW

HYACINTHS, DAFFODILS, TULIPS

3½-in. pots, $6.30 per 100, f. o. b. Chicago.

The root development is complete and shoots started—just brought in from field beds. Hyacinths run one to pot. Daffodils and Tulips will average three flowers to the pot. These are shipped in 100 lots in paper pots, and are ready for forcing in time for Easter.

Just as Cheap as the Bulbs

So order your supply immediately, for they are now being shipped in this semi-developed state, immune from frosts. Retail florists who have no greenhouse can force these Hyacinths, Daffodils and Tulips in their store windows or supply them to their customers so they can bring them into bloom in their homes. **Order Early.**

THE GEO. WITTBOLD CO., Wholesale Growers and Florists
745 Buckingham Place, CHICAGO, ILL.

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If You Are Interested in Mid-Winter

Blooming Plants

—or anything in—

Soft Wooded Plants

—Write—

Geo. A. Kuhl, Wholesale Grower, PEKIN, ILL.

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CHAS. H. TOTTY

MADISON, NEW JERSEY

Wholesale Florist

Chrysanthemum Novelties my Specialty

Mention the American Florist when writing

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1000
Vinca Variegata, 2-in., $2.00 per 100	$20.00
S. A. Nutt, 2-in.	16.00
Rex Begonias, 3-in. per dozen	1.00

Satisfaction guaranteed.

ELMER RAWLINGS,

Wholesale Grower

ALLEGANY, NEW YORK

Mention the American Florist when writing

BELLE WASHBURN

The New Red Carnation With An Unbeatable Record Behind It.

Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country.

This is purely a commercial carnation—very bright clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress of which it is a seedling.

Prices of rooted cuttings ready for delivery now and later, 25 or less at the rate of $8.00 per 100. 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100 and orders of 250 or more at the rate of $45.00 per 1000. All cuttings guaranteed strictly first class.

BASSETT & WASHBURN, Store and Office: 178 N. Wabash Ave. Greenhouses: Hinsdale, Ill. **Chicago**

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THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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ALL Nurserymen, Seedsmen and Floriists wishing to do business with Europe should send for the

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Carnation Cuttings

600,000 Ready For Immediate Shipment

Finest rooted cuttings obtainable at remarkably low prices until we are sold out. Peter Reinberg's stock is known for it's supreme quality everywhere and is the best kind for you to buy. Look over our list of offerings — all money makers, and order what you need immediately. Do it right now. **HURRY.**

	Per 100	Per 1000
White Enchantress	$2.00	$16.00
White Perfection	2.00	16.00
Enchantress	2.00	16.00
Rose Pink Enchantress	2.00	16.00
Ward	2.00	16.00
Beacon	2.00	18.00
Herald	2.00	16.00
Joy	2.00	16.00
Belle Washburn	4.00	30.00
Champion	2.00	18.00

OWN ROOT ROSES—2½ INCH

	Per 100	Per 1000		Per 100	Per 1000
Richmond	$3.50	$30.00	Sunburst	$5.00	$45.00
White Killarney	4.50	40.00	Maryland	4.50	40.00
Pink Killarney	4.50	40.00	Mrs. Chas. Russell	8.50	80.00

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Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

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100,000 GERANIUMS

Ready now, 2 and 2¼ in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberle, Buchner, etc., $2.50 per 100; $22.50 per 1,000.

2¼ in. Fuchsias, 15 varieties; Double Petunias, 12 varieties; Marguerites, 3 varieties; Lantanas, 8 varieties; $2.75 per 100; $25.00 per 1,000.

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Ready Reference Section.

10 CENTS PER LINE, NET.

AGERATUMS.

Argeratum, White Cap, Blue Star, Topis Blue, $2.50 per 100. The Storrs & Harrison Co., Painesville, O.

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TAIT'S SEEDLINGS, 2½ to 2¾ in. diameter, $20 per 100; 25 at same rate. 1¼ to 1¾ in. diameter, for growing on. $10 per 100; 50 at same rate. This is a cross bred strain from English, Holland and American stock. Send orders quick. Cash, please.
C. S. TAIT,
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ASPARAGUS.

Asparagus plumosus, 2½-in., $3.50 per 100; 3-in., $8 per 100; 6-in., made up, $35 per 100. Sprengeri, 3-in., $7 per 100; 4-in., $10 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.00 per 1,000. VAUGHAN'S GREENHOUSES, Western Springs, Ill.

Asparagus plumosus, fine stock, $27.50 per 1,000; Sprengeri, $20 per 1,000. Albert M. Herr, Lancaster, Pa.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

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100,000 Berberis Thunbergii. $1.00 per 100 and up. 2-year, 18 to 24-in., $2.50 per 100. Get complete list of florists' stock for spring. BENJAMIN CONNELL, Merchantville, N. J.

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BAY TREES—Write for wholesale price list. JULIUS ROEHRS CO., Rutherford, N. J.

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Begonias, tuberous rooted, fine stock, just received. Single, separate colors, $2.75 per 100; $25 per 1,000; single mixed, $2.50 per 100, $22.50 per 1,000. Double, separate colors, $4.25 per 100, $37.50 per 1,000; double mixed, $4 per 100, $33 per 1,000; 250 at 1,000 rates. S. S. Skidelsky & Company, 1004 Lincoln Bldg., Philadelphia, Pa.

Begonias, Glory of Cincinnati, Melior and Mrs. J. A. Peterson. Price list on application. J. A. Peterson & Sons, Westwood, Cincinnati, O.

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Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BLEEDING HEART.

Bleeding Heart roots, $15 per 100. ERNEST ROBER, Wilmette, Ill.

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BOXWOODS.

PYRAMIDS. Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b., Dundee, Ill. Write for prices on larger sizes.

BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.

THE D. HILL NURSERY CO., INC.,
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For varieties and prices see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

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Lily bulbs, Giganteum, Multiflorum, Auratum and Rubrum. For sizes and prices see advertisement elsewhere in this issue. Shipment from storage. McHutchison & Co., 95 Chambers St., New York.

Dwarf double pearl tuberoses, Cladium Esculentum. Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

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Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

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CALCEOLARIA HYBRIDS.

2¼-inch	$ 6.00 per 100
3-inch	10.00 per 100

CINERARIA, COLUMBIAN MIXTURE.

2½-inch	$ 3.00 per 100
3-inch	6.00 per 100
4-inch	10.00 per 100

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Cannas, our own introductions. For varieties and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714 and 716 Chestnut St., Philadelphia, Pa.

Cannas, King Humbert, 3 cents, Firebird, 12c, Yellow King Humbert, 35c. Vaughan's Seed Store, Chicago and New York.

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THENANTHOS

has an ancestry to be proud of.

Its parentage is
ENCHANTRESS x RED SEEDLING

The Red Seedling was a cross of
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Brilliant Scarlet—Large flower.
Very strong growth—prolific bloomer.
Fine strong cold grown cuttings.
Ready for immediate shipment.

$12.00 PER 100.
$100.00 PER 1,000.
250 at 1,000 rate.

A. L. RANDALL CO.,
(Plant Department).
Wabash Ave., at Lake St., Chicago, Ill.

ROOTED CARNATION CUTTINGS. A1 STOCK.

	100	1,000
White Enchantress	$2.00	$15.00
Pink Enchantress	2.00	15.00
Aviator (best Red)	6.00	50.00
Superb (flesh Pink)	12.00	100.00

ZECH & MANN,
30 East Randolph Street, Chicago.

CARNATIONS.

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Standard and New Varieties.

	Per 100	Per 1000
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Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Enchantress Supreme	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
Peerless Pink	$2.50	$20.00
C. W. Ward	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Champion	3.00	25.00
Variegated.		
Benora	$3.00	$25.00

J. D. THOMPSON CARNATION CO.,
Joliet, Illinois

FOR IMMEDIATE SHIPMENT.

We can save you money on strong rooted carnation cuttings.

	100	1,000
White Enchantress	$2.00	$17.50
White Wonder	2.00	17.50
Victory, red	2.00	15.00
Joy, red	2.00	14.00
C. W. Ward, dark pink	2.00	15.00
Afterglow, dark pink	2.00	14.00
Washington, rose pink	2.00	14.00
Dorothy Gordon, rose pink	2.00	14.00
Winsor, rose pink	2.00	13.00
Enchantress, light pink	2.00	13.00
Aviator	5.00	45.00

Look over your wants and send in your orders now while low prices are prevailing.

J. A. BUDLONG,
184 North Wabash Ave., Chicago.

Belle Washburn, the new red carnation with an unbeatable record behind it. Winner two years in succession of the American Carnation Society Silver Medals, 1915 and 1916. Also winner of the S. A. F. Silver Medal, 1916, besides numerous first prizes and certificates at various shows in different parts of the country. This is purely a commercial carnation—very bright, clear red, large flower, non-splitable calyx, long stem and just as free blooming as Enchantress, of which it is a seedling. Prices of rooted cuttings ready for immediate delivery. 25 or less at the rate of $8.00 per 100; 50 and less than 100 at $6.00 per 100. Orders of 100, and less than 250, $5.00 per 100, and orders of 250 or more at the rate of $45.00 per 1,000. All cuttings guaranteed strictly first class. Bassett & Washburn, 178 N. Wabash Ave., Chicago.

ROOTED CARNATION CUTTINGS.

Large supply of extra fine stock ready now. Our carnation cuttings are recognized everywhere as the best obtainable and are big value at the prices quoted.

	100	1,000
Champion	$2.00	$18.00
Victory	2.00	18.00
Bonfire	2.50	20.00
Carnegie	2.00	18.00
Enchantress	2.50	20.00
White Enchantress	2.50	20.00
Alice	3.00	25.00
Rosette	2.50	20.00
Nebraska	5.00	45.00
Mrs. C. W. Ward	2.00	18.00

WEITOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CARNATIONS.

CARNATIONS, STRONG, WELL ROOTED CUTTINGS.

RED—Beacon, Victory, Joy, Champion.
$20.00 per 1.000.
Aviator, Belle Washburn, Red Wing.
$50.00 per 1,000.
PINK—Winsor, Peerless, Enchantress, Philadelphia, C. W. Ward.
$20.00 per 1,000.
Sensation, Alice.
$30.00 per 1,000.
Superb.
$100.00 per 1,000.
WHITE—Matchless, Enchantress, White Wonder, White Perfection.
$20.00 per 1,000.

30 days on approved credit.
2% discount for cash with order.
KENNICOTT BROS. CO.
165 N. Wabash Ave., Chicago, Ill.

Carnation cuttings. We are offering the following varieties of the best quality: Matchless, Mrs. C. W. Ward. Alice $3 per 100, $25 per 1,000; Belle Washburn, $6 per 100, $50 per 1,000; Cottage Maid, $12 per 100, $100 per 1,000; Crystal White, (1918 delivery), $12 per 100, $100 per 1,000. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Rooted carnation cuttings. A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

We can handle cut carnations to good advantage on consignment and will be pleased to hear from any grower who would like to ship to us. Can also use all other seasonable stock regularly. Checks weekly.
O. A. & L. A. TONNER.
30 E. Randolph St. Chicago.

Carnation Cuttings. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Carnations, rooted cuttings, 600,000 ready for immediate shipment. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation Superb. Fine new flesh pink. Rooted cuttings. Delivery now. $12.00 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnations, rooted cuttings, White Enchantress and Beacon, $2.50 per 100; $20 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CHESTNUT, AM. SWEET.

Immense stock, absolutely no blight. Straight, well rooted; cultivated in nursery rows.

	1,000	10,000
5 to 10-in. Am. Sweet Chestnut..	$ 8.00	$ 75.00
12 to 18-in. Am. Sweet Chestnut..	15.00	135.00
18 to 24-in. Am. Sweet Chestnut..	25.00	225.00
2 to 3-ft. Am. Sweet Chestnut...	40.00	350.00
3 to 4-ft. Am. Sweet Chestnut...	50.00	450.00

Send for special trade price list of Tree Seedlings, Evergreens and Shrubbery.
J. JENKINS & SON,
Winona, Col. Co., Ohio.

CHRYSANTHEMUMS

Immediate delivery.
CHRYSANTHEMUMS—ROOTED CUTTINGS.
Varieties listed in order in which they bloom.

White.	100	1,000
Smith's Advance	$2.00	$15.00
Crystal Gem	2.50	20.00
Early Frost	2.50	20.00
Oconto	2.50	20.00
V. Poehlmann	2.00	15.00
Alice Byron	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00
Yellow.		
Golden Glow	2.00	15.00
Golden Queen	2.50	20.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Odessa	2.50	20.00
Yellow Bonnaffon	2.00	15.00
Nagoya	2.00	15.00
Dolly Dimple	2.50	20.00
Pink.		
Amorita	2.00	15.00
Chieftain	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00
Red and Bronze.		
Shrimpton	2.50	20.00
H. E. Converse	3.50	30.00

Twenty-five at the 100 rate.
250 or more at the 1,000 rate.
J. D. THOMPSON CARNATION CO.
Joliet, Illinois

CHRYSANTHEMUMS.

POMPONS.
Caprice Varieties—For Pot Culture and Cut Sprays.
Butler's Caprice, deep pink.
Yellow Caprice, bright yellow.
Purple Caprice, purple.
Mrs. Greening, lilac.
Caprice du Princeps, deep rose pink.
White Caprice, pure white.
Lilac Caprice, deep lilac.
Kathleen Thompson, crimson.

	100	1,000
Rooted Cuttings	$4.00	$30.00
2¼-inch pots	5.00	40.00

S. S. PENNOCK-MEEHAN CO.,
Philadelphia, Pa.

Chrysanthemum Hamburg Late White. A pure white under all weather conditions. Is a sport of Maud Dean, white, but has no trace of pink, as the original. Plants will be ready April 1st, 1917. Rooted cuttings, $12 per 100, $100 per 1,000; 2-in. pots, $15 per 100, $125 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CINERARIA.

CINERARIAS, COLUMBIAN MIXTURE.
2¼-inch ....$ 3.00 per 100
3-inch .... 6.00 per 100
4-inch .... 10.00 per 100

CALCEOLARIA HYBRIDS.
2¼-inch ....$ 6.00 per 100
3-inch .... 10.00 per 100
ERNEST ROBER, WILMETTE, ILL.

CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus, in beauty, as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it, $1.50 per doz., $10.00 per 100 from 2½ in., with plenty of fine cuttings on them. C. Winterich, Cyclamen Specialist, Defiance, O.

Coleus. For varieties and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Coleus, 3-in. stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

Cyclamen giganteum, improved Wandsbek type, strong seedlings, in 8 varieties, equally divided, $4.00 per 100; $30.00 per 1,000; transplanted, $5.00 per 100; $40.00 per 1,000.

Rococo Erecta (new), finest ever introduced (not to compare with the old Rococo), to be well recommended for commercial growing. Strong seedlings, $5.00 per 100; $40.00 per 1,000; transplanted, $6.00 per 100; $50.00 per 1,000.

2½ and 3-in. stock ready May 15. Orders booked in advance. We grow over 350,000 and can show many testimonials as to the quality of our strain and stock.
Ernest Rober, Wilmette, Ill.

CYCLAMEN, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c, 6-in., 50c to 75c, 7-in., $1.00 to $1.50 each; full of buds and blooms. HENRY SMITH, Grand Rapids, Mich.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DRACAENAS.

DRACAENAS.

	Each	Doz.	100
5 inch Amabilis	$0.90	$10.00	$80.00
5 inch Imperialis	1.00	12.00	
6 inch Fragrans	1.00	10.00	
5 inch Baptistii	1.00	10.00	
5 inch Terminalis	.60	7.00	
4 inch "	.40	4.20	
3 inch "	.25		22.00
5 inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

POEHLMANN BROS CO.,
Morton Grove, Illinois.

DRACAENA INDIVISA, 6-in. pots, $25 per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

ERICAS.

ERICAS—Young stock for growing on strong plants out of 2¼-in., 3-in. and 3½-in. pots. Fragrans Melanthera, $15.00 per 100; Regerminans, $15.00 per 100; Cupressina, $20.00 per 100; Gracilis Autumnalis, $15.00 per 100; Globularia, $15.00 per 100; Persoluta Rosea, $15.00 per 100; Persoluta alba, $15.00 per 100. Cash with order, please. Anton Schultheis, 316 19th St., College Point, L. I., N. Y.

FERNS.

Hardy ferns, wholesale price.

	100	10	each
Adiantum pedatum, Maidenhair.	$6.00	$0.70	$0.10
Aspidium cristatum, Evergreen.	6.00	.70	.10
Aspidium goldiana	7.00	.80	.10
Aspidium spinulosum, Wood Fern	6.00	.70	.10
Asplenium felix foemina, hardy	6.00	.70	.10
Aspl. Thily. Silver Spleenworth	7.00	.80	.10
Dryopteris thelypteris, Shield..	5.00	.60	.10
Onoclea sensibilis	4.00	.50	.10
Onoclea strutiopteris, Ostrich..	7.00	.80	.10
Osmunda cinamomea	8.00	.90	.10
Osmunda claytoniana	8.00	.90	.10

Full 100 ferns, your selection, at 100 rate.
LUDWIG MOSBAK, OSKOV, MINN.

BOSTON AND ROOSEVELT FERNS.
4-in., 12c; 6-in, 40c.
These ferns are all pot-grown, and in A-1 condition, and guaranteed to be as good as any on the market. Cash with order.
FELIX KRAMER,
Blaine St.,
NILES, OHIO

Ferns in flats, in best varieties, for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

FERNS, BOSTON. Fine heavy 4-in., $15.00 per 100; 5-in., $20.00 per 100; heavy 6-in. specimens, $5.00 per dozen. THE WAGNER PARK NURSERY CO., Sidney, Ohio.

Fine Nephrolepis ferns. For varieties and prices see advertisement elsewhere in this issue. F. R. Pierson Co., Tarrytown, N. Y.

TABLE FERNS, best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

Table ferns, fine stock, 2¼ in., $3.50 per 100; $30 per 1,000. Jas. Vick's Sons, Rochester, N. Y.

FUCHSIAS.

FUCHSIAS, Mixed varieties, 6-in. pots, 25c; 7-in. 50c each. HENRY SMITH, Grand Rapids, Mich.

FUNKIA.

FUNKIA, undulata variegated, strong clumps, 8 to 15 eyes, $15 per 100. Ernest Rober, Wilmette, Ill.

GENISTAS.

GENISTAS, 4-in., 35c, 6-in., 50c, 7-in., 75c each. Nice stocky plants, ready for bloom. HENRY SMITH, Grand Rapids, Mich.

Genistas, 5-in., very husky and well set with buds; just right for Easter; $4 per doz. A. L. Miller, Jamaica, N. Y.

GERANIUMS.

Geraniums, fine lot of 3-in. plants, fall propagated, topped and branching. For varieties and prices see advertisement on front cover of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

100,000 geraniums, ready now, 2 and 2¼-in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberle, Buchner, etc., $2.50 per 100, $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Delivery April 3rd and later. Albert M. Herr, Lancaster, Pa.

GLADIOLI.

Gladiolus planting stock, black bulblets of Mrs. Francis King, America Augusta, peck $4.50. VAUGHAN'S SEED STORE, Chicago and New York.

GREENS.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

Southern Wild Smilax, $2.00 per case. WINTERGREEN GARDENS, Marion, Ala.

HYACINTHS.

Hyacinths, daffodils and tulips, 3½-in. pots, $6.50 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

HYDRANGEAS.

HYDRANGEA—Pot grown, one year old varieties as Mme. Riveraine, General de Vibraye, Radiant, Mme. Harvard, Bouquet Rose, 8 to 10 flowering branches, $30.00 per 100; Mme. Mouillere and Avalanche, 7-in. to 8-in. pots, $12.00 to $18.00 per doz.; Otaksa, for garden planting in 10-in., 11-in. and 12-in. pots, $18.00, $24.00 and $30.00 per doz. Shipped out of pots. Cash with order, please. Anton Schultheis, 316 19th St., College Point, N. Y.

HYDRANGEAS OTAKSA, 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

IVIES.

English Ivy, R. C., 90c per 100; extra strong, from soil, 6 to 8-in. long, $1.25, prepaid. CHAS. FROST, Kenilworth, N. J.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

From Storage.

Lily of the valley. Orders taken now for 1917 crop of German, Swedish and Dutch pips. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

Fine cold storage lily of the valley pips, case of 250, $6.00; case of 500, $11.00; case of 1,000, $20.00, by express. VAUGHAN'S SEED STORE, Chicago and New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHID PLANTS FOR SALE.

We offer to sell out the following lot of Orchid plants in prime condition:

150 C. Labiata.
80 C. Trianae.
70 C. Schroederi.
25 C. Percivaliana.

Bargain price of $1.50 per plant or the lot of 325 plants for $400.

J. F. AMMANN CO.,
Edwardsville, Illinois.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

KENTIA FOISTERIANA SINGLE PLANTS.

2¼ inch pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves			Each
6 inch pots	5-6	26-28 inches	high....	$ 1.25
6 inch pots	6-7	30-32 inches	high....	1.50
6 inch pots	6-7	34-36 inches	high....	2.00
8 inch tubs	6-7	40-42 inches	high....	3.50
8 inch tubs	6-7	42-46 inches	high....	4.00
8 inch tubs	6-7	50 inches	high....	5.00
9 inch tubs	6-7	52-54 inches	high, hv.	7.00
10 inch tubs	6-7	54-60 inches	high, hv.	8.00
10 inch tubs	6-7	60-64 inches	high, hv.	12.00
15 inch tubs	6-7	8 feet	high.....	40.00
15 inch tubs	6-7	9-10 feet	high.....	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots			$1.50	$12	$100
3 inch pots	5	10-12 ins. high	2.50	18	150
					Each
4 inch pots	5-6	16 ins. high	5.00	40.00	.45
6 inch pots	5-6	22 inches high			$1.25
6 inch pots	5-6	26-28 inches high			1.50
8 inch tubs	5-6	42 inches high			5.00

Specimen plants, 15 inch tubs, $75.00 each.

KENTIA FOSTERIANA MADE UP PLANTS.

	Plants		Each
6 inch pots	3	26 inches high	$ 2.00
7 inch tubs	3	30-32 inches high	2.50
8 inch tubs	3	38 inches high	4.00
8 inch tubs	4	46-48 inches high	5.00
9 inch tubs	4	52 inches high	6.00
10 inch tubs	4	54 inches high	8.00
12 inch tubs	4	55-60 inches high	12.00
12 inch tubs	4	66 inches high	15.00
15 inch tubs	4	72-78 inches high, hv.	25.00
15 inch tubs	4	75-80 inches high, hv.	30.00

ARECA LUTECENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high	$1.25
7 inch tubs	4	30 inches high	2.50

POEHLMANN BROS CO.,
Morton Grove, Illinois.

PALMS.

Kentias. Our stock is larger than usual; all bright, clean stock. Kentia Belmoreana, Kentia Forsteriana. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

PANDANUS.

Pandanus veitchii, 4-in., 35c; 5-in., 60c and 75c; 6-in., $1; 7-in., $1.50; 8-in., $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15, 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PEPPERS.

Peppers. Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.

Peppers, Celestial, 4-in., $12.00 per 100; $100 per 1,000.

Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.

PYFER & OLSEM, Wilmette, Ill.

PETUNIAS.

Petunia, single fringed, fine strain, strong transplanted seedlings, $1.10 per 100, prepaid. BRILL CELERY GARDEN, Kalamazoo, Mich.

PRIMULAS.

PRIMULA MALACOIDES.

Extra fine stock.	100	1,000
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM. Wilmette, Ill.

PRIMULAS, Obconica and Malacoides, 2¼-in., $3, 3-in., $5, 4-in., $12.50, 6-in., $25 per 100. Chinensis, 4-in., $12.50, 6-in., $25 per 100; 4 and 6-in. in bloom. HENRY SMITH, Grand Rapids, Mich.

PRIMULA MALACOIDS, 4-in., pink, in bloom, $15, and extra select $20 per 100. Chinensis, 3-in., $6 per 100; in bloom, $8 per 100. Ernest Rober, Wilmette, Ill.

PRIVET.

California Privet. Finest quality in all sizes, from one to four feet. Polish or Iron Clad Privet in sizes from six inches to three feet. Write for spring trade list. J. T. Lovett, Inc., Little Silver, N. J.

Amoor River Privet, 2 to 3 ft., $2.00 per 100; $15.00 per 1,000. REYNOLDS NURSERY COMPANY, Winston-Salem, N. C.

ROSES.

ROSES—OWN ROOT.

	Per 100	Per 1,000
American Beauty	$8.00	$75.00
Hoosier Beauty	7.00	60.00
Sunburst	8.00	70.00
Ophelia	7.00	60.00
Brilliant	7.00	60.00
Shawyer	7.00	60.00
Ward	7.00	60.00
Kaiserin	7.00	60.00
White Killarney	7.00	60.00
Pink Killarney	7.00	60.00
Richmond	6.00	50.00

Can deliver Kaiserin now, balance April.
STUPPY FLORAL CO., St. Joseph, Mo.

ROSE PLANTS—2½-in. STOCK.

	100	1,000
Pink Killarney	$4.00	$35.00
White Killarney	4.00	35.00
Ophelia	6.00	50.00
Sunburst	5.00	45.00
Richmond	3.00	25.00
Old Bench Plants.		
Sunburst	$6.00	$60.00

WIETOR BROS.
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

2½-INCH GRAFTED ROSES.
Mrs. Chas. Russell and Ophelia.

Our potted stock of Mrs. Chas. Russell roses is exceptionally fine and compares in quality to the fancy cut blooms we have been supplying the past season and which are without question the finest obtainable in the Chicago market. You can get no better grafted 2½-inch Russell elsewhere no matter how hard you try, so play safe by sending your order direct to us. Special discount on quantity lots.

$16.00 per 100; $150.00 per 1000.

Our Ophelia are fully as good as our Mrs. Chas. Russell and we can supply you with fine 2½-inch grafted stock at

$12.50 per 100; $120.00 per 1000.

J. A. Budlong,
184 North Wabash Ave., Chicago, Ill.

ROSES.

Roses. Extra strong, field-grown climbing roses to bloom for Easter; also hybrid perpetual roses. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

ROSE BENCH PLANTS.
Sunburst, $6.00 per 100; $50.00 per 1,000.
GEORGE REINBERG.
162 North Wabash Avenue, Chicago.

ROSES, American Beauty and other varieties, 6-in. pots for Easter forcing, 35c to 50c each. Kaiserin and Maryland, 2-in., $4, 3-in., $8 per 100. HENRY SMITH, Grand Rapids, Mich.

Roses, on Canina stocks. Write for prices and ask for the new Polyantha Mary Bruni. Royal Nurseries, Gratama Bros. & Co., Hoogeveen, Holland.

BABY ROSES. Well-rooted; started in pots; in bud, $4 per dozen. Ernest Rober, Wilmette, Ill.

SNAPDRAGONS.

Snapdragons—White, yellow and pink, from seed, pinched, well branched, 2-in., extra good stock, $2.00 per 100. Cash.
BROWN'S GREENHOUSES, CLYDE, OHIO

SNAPDRAGONS, White, pink and yellow, 2-in. pots, $3 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Seed. Asparagus Sprengeri, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

Clean seeds per pound: Ampelopsis Veitchii, $1.00; Berberis Thunbergii, $1.35; Viburnum Opulus, $1.25. FRANCIS N. HADDEN, 326 Washington St., Providence, R. I.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, sweet peas, Spencers grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Winter Orchid Flowering Sweet Pea. Price list now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Elliott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet, pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Beet, sweet corn, garden bean, onion sets and seed potatoes. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Vegetable, flower and farm. Henry Mette, Quedlinburg, Germany.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SENECIO

CENTAUREAS (Dusty Miller), gymnocarpa, strong transplanted seedlings. $1.10 per 100, prepaid. BRILL CELERY GARDEN, Kalamazoo, Mich.

SPIREAS.

Spiræa clumps. See our advertisement elsewhere in this issue. VAUGHAN'S SEED STORE, Chicago and New York.

Spirea Gladstone, Queen Alexandra, strong clumps, $12 per 100. ERNEST ROBER, Wilmette, Ill.

Spiraea, short, stocky plants, full of blooms, 35c to 75c each. Pyfer & Olsem, Wilmette, Ill.

VINCAS.

Vincas, rooted cuttings, $10 per 100; strong field-rooted tips, one to three leads, 2¼-in., $3 per 100, $25 per 1,000. James Vick's Sons, Rochester, N. Y.

Vinca variegata, 2-in., $2 per 100; $20 per 1,000. Elmer Rawlings, Allegany, N. Y.

MISCELLANEOUS.

Green hyacinth stakes, 12-in. length, lots of 5,000, 90c per 1,000; lots of 10,000, 85c per 1,000. 18-in. length, lots of 5,000, $1.20 per 1,000; lots of 10,000, $1.10 per 1,000. Jos. G. Neidinger Co., 1309-11 N. 2nd St., Philadelphia, Pa.

Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

California Redwood. Resists rot, will not shrink, swell or warp. See advertisement elsewhere in this issue. California Redwood Association, 750 New Call Building, San Francisco, Calif.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Choice landscape, decorative and forcing stock for florists' trade. For varieties see advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

Heavy hanging baskets with extra heavy hangers. For sizes and prices see advertisement elsewhere in this issue. The McCallum Co., Pittsburgh, Pa.

Window boxes, also a full line of flower pots, azalea pots and clay specialties. Write for prices and discounts. The Logan Pottery Co., Logan, Ohio.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Munson, 1353 N. Clark St., Chicago.

Clay's fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Aetna Brand Tankage Fertilizer. Write for prices. Farmers' and Florists' Fertilizer Co., 809 Exchange Ave., Room 5, Chicago, Ill.

Use Evans' Challenge Vent Machine. Write for catalog. John A. Evans Co., Richmond, Ind.

Japanese miniature gardens, fern dishes, vases, flower pots, jardinieres, etc. Nippon Garden, Inc., 259 Fifth Ave., New York.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works, 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

First-class bags and burlap; all sizes and for every purpose at lowest prices. Hudson Bag Mfg. Co., Bayonne, N. J.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

MISCELLANEOUS.

Shrubs, vines, trees. Grown at Western Springs, 120 acres. VAUGHAN'S SEED STORE, Chicago and New York.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogues. Giblin & Co., Utica, N. Y.

Wizard brand manures. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $1.85; 50,000, $8.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Tile greenhouse benches. Write for circular. Camp Conduit Co., Cleveland, O.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

CYCLONE INSURANCE.

CYCLONE AND HAIL INSURANCE. To get it at reasonable prices write The Hoosier Mutual, Farmland, Ind.

GREENHOUSE INSURANCE.

Cyclone and hail insurance; also insurance on growing crops while in the fields. The American Mutual Cyclone and Hail Insurance Co., Muncie, Ind.

HAIL INSURANCE.

CYCLONE AND HAIL INSURANCE. To get it at reasonable prices write The Hoosier Mutual, Farmland, Ind.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. We design, manufacture and build greenhouses of every style and size. Building material of all kinds. American Greenhouse Mfg. Co., 1000 Masonic Temple, Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

The American Mutual Cyclone and Hail Insurance Co.

OF MUNCIE, IND.

Writes **CYCLONE** and **HAIL** Insurance on Greenhouses and Growing Stock.

We are the **ONLY COMPANY** giving Florists and Vegetable Growers the combined protection.

Our **ASSESSABLE CAPITAL** ending Nov. 30th, 1916, **$1,258,500.00.**

For Application and Rates, address

OSCAR E. ANDERSON, Secretary

Office: Suite 2, Jones Block, Muncie, Ind.

GREENHOUSE CONSTRUCTION.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Greenhouse construction. Builders of greenhouses and conservatories of every description. Lord & Burnham Co., 42nd Street Bldg., New York.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. Estimates on request. The Foley Greenhouse Mfg. Co., 31st and Spaulding Ave., Chicago.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, 75c per qt.; $2 per gal. Vermine, $1 per qt.; $3 per gal. Scaline, 75c per qt.; $1.50 per gal. Nikotiana, $1.50 per qt.; $4.50 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

POTS AND PANS.

Kramer's pot hangers, $1 per doz., by express. I. N. Kramer & Sons, Cedar Rapids, Iowa.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Pots. Hew's standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

Red pots. Geo. Keller & Sons, 2614-22 Herndon St., Chicago.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for $1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 85c; 500, $3; $5.50 per 1,000.

Pipe stems, about 6 feet, per 100, 60c; per 1,000, $5. Vaughan's Seed Store, Chicago.

WIRE WORK.

Florists' wire designs and fancy wire lamp shades. NORTHWESTERN WIRE WORKS, 228 13th Ave., N. E., Minneapolis, Minn.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

KING CONSTRUCTION COMPANY, North Tonawanda, N. Y.

GREENHOUSES

We Claim Maximum Strength and Minimum Shadow. Investigate

NEW YORK OFFICE: 1476 Broadway. BOSTON OFFICE: 113 State St. PHILADELPHIA OFFICE: Harrison Bldg., 15th and Market Sts.

If you need a boiler in a hurry, telephone or telegraph at our expense.

Kroeschell Boilers

Send for Catalog.

KROESCHELL BROS. CO.
452 W. Erie St., CHICAGO

Mention the American Florist when writing

We Pay The Highest Cash Prices For Every Descriptien of Second Hand—

BAGS AND BURLAP

WHAT HAVE YOU TO SELL?

For Sale at Low Prices, First Class Bags and Burlap, all sizes and for every purpose

Hudson Bag Mfg. Co.,
Dept. 15 BAYONNE, N. J.

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The Florists' Hail Association

rate of insurance from Nov. 1st, 1916, to Nov. 1st, 1917, will be twenty cents per hundred square feet of single thick glass and eight cents per hundred square feet of double thick glass. For particulars address

JOHN G. ESLER, Secretary, Saddle River, N.J.

Mention the American Florist when writing

A. HERRMANN

Baskets, Florists' Supplies

404-4 2 East 34th St. NEW YORK

Mention the American Florist when writing

GOOD MATERIAL PROMPT DELIVERY REASONABLE COST

These are the points which count when you are in need of greenhouse material. Let us submit you our sketches and estimates. Our fine equipment, good stock and experience of many years enable us to give you satisfaction.

ICKES-BRAUN MILL CO.

2330 WABANSIA AVE. (near Western and North Aves.), CHICAGO

GREENHOUSE MATERIAL HOTBED SASH

Mention the American Florist when writing

Pecky Cypress

We are SPECIALISTS

in this line, having been practically the first to sell to the trade. Get the value of our long experience. Perfect satisfaction guaranteed. Rock-bottom prices. Pecky Cypress, because of its durability, is the only wood now being used for greenhouse benches. Will ship in any quantity, carload or less.

Drop Siding, Ship Lap, Flooring, White Cedar Posts, Etc. Everything in Lumber. Write for prices.

ADAM SCHILLO LUMBER CO. 1560 Kingsbury St., CHICAGO.
L.D. Phones: Lincoln 410 and 411

Mention the American Florist when writing

Sash Operating Device and Greenhouse Fittings

Designed and manufactured exactly right. You will like our methods of doing business.

Write for our catalog at once.

ADVANCE CO., Richmond, Ind.

Mention the American Florist when writing

Wired Toothpicks

10,000, $1.85; 50,000, $8.00. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample free. For sale by dealers.

Mention the American Florist when writing

REED & KELLER,

122 W. 25th St., NEW YORK.

FLORISTS' SUPPLIES

We manufacture all our Metal Designs, Baskets, Wire Work, and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Mention the American Florist when writing

Peter Reinberg Says:

"We have had the Garland gutters in use over twenty years. They are in just as good condition as when they were first put in. We are not in need of any construction material at present, but when we are we **will place our order with your firm."**

Garland Quality Product has thousands of friends such as Mr. Reinberg.

Our 1917 Catalogue is very interesting. Send for your copy now.

GARLAND MANUFACTURING COMPANY

DES PLAINES, LOUIS WITTBOLD, President. **ILLINOIS.**

Aphine

The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly thrips and soft scale.

Quart, **$1.00.** Gallon, **$2.50.**

NIKOTIANA

A 12% nicotine solution properly diluted for fumigating or vaporizing.

Quart, **$1.50.** Gallon, **$4.50.**

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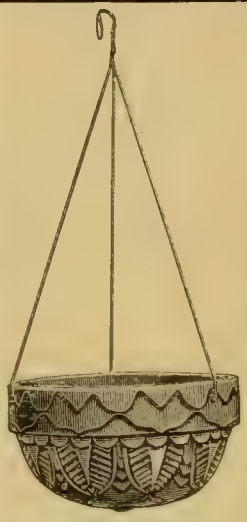

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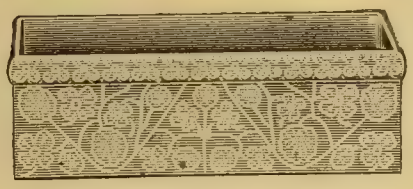

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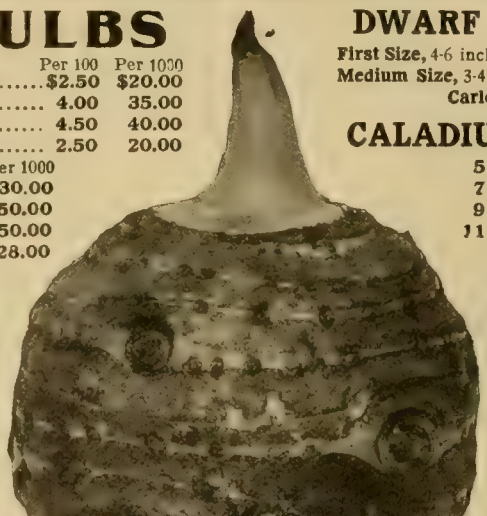
Single Mixed Colors	2.50	20.00
DOUBLE SORTS—White,	Per 100	Per 1000
Scarlet, Yellow, Pink	$3.50	$30.00
Double Frilled	5.50	50.00
Double Butterfly	5.50	50.00
Double Mixed Colors	3.00	28.00



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6 to 8-inch, (350 to case) regular strain...$35.00
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THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR, Houston, Texas. President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

If Trees Could Talk.

If trees could talk, the tales they'd tell
Would surely be worth listening to.
The trees that form the shady dell,
Where lovers their fond vows renew;
The trees that guard the home, the street
Where children play and elders rest;
What varied tales would they repeat
Of hopes deferred or hearts oppressed,
Of happy lives divinely blest.

If trees could talk, how oft we'd hear
Of gross mistreatment, lack of care,
Borne patiently for many a year,
While thoughtless mortals unaware
Of how trees suffer, why they fail,
Put forth no effort to repel
The foes that constantly assail.
Sad tales like this we know full well,
A myriad suffering trees would tell.

If trees could talk, methinks their words
Would sound a protest loud and stern
For loss of their good friends, the birds,
And make a plea for their return.
Trees need the birds and so do we.
In the incessant fight to stay
The foes that so persistently
On flowers and fruit and foliage prey,
Our allies, vigilant, are they.

Trees cannot talk, and yet, to him
Who truly loves, these friends of man,
Their every leaf and flower and limb
Is vocal. Since the world began
The trees have been our steadfast friends,
And our well being constantly
Upon their life and growth depends.
How faithful then our care should be,
How fondly should we love the tree.
—Frank L. Bruer in Tree Talk.

THE SPRING FLOWER SHOWS.

Success Attends New York, St. Louis and Philadelphia Events.

American Rose Society.

A MOST FINISHED FLOWER SHOW.

This magnificent exhibition, said by competent judges to be the most finished and best arranged flower show ever held in this country, opened its doors to the public, Tuesday afternoon, March 20. Except for the few large palms used for decorative effect, the entire display was of roses in pots and vases of cut blooms. The features on high lights were first, the quality of the magnificent vases of roses in all varieties having never been equalled.

The society's rose garden was the finest indoor display of its kind ever staged in America, while the rose garden and greenhouse of Henry A. Dreer, Inc., Philadelphia, was another strong feature, over 171 varieties of roses being planted in the garden while the King house in the center was also filled with excellent stock in pots. The name, Dreer, was displayed in electric lights over the greenhouse. Green grass bordered the garden beds. It was truly a wonderful rose collection.

The exhibit of A. N. Pierson, Inc., Cromwell, Conn., consisting of rambler and baby rambler roses, was perfect in every detail from the tall standards to the baby plants that covered the ground.

The central rose garden of the society, covering 1,200 square feet, was really the feature of the show. In the center was a large pool containing water lilies with a fine marble figure surrounded by callas in flower. Six large gothic columns, three on each side, supported pergolas covered with Tausendschon, border beds being arranged with Teschendorf and Mrs. Cutbush, with tall standards of well flowered Tausendschon placed at intervals adding to the fine effect. The path and outside border was of grass. Several garden statues completed this beautiful display, which was built by J. J. Habermehl's Sons, Philadelphia.

The cut roses were staged in the society's new vases of white wicker with green painted liners. They were at once the handsomest and most practical flower receptacles ever used for the purpose. Geometrical spaces had been laid out on the floor with sheet moss and in these were arranged the various classes. The entries of 100 blooms each were superb, the five best vases being Hadley, Mrs. Russell, Ophelia, Hoosier Beauty and American Beauty. One hundred Mavourneen were splendid. Mrs. Paul Euler, Miss Cynthia Forde, September Morn, Mrs. Bayard Thayer, Hilda, a new red unnamed seedling, exhibited by Robert Scott & Son, Sharon Hill, Pa., Golden Gem, Ned Collette Martines, Lady Alice Stanley, and the Bradford Flower Co.'s new pink, which received a certificate, were among newer sorts, of which there were vases of from 50 to 100 blooms.

The christening of Edward Towill's pink seedling in honor of Mrs. Edward T. Stotesbury was the opening feature the first night. The ceremony was performed with clear water by her daughter, Mrs. F. Cromwell. W. F. Therkildson presented the ladies. The rose, a fine light pink, was exhibited in a $3,500 vase.

The Joseph Heacock Co., Philadelphia, broke a record by winning 13 first prizes with 10 entries, the sweepstake prizes for the best vase in the 100 class, the 50 and also the 25 class being awarded to this firm for their entries of Hadley.

The attendance on the first day and evening was very satisfactory and the committees believe that financial success is assured.

The various retail exhibits which lined the sides of the hall were of the greatest interest to the visitors.

Henry F. Michell Co.'s garden of roses, flowering shrubs, lily of the valley, etc., surrounded with a paling, was conspicuous and well conceived. Next to this was Pennock Bros.' retail display of splendidly arranged baskets and floral conceits, each with an individuality in design and arrangement which will be described more fully later. The design of this booth and the arrangement of the various features was wonderfully complete.

S. S. Pennock. Philadelphia, Pa.
President American Rose Society.

Harry O. May, Summit, N. J.
Treasurer American Rose Society.

Prof. E. A. White, Ithaca, N. Y.
Secretary-Elect American Rose Society.

The double space of J. J. Habermehl's Sons was splendidly filled, their beautiful plant and cut flower creations being featured against a well made background of helmlock trimmed in hedgelike effect.

Gude Bros. Co., Washington, D. C., made a replica of the table decorations they recently arranged in that city for a dinner tendered Vice-President Marshall. It was indeed beautiful and fit for such a distinguished guest. On the opposite side of the hall John Kuhn, a local retailer, had an elaborate dinner decoration.

John Gracey's space contained a country-side scene with landscape dotted with miniature dwellings. From his store and greenhouse, in the rear, ran a telegraph line, exploiting telegraph delivery.

The London Flower Shop featured flower holders and vases, baskets and watering pots with flowers and floral bric-a-brac, all nicely arranged on low tables with velvet cloths.

Polyana baskets and vases were the feature in the Charles Henry Fox exhibit. They were beautifully filled with choice roses.

Charles Grakelow had a very attractive exhibit in front of a latticed background. A handsome basket of Shawyer roses and a decorated table were features.

A handsomely set and decorated table with a tall vase of snapdragon and pink roses was the center of the J. Wolff Moore exhibit, which was changed each day.

The Marvin Co., Wilkes-Barre, Pa., arranged a fine table decoration, surmounted with a canopy of smilax and red roses.

J. Wolff, Jr., decorated his space with well made baskets of choice flowers.

Nelson Geiger used pot roses, palms and vases of superb roses. All were nicely arranged.

Harry Betz' space was filled with splendidly arranged flowering plants. The general effect was very pleasing.

THE JUDGES' DINNER.

The dinner tendered to the judges and visiting members of the trade was given at the Bellevue Stratford hotel. There were over 60 in the party. After a very good menu, President Pennock called on Robert Craig, who recalled the past and predicted a great future for the queen of flowers. Wm. F. Gude spoke of the melting pot where, at these gatherings, experiences were thrown in and new ideas and inspirations created. He spoke in glowing terms of the exhibition. W. F. Therkildson, John Dunlop, George Asmus and Admiral Ward all spoke in glowing terms of the wonderful display and the efforts that President Pennock had made for success which he declared in turn was to be credited to his fellow workers, one of whom, Wm. Kleinheinz, was given the honor of a toast.

Benjamin Hammond, Beacon, N. Y.
President-Elect American Rose Society.

ANNUAL MEETING.

The annual meeting of the American Rose Society was held at the Bellevue-Stratford hotel, Wednesday, March 21. President S. S. Pennock read his address, which proved a very able paper and the reports of the secretary and the treasurer were presented. The next annual meeting will be held in St. Louis, April 6-15, 1918, in connection with the Fifth National Flower Show of the Society of American Florists. It was also decided to hold a summer meeting and exhibition at Hartford, Conn., during the week of June 20.

The following officers were elected for the ensuing year: Benjamin Hammond, Beacon, N. Y., president; William L. Rock, Kansas City, Mo., vice-president; Professor E. A. White, Cornell University, Ithaca, N. Y., secretary; Harry O. May, Summit, N. J., treasurer. Executive committee: For three years, Admiral Aaron Ward, J. A. Carey and George C. Thomas; two years, W. J. Keimel; one year, John H. Dunlop. Honorary vice-presidents: J. Horace McFarland, Dr. E. N. Mills, Dr. Robert Huey and W. G. McKendrick. K.

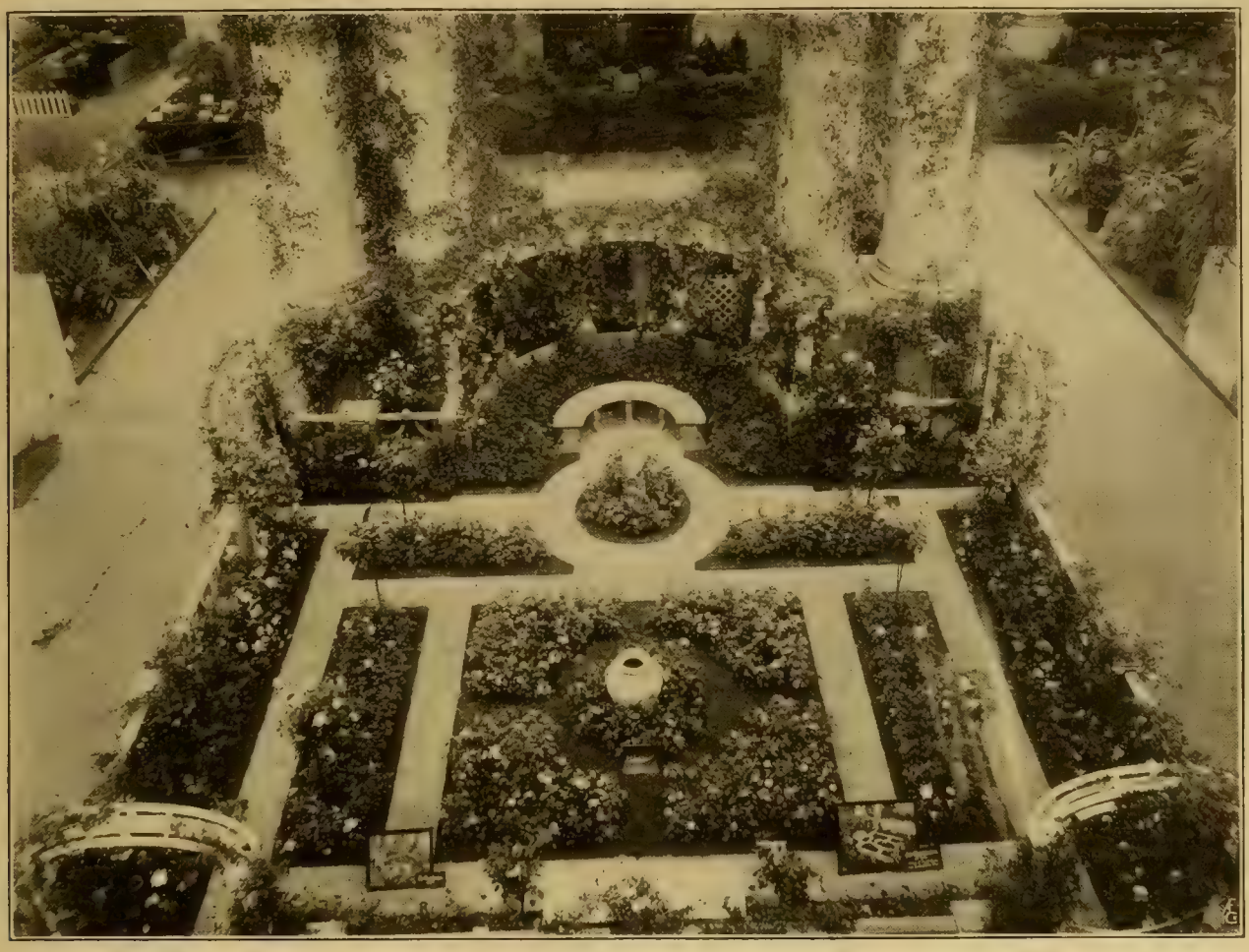
New York Flower Show.

BRILLIANT AND SUCCESSFUL EXHIBITION.

This wonderful display opened March 15, in the Grand Central Palace, Forty-sixth street and Lexington avenue, and continued with numerous additions daily in the cut-flower displays and decorations until the night of March 22. In all its features it was a credit to the Horticultural Society of New York and the New York Florist Club, under whose combined auspices it was given. T. A. Havemeyer, chairman, and Frederick R. Newbold, treasurer of the horticultural society, with John Young, secretary, and the able committees of the florists' club, gave much thought and time during the past year to working out the details, which repeated their success of last season. Manager Arthur Herrington was also a great factor in his masterly handling of the various exhibits, arranged to present a finished and symmetrical display. There was nothing of an ordinary character called for in the schedule. All were feature items—something of merit.

PROMINENT FEATURES.

The high lights were, first, the beautiful rose gardens, which were not much ahead, in the interest of the visitors, of the arranged spaces of the private growers, covering 300 square feet, which were gorgeous in their masses of color. The rock gardens were another important feature, although the grand collections of orchids



NEW YORK SPRING FLOWER SHOW.
Prize Rose Garden, 500 Square Feet by F. R. Pierson Co., Tarrytown, N. Y.

should probably take precedence. The groups from the city parks in New York and Brooklyn, and the foliage and flowering plants from private estates, the large collection of spring flowering bulbs, together with many beautiful booths of the seedsmen and retail florists and other trade exhibits, taxed the building to its utmost to provide the necessary room. The attendance was very good from the opening day. Friday, March 16, was very stormy, but the visitors crowded the hall at times uncomfortably and were unanimous in their interest and delighted expressions.

THE ROSE GARDENS.

There were but two entries for the rose garden as against four last year, but these were each masterpieces in their different schools. The space contained 600 square feet, 100 more than last season. Each followed much the same ideals as seen in several entries in former shows, F. R. Pierson Co.'s being of the finished formal Italian style, while that of A. N. Pierson, Inc., suggested the rustic garden of the country estate, with its summer house and rustic-covered benches.

F. R. Pierson Co.'s space was enclosed with a sanded, light brown fence of geometric design with arched entrances at the front and also opening on the sides near the rear in front of the large curved pergola and bench, in front of which stood a sundial. The center grass plot contained an urn, around which were planted roses. Four corner beds curved around this center. Two straight grass-bordered paths led from the main entrances to the rear. At the end of each stood elegant Italian vases valued at $100 each. Tausendschon roses covered the fence, while the borders were filled with hybrids and hybrid teas, with standard white baby ramblers rising at intervals. Mrs. Ward, Ellen Poulsen, Orleans, Pharasiar and Rodhutte were the baby rambler type used. The arches over the gates and the rear pergola were all covered with full-flowered ramblers, Dorothy Perkins in front and Excelsa in the rear.

The garden of A. N. Pierson, Inc., was surrounded with a rustic fence with curved gothic corner gates. In each corner of the enclosure was a canopied and rose-covered rustic bench. On a mound in the rear stood a good-sized rustic summer house thatched with straw. The new red sport of Dorothy Perkins, Elizabeth Zeigler topped this arbor and the sides of the mound. Well-flowered Tausendschon covered the fence and corner benches, while in the border beds were hybrids, Mrs. Laing, Cecile Brunner and Magna Charta. The center beds in the grass plot around a central fountain, contained George Elgar, Baby Tausendschon and Ellen Poulsen. A center path, divided around the fountain, led to the summer house, in front of which stood a sundial.

Both of these gardens were faultless, and there was much deliberation before the judges finally reached a decision.

John Scheeper & Co.'s garden of Dutch bulbs, covering 500 square feet, had as its central feature, a fountain. Around this were beds of hyacinths. Next to the white ivy-covered pale fence was a wide border of narcessi, daffodils and tulips. Pyramid box trees at intervals around the fence, and an arched trellis over a garden seat in the rear, completed this attractive entry.

PRIVATE GROWERS' GARDENS.

The displays that, perhaps next to the rose gardens, attracted most attention were the beautifully decorated spaces of 300 square feet filled with the choicest and most varied flowering plants and bulbs of Nature's garden—only orchids were barred. These were all arranged to face one way and show from the front. Mrs. H. Darlington, P. W. Popp, gardener, won first; a carpet of Primula Malacoides, through which a divided path led to where a stream came tumbling down over rocks into a pool. This rockwork was surmounted with lilacs, azaleas, Azalea mollis, wistarias, clarkias, buddleias, rambler roses, etc. This grouping extended also along the sides of the space, sloping toward the front. Yellow callas, lupines and bulbous stock, deutzias, short rambler roses, and a sweet alyssum border were the principal flowers in this display.

W. B. Thompson, R. Johnston, gardener, won second with a very full exhibit. The features were Acacia pubescens, an arch of Frau Karl Druschki roses, Easter lilies, rambler roses, azaleas, cinerarias and yellow eallas around a large white wistaria, hyacinths and primulas. Many specimen plants were featured in this group

to give relief. A white latticed fence was effective.

F. E. Lewis' entry won third. It was a dream in its arrangement and color effect. A high lattice at the rear contained a large mirror, so concealed that the beautiful vista presented, although but a replica of the garden, appeared as an adjoining space. The alyssum-bordered gravel path from the entrance around the central pyramid of sweet peas was effective. The whole was enclosed in a low, white, latticed fence.

There were four other entries in this class, Adolph Lewisohn's being quite elaborate with its statuary and fountain. Buddleias, standard pink geraniums, calendulas, daisies, primulas, forget-me-nots and many other flowers were all artistically arranged. That such a display should not get a premium illustrated the high standard the art has reached.

THE RETAIL BOOTHS.

F. R. Pierson Co. occupied a space opposite the elevator to the left of the entrance. Here, on low-bench tables, stained olive green with green velvet bands and spreads, was displayed the latest in rose bowls, vases, flower-holders and baskets, some of them artistically filled. Higher tables contained ornamental vases in various shapes, filled with Francis Scott Key, Ophelia, Rosalind, their dark sport of Ophelia, and other choice roses. These made a fine showing. Large pots of maidenhair and fancy ferns of the Boston type were used effectively. The space was enclosed with an ornamental fence and high white fluted columns, surmounted with electric light globes.

George E. M. Stumpp made his usual elaborate display of everything in floral bric-a-brac and holders for the arrangement of cut flowers. Large and expensive bowls were a feature. A picture frame with a tin "canvas," containing in the rear a holder for water, enabled one to become at once a painter of flowers and be able to change the picture at will. The backgrounds come in various colors. The booth and the entire display was very artistic.

Max Schling had an enclosed space to resemble a flower shop, with two glass doors, a large show window, and sign over the top—"Max Schling, The Place of Art." On the green velvet floor of the window were displayed a number of vases and baskets, filled in his unique style with Sunburst roses and lavender pansies. The orange gerbera was arranged with scarlet anthuriums and imantophyllums in a handsome bowl-like vase. Another tall vase was filled with long spray orchids of odontoglossums, miltonias, phalænopsis and a few red roses—a very rich arrangement. A low vase of yellow callas and foliage was striking. The interior walls were decorated with standard baby ramblers, the pot concealed and the branches spread out and tacked against the surface to resemble a raised decoration. It was all very pretty and "Schling-like." On a large velvet-covered space of about 100 square feet, Mr. Schling made an exhibit showing how flowers can be artistically arranged with the aid of such plebeian materials as flower pots and saucers. Small pots were covered with moss, and, containing tumblers for water, held all short-stemmed flowers to advantage. A large, shallow, round tray, with the aid of a few pieces of rock, a little moss, a tumbler and pot saucer, was soon made to resemble an expensive rose bowl. Vases of flowers showed correct and incorrect methods of arranging. Cheap boxes, made of bark and filled with plants, were also a feature.

A winter garden of conifers, junipers, pines, retinosporas, spruces and other hardy stock was arranged by G. E. M. Stampp to advertise his landscape department. It was well conceived. A long horizontal branch from a weeping birch very effectively carried the sign. F. R. Pierson Co. staged a variety group of 25 choice hardy evergreens, which won first prize.

A few plants of Adiantum redotum, the native maidenhair in the Cromwell Gardens' rockery, were very striking. It would seem as if there should be a place for this plant commercially, or for the fronds in cut-flower work.

THE SWEET PEAS.

Friday was sweet pea day. There were six entries for the dinner table decoration, five of which followed the time-honored decorative scheme of the tall slender silver vase for the center, and small vases at intervals below inside the plate line. While this makes a pretty table, surely there are other equally effective ways in which sweet peas may be arranged. The schedule allows all kinds of foliage and whatever accessories are necessary to carry out the artist's design. The display of cut sweet peas contained many vases of fine quality flowers, those from Castle Gould being especially noteworthy. Early Morning Star, a deep pink, Concord Peak, apple blossom pink in color, and Early Heather Bell, were all superb flowers. One hundred sprays of Yarrawa were exceptionally fine.

J. H. Flagler, Greenwich, and J. H. Palbos, Seacliff, N. Y., made important exhibits, showing well-grown flowers. Charles A. Zvolanek, Bound Brook, N. J., won the award for display covering 100 square feet, with a fine collection of standard and new varieties, none of which, however, were named, a loss to him, one would say, in advertising value.

Selah Van Ripen, Dundee Lake, N. J., won all the prizes for 100 flowers each of the fine varieties exhibited. They were certainly high-grade in all respects.

CUT ROSES.

The display of cut roses covering 200 square feet, which has become one of the important and most artistic features of the show, was quite equal to that of last year. There were but two exhibitors, F. R. Pierson Co., Tarrytown, N. Y., and A. N. Pierson, Inc., Cromwell, Conn. The F. R. Pierson

NEW YORK SPRING FLOWER SHOW.
Prize Orchid Display by Lager & Hurrell, Summit, N. J.

GENERAL VIEW OF THE ST. LOUIS SPRING FLOWER SHOW.

Co.'s exhibit won out, although the judges must have felt like resigning before making a decision, as the group arranged by A. N. Pierson, Inc., was quite the equal of the other in quality of flowers and effective arrangement, so that no doubt perfection in some of the small details won the decision. Manager Herrington found it impossible to place these beautiful features in the main hall and they were staged the full width of the hall apart at the front. F. R. Pierson Co.'s exhibit contained in the foreground, one low basket vase of 200 Killarney Queen, one low vase of 75 Double White Killarney, two tall end vases with about 75 Francis Scott Key in each, grand flowers, too; rear high vases with about 75 Ophelia in each; one vase of 150 Hoosier Beauty and another of about the same size of Richmond; a vase of 100 Mrs. Shawer and one mixed vase. Each vase was perfect in arrangement for its position. A border of large pots of Adiantum cuneatum outlined the space.

The arrangement of the roses in the separate vases of the A. N. Pierson, Inc., exhibit and their artistic grouping with the aid of velvet cloths, cibotiums, Farleyense and asparagus sprays, was very effective. There were nearly 1,000 roses, which included two vases of Sunburst, four of Ophelia, two of Shawyer, two of White Killarney, superb flowers; one mixed of Killarney and Lady Alice Stanley, and three of Killarney Queen.

In the private growers' entries of cut roses in vases of 12 each, there were 30 separate exhibits, some of them, notably a vase of Mrs. Lawson, from J. B. Duke, Somerville, N. J., were exceptionally fine. Excellent flowers of Double White Killarney and Radiance were also shown.

The Darwin tulips in the exhibit of Mrs. Paul Whitney, Manhassett, N. Y., showed exceptional culture.

THE PRIVATE ESTATES.

It is readily acknowledged that the private estates contributed largely toward the success of the show, both in fine stock and painstaking arrangement. The grand sweepstakes prize, a special cup, presented by Mrs. D. Willis Martin, president of the Garden Club of America, for the most artistically arranged exhibit in the show, went to Mrs. A. M. Booth, Great Neck, N. Y. This exhibit was judged by a committee of ladies, members of the Garden Club of America, and appointed by the president of the club. Our illustration shows a first prize winning group, arranged by P. W. Popp, gardener to Mrs. H. Darlington, Mamaroneck, N. Y. Other estates winning first prizes were: F. E. Lewis, for acacias, bougainvilleas, chorizemas, ericas and astilbes; Mrs. F. A. Constable, for specimen acacia, 25 cyclamen plants and foliage plants; Howard Gould, for amaryllis plants; W. B. Thompson, for specimen azaleas, cinerarias, schizanthus, dracænas and foliage plants; Mrs. J. C. Brady, for specimen azaleas and cut roses; A. Lewisohn, for cyclamen plants and cut roses; Percy Chubb, for specimen heilotrope, rhododendron plants, 12 plants Primula obconica and cut mignonette, and stocks; Ralph Pullitzer, for six plants cineraria hybrid, 12 plants Primula Malacoides; D. G. Reid, for specimen cytisus, bay trees, and table of cut orchids; Jas. Macdonald, for specimen wistaria, and a variety of hyacinths in pans, three first prizes; Mrs. H. McK. Twombly, Adiantum Farleyense; J. B. Cobb, for Adiantum cuneatum; Mrs. Oliver Hoyt, Stamford, Conn., for adiantum; Westbrook Garden, Oakdale, N. Y., for hyacinths; Mrs. J. Murray Mitchell, for 12 pots of lilies; Mrs. Payne Whitney, for narcissi, tulips and lily of the valley, six first prizes; A. N. Cooley, first for group of orchid plants, covering 50 square feet, Clement Moore, second; Col. H. H. Rogers, four first prizes for different varieties of orchid plants; Louis Strauss, for orchids in variety; Samuel Untermeyer, six first prizes, orchids in variety; F. E. Lewis, four first prizes for pot roses; J. B. Duke, first prize for American Beauty and Mrs. Chas. Russell roses; Mrs. Payne Whitney, first for Hadley and Sunburst; W. E. Griswold, Lenox, Mass., first for Radiance; Westbrook Gardens, two first prizes for antirrhinum; Mrs. J. H. Flagler, first for 25 spikes antirrhinum, assorted; Mrs. E. L. Boyer, first for 12 spikes of wallflowers.

ORCHIDS.

The orchids were, as usual, a most attractive section. The Julius Roehrs Co., and Lager & Hurrell each had interesting exhibits containing rare varieties of cattleyas, phalænopsis cymbidiums, oncidiums, miltonias, etc. A. N. Cooley, Pittsfield, Mass., staged a very choice collection of odontoglossums, phalænopsis and a splendid cymbidium with fine spikes of bloom. Clement Moore, of Hackensack, N. J., kept up to his reputation with well-flowered dendrobiums, Brasso-cattleyas, laelias, cattleyas, miltonias, etc., nicely arranged with ferns and asparagus. There were quite a few entries for hybrid cattleyas, which plants, with their large beautiful flowers, attracted much attention.

The various Brasso-cattleyas, the jewels of the orchid family, of which there were quite a number of plants on exhibition, should be better staged. If all were gotten together, nicely arranged with ferns and featured, they would attract great attention, and their full value as exhibits of importance be secured.

Most beautiful were the tables of cut orchids arranged for effect. There were four entries on round tables four feet

in diameter; everything choice in bloom at this season, both in single flowers and sprays, were artistically arranged, but each was much too crowded—six-foot tables with the same flowers, to allow for more green and space to show the individual beauty of the flowers, would have been much better. These tables were not well placed, being visible from only one side. In fact, this entire section was poorly planned for the proper display of these important flowers. Huddling them together on paper-covered step-staged tables is artificial and very unlike their natural environment. Why not prepare a forest setting or wood scene, with trees, ferns, moss, etc.? Without great expense this could be made as attractive, or even more so than the beautiful rose gardens that have done so much to popularize the recent shows.

ATTRACTIVELY STAGED CYCLAMEN.

An admiring throng surrounded at all times the wonderfully-flowered cyclamen of F. A. Constable, of Mamaroneck, N. Y., J. Stuart, gardener. The petals of the white flowers measured three and three-eighth inches in length, the full flower seven inches in diameter. Two 2-year-old plants contained over 200 flowers each. There were 25 plants in all shades of color. Adiantum, and short crocuses were used to good advantage among the pots to set off the exhibit.

A. Lewisohn's exhibit of 25 cyclamen plants, which won second prize, was also of high quality and beautifully staged. All the pots were covered with Japanese moss, antique baskets, standing on a moss-covered low table 18 inches from the floor. Pots of maidenhair among the plants and variegated vincas, hanging down in front, showed a distinct step in the advance in staging.

THE ROCK GARDENS.

The rock gardens were not quite so elaborate as those of last season, although they were much admired. To get the various plants that belong to these interesting garden spots in flower at this time, requires skill of a high order. Dwarf white and purple iris, double ranunculus, bluebells, crocuses, primroses, funkias, laurel, Daphne Cneorum, azaleas, amoena type, white dielytra, hepatica, snowdrops, etc., were seen in the various rockeries. A. N. Pierson, Inc., won first, Bobbink & Atkins, second; Julius Roehrs Co., third.

Mrs. H. Darlington, Mamaroneck, and Mrs. A. M. Booth, of Great Neck, were competitors in the 200 square feet of bulbous flowering plants, hyacinths, tulips, lilies, etc. Both made very complete and showy displays, which, however, would have been more effective had each color been kept separate.

FERNS.

F. R. Peirson Co.'s display of ferns of the Boston type contained many sports. They were all handsome specimens.

The Robert Craig Co., Philadelphia, Pa., had a table of their new plumed fern, Norwood, a decided novelty and considered by good judges a splendid commercial variety. Fritz Dressel, Hoboken, N. J., also exhibited a new variety, much like the well-known Giatrisii.

Cromwell Gardens staged a sport from the glory of Mordrecht, a form with heavier fronds, and a number of A. Farleyense of such superb quality as has never been seen here before. There were also several fine specimens of other adiantums, nephrolepis and cibotiums for the specimen prizes.

LILACS.

Large and well-flowered lilacs were staged by several exhibitors and made a fine showing. Rhododendrons were scarce, F. R. Pierson Co. and Bobbink & Atkins making the only entries. The Secaucus Exotic Nursery, Secaucus, N. J., staged two very handsome Phoenix Roebelenii.

Madsen & Christiansen, Wood Ridge, N. J., exhibited several very well-flowered specimens of standard genistas.

Joseph Manda had a rustic booth with an exhibition of cattleya plants, as they are received from their native woods; also, orchids of various kinds in flower.

CONSERVATORY GARDEN.

The flowering and foliage stove and greenhouse plants, arranged as in a large conservatory, by the Julius Roehrs Co., was most attractive. In the foreground was a low or half circle bed of selaginella, in the center of which was a variegated pineapple. Around this was a curved path, which was banked on the outer circle with choice palms and foliage plants, through which blossomed pots of amaryllis, Gloriosa lilies, genistas, etc. A fountain of lycopodium and narrow grasses was also a feature.

Pot rambler roses were not very conspicuous, although there were some private entries and F. R. Pierson Co., Tarrytown and Cromwell Gardens staged some fine plants.

CITY PARKS' EXHIBITS.

Prospect park, Brooklyn, made a large display of cactus plants, many of them 10 feet in height; as arranged with interesting low-growing specimens, they attracted much attention. The park department of New York filled 500 square feet with the choicest of their greenhouse stock, in foliage plants and well-flowered azaleas. These were nicely arranged and brought forth much favorable comment from the visitors.

ST. LOUIS SPRING FLOWER SHOW.
View in the Retailers' Section.

NEW YORK SPRING FLOWER SHOW.

Prize Group of Flowering Plants Exhibited by Mrs. H. Darlington, Mamaroneck, N. Y., P. W. Popp, Gardener.

IMANTOPHYLLUM.

One of the handsomest specimens of this greenhouse favorite ever exhibited in this city was staged by H. McK. Twombly. It was in a large tub and contained 25 fine heads of its brilliant orange-colored flowers.

CARNATIONS.

Strout's, Biddeford, Me., won first prize in the display of carnations, covering 150 square feet. There were four vases of Matchless, two of Pocahontas and two of Beacon, containing in all 1,500 flowers. These were arranged with white pine foliage, which also covered the floor and bordered the space. The jars, which held the carnations, were concealed in pine bark pedestals. As these flowers were grown in the atmosphere of the pine tree state, they were so arranged in this unique manner.

THE BALCONY.

On the wide balcony were staged many interesting exhibits. The north aisle tables contained entries of very fine amaryllis, those from the Gould estate being exceptionally choice. Tulips, hyacinths, narcissi, lily of the valley and other bulbous flowers were also features here.

Vases of cut mignonette and stock jellies were attractive. Some of the sprays of mignonette were three inches in diameter. This was from August Sauter, Nyack, N. Y.

Groups of pot Easter lilies were seen along the balcony railing. H. Fred Byxbee, Norwalk, Conn., exhibited several vases of Daphne odorata with a card attached: "The plants from which this was cut have been frozen every night this winter."

The Lexington avenue aisle contained large plants of schizanthus; a number of them were from six to eight feet in diameter. Cineraria stellata in large plants was also a feature here. The south aisle contained Primulas, obconica and Malacoides, real exhibition stock. Some very fine cyclamen and hybrid cinerarias, of which there were a number of entries, were also conspicuous.

MISCELLANEOUS EXHIBITS.

W. B. Thompson was an important exhibitor. The handsome crotons, specimen dracænas and arrangements of other ornamental foliage plants seen at various points in the hall were ideal in their cultural perfection.

Madsen & Christensen exhibited very well-grown marguerites, winning first with six fine plants.

F. A. Dressel won first with hydrangeas, a collection of the French varieties covering 150 square feet, well-grown plants with high-colored flowers. A nephrolepis, sport of Giatrisii was also from this exhibitor.

A. N. Pierson, Inc., won the silver medal for best new rose not in commerce with Elizabeth Zeigler, their red sport of Dorothy Perkins.

Alois Frey, Crown Point, Ind., staged a number of vases of his new Rainbow freesia, very striking in orange, pink, lavender, red and other shades of color.

THE RED CROSS TEA GARDEN.

George E. M. Stumpp added to his fame as a decorater in the fitting up of this important adjunct to the show. The walls and ceiling were covered with light blue cheesecloth. Instead of the large iron supports in the center of the room, there were tree trunks with seats at the base and leafy branches from the top, which almost covered the ceiling.

From these were suspended Jap. lanterns. A number of booths, or separate open front spaces, were along the sides, in which tea was served.

OTHER INTERESTING EXHIBITS.

J. R. DeLewar, Glen Cove, N. Y., sent a number of very well-flowered Acacia pubescens, genistas and foliage plants. A handsome plant of bottle brush, full of its red brush-like blossoms, was prominent. This group was not for competition.

There were several private grower entries for single specimen foliage plants and also the groups of some covering 100 square feet, which brought out some fine specimens.

Bobbink & Atkins' exhibit of forced shrubbery contained lilac, flowering apples, forsythias, double-flowering almonds, planes, laurels, Ghent azaleas, etc. Their classic booth across the aisle was very well decorated. A wall fountain was a feature here.

Hon. Paul Norburg, of Washington, D. C., exhibited on a rustic support, a number of baskets of Begonias Cincinnati and Mrs. Peterson. They were well flowered and very showy.

COMMERCIAL FIRST PRIZE WINNERS.

While in numbers the private growers were in the majority, the commercial growers made fine exhibits and took numerous prizes. In addition to first prizes for the rose garden and display of cut roses, F. R. Pierson Co. took numerous first prizes for ferns.

In the orchid competition, honors were divided between Lager & Hurrell and the Julius Roehrs Co. A. R. Pierson, Inc., took first prize for the best new rose (pot) not in commerce, record on rose garden, and other prizes for specimen pot roses. Other first prize winners were: Bobbink & Atkins, foliage and flowering plants; Knight & Struck, acacias; Madsen & Christensen, cytisus and marguerites; F. H. Dressel, hydrangeas; Marius Mutillod, palms; Wm. H. Siebrecht, lily of the valley in pans; Selah Van Riper, sweet peas; Chas. A. Zvolanek, sweet peas, 100 square feet; August Sauter took first for mignonette; Wm. R. Nicholson, second; F. H. Polbos took second on sweet peas, 100 square feet.

For the display of cut roses staged Saturday, March 17, covering 200 square feet and containing not less than 500 nor more than 1,000 blooms, decorative green of any kind, including

plants, permitted, quality of bloom, artistic arrangement, and general effect to be considered in making award, F. R. Pierson Co., Tarrytown, N. Y., captured the first prize, $250.

John Scheepers & Co., Inc., took first for Dutch bulb garden.

FLORISTS' CLUB BANQUET.

The annual banquet of the New York Florists' Club, who had as guests the members of the S. A. F. executive committee, was held Saturday evening, March 17, in the ballroom of the Biltmore hotel. It was the largest affair of the kind ever held by the club, there being over 250 members, their ladies and guests in attendance. There were 32 tables at which members were seated, while officers of the club and the S. A. F. committee were placed at a head table the width of the room. After a substantial dinner, the coffee being served in novel clay flowerpot cups and saucers, President Stumpp, following a felicitious address, introduced Prof. Ward of the New York Botanical Gardens, who, in his address, emphasized the inspiration and renewed life that comes into, and is associated with a love for flowers, particularly when seeing such perfection as in the present exhibition. Former president Henry Weston was then presented with a token of the club's esteem, for which he thanked them and predicted a great future for the organization.

President Kerr brought greetings from the scene of the late convention and had received great inspiration from the show, which he would take back to Houston to renew the interest there.

W. F. Gude, Washington, D. C., after referring graciously to the ladies present, spoke of the fear some had of the danger of commercializing Mother's day, which he declared absurd. It was the beautiful sentiment of the day which found expression in flowers. He said there was no more magnificent thought or sentiment than that of love for one's mother, and no better way to express it than with gifts of lovely flowers, either given to or placed in memory of one's mother.

Philip Breitmeyer, Detroit, Mich., told of the great work the F. T. D was doing in the sale of flowers, its membership having increased threefold in the past year and was a most important factor in the sale of flowers all over the country. Increased facilities for the quick handling of flowers are made effective by the Florists' Telegraph Delivery Association, of which every live florist in the country should become a member, as it increases his business and revenue for little or no outlay.

Dancing was indulged in between courses in the dinner, and at 11:00 p. m. a huge basket of flowers, seven feet in height, was pushed into the center of the floor, from which emerged two accomplished mâm'sell dancers, who gave an exhibition of the very latest in terpsichorean art.

EXPRESS REGULATION.

An important meeting of large shippers of plants and cut flowers with representatives of the leading express companies was held at 120 Broadway, New York, Friday, March 16. This meeting was arranged for after conferences with these officials by Max Schling, who has been working to get an improved express service for some time. Those of the trade present were: Wm. F. Gude, Washington, D. C.; R. Vincent, Jr., White Marsh, Md.; Max Schling, New York; Philip Breitmeyer, Detroit, Mich.; W. C. Brown, of the J. M. Gasser Co., Cleveland, Ohio; L. R. Bohannon, Chicago; Paul Klingsporn, Chicago; S. S. Pennock, Philadelphia, and A. Langhans, Wheeling, West Va. The party received very courteous treatment at the hands of the officials, who declared they would do all in their power to perfect a system of expediting the delivery of cut flowers and plants. A proposal was made that a conspicuous double tag of a color that would at once be recognized by all express employes, be furnished, which would give the package right of way, protection from frost and instant delivery at destination. A portion of the tag with number was to be given to shipper so as to facilitate the search for delayed shipment. On account of the very acute strike situation, which had so suddenly developed, the officials asked for another meeting in the near future, when things become settled. They feel sure that a system can be worked out, by means of which all perishable stock will have preference en route and immediate delivery at destination.

NOTES.

The combined headquarters of the New York Horticultural Society and the New York Botanical Garden was an interesting spot. The botanical garden displayed a collection of native wild flowers of this section, which had been forced into bloom; all were labeled and made a very interesting display. Handsome baskets of flowers to decorate this booth had been received from M. A. Bowe, Chas. A. Dards, and H. A. Bunyard. They were all beautifully arranged. The Mrs. D. Willis Martin prize for most artistically arranged exhibit in the show was won by the private growers' display of flowering plants, staged by Mrs. A. M. Booth, Great Neck, N. Y.

The Western Union Telegraph Co. went the F. T. D. one better in its well-arranged booth in the front of the main floor. Literature, advertising and explaining easy methods for quick delivery of flowers by their system to all parts of the country, was freely circulated.

F. R. Pierson wore a continuous smile, as with one exception he was awarded the first prize in every class in which he exhibited.

EASTER PLANT BASKETS AT MYER'S, NEW YORK.

Acacia, Pink Hydrangea, White Spiraea, Light Pink Azalea.

ST. LOUIS SPRING FLOWER SHOW.

General View of the Plant Section.

TRADE EXHIBITS.

Alphano Humus Co., New York, fertilizers.
Am. Seed Tape Co., New York, garden seed.
Bartlett Co., F. A., Stamford, Conn., tree surgery.
Bobbink & Atkins, Rutherford, N. J., nursery stock.
Boddington Co., A. T., Inc., New York, seeds, bulbs, plants and supplies.
Bon Arbor Chemical Co., Paterson, N. J., fertilizers.
Box and Bag Mart, N. Y., boxes and bags.
Clark Co., The Geo. W., New York, irrigation devices.
Cloche Co., N. Y., efficiency garden chart.
Coldwell Lawn Mower Co., Newburgh, N. Y., lawn mowers.
Commission Shop for Women's Work, New York, women's wear.
Cowee, Arthur, Berlin, N. Y., gladiolus bulbs.
Davey Tree Expert Co., Kent, O., tree surgery.
De La Mare Co., A. T., New York, literature.
Doubleday, Page & Co., New York, literature, books, etc.
Edgett, C. W., literature.
Fuld, Maurice, New York, seeds, plants, etc.
Fulper Pottery Co., Flemington, N. J., pottery.
Gardeners' Chronicle, Madison, N. J., literature.
Hartmann-Sanders Co., New York, iron work for gardens.
Hammond's Paint & Slug Shot Works, Beacon, N. Y., insecticides.
Hitchings & Co., New York and Elizabeth, N. J., greenhouse building material.
House and Garden, New York, literature.
Irwin, R. J., New York, seeds, bulbs and plants.
Johnston Heating Co., New York, hot water circulator.
King Construction Co., N. Tonawanda, N. Y., greenhouse building material.
Knight & Struck Co., New York, heather, etc.
Kraus, J. C., Stone Works, Inc., New York, bird baths, etc.
Kroeschell Bros. Co., Chicago, boilers.
Leary, Wm. F., New Rochelle, N. Y., tree surgery.
Lewis, Miss M. A., New York, interior decorations.
Lippincott Co., J. B., Philadelphia, books, etc.
Lord & Burnham Co., New York and Irvington, N. Y., greenhouse building material.
Lutton Co., W. H., Jersey City, N. J., greenhouse building material.
Manda, Jos., West Orange, N. J., orchids, etc.
Matthews Garden Craft Co., Cleveland, O., garden furniture.
Miller & Doing, Brooklyn, N. Y., self-watering hanging baskets and flower pots.
Mogul Co., N. Y., water and acid proofing.
Nippon Gardens, Inc., New York, Japanese gardens.
Peterson, Sinclaire & Miller, Inc., New York, Cornell irrigation system.
Pierson Co., F. R., Tarrytown, N. Y., retail exhibit.
Pierson, A. N., Inc., Cromwell, Conn., garden plants.
Pierson U-Bar Co., New York, greenhouse building material.
Randall, A. L., Co., Chicago, florists' supplies, electric fountains, etc.
Reade Mfg. Co., Hoboken, N. J., chemicals.
Richmond Cedar Works, New York, tree tubs.
Roehrs Co., J., Rutherford, N. J., orchids, etc.
Sharonware Workshop, New York, garden furniture.
Shawnee Mower Co., New York, lawn mowers.
Scheepers & Co., John, Inc., New York, bulbs and plants.
Schling, Max, New York, retail exhibit.
Schloss Bros., New York, florists' ribbons, etc.
Spencer Heater Co., Scranton, Pa., heaters.
Stillman, G. L., Westerly, R. I., dahlia bulbs.
Stringham, I. J., Glen Cove, N. Y., bees and honey.
Stumpp, G. E. M., New York, retail and nursery exhibit.
Stumpp & Walters Co., New York, seeds, bulbs, plants and supplies.
Thorburn & Co., J. M., New York, seeds, bulbs, plants and supplies.
Totty, C. H., Madison, N. J., plants.
Townsend & Co., S. P., Orange, N. J., lawn mowers.
Tracy, B. Hammond, Wenham, Mass., gladiolus bulbs.
Vanity Fair Shop, New York, novelties.
Van Gordon Rustic Co., Coscob, Conn., rustic furniture.
Vaughan's Seed Store, New York and Chicago, seeds, bulbs, plants and supplies.
Walworth Mfg. Co., New York and Boston, pipe fittings, valves and tools.
Weathered Co., Jersey City, N. J., greenhouse building material.
Weeber & Don, New York, seeds, bulbs, plants and supplies.
Women's National Farm and Garden Association, New York, literature.
Western Union Telegraph Co., all cities, advertising literature.
Zaller Studios, N. Y., hand-painted novelties.

PRIVATE ESTATE EXHIBITORS.

Foliage and Flowering Plants and Cut Flowers.

Paul M. Warburg, Hartsdale, N. Y.
Mrs. H. McK. Twombly, Morristown, N. J.
D. G. Reid, Irvington, N. Y.
G. F. Baker, Tuxedo Park, N. Y.
Estate Mrs. E. Iselin, New Rochelle, N. Y.
Ralph Pullitzer, Manhasset, N. Y.
Dan'l Guggenheim, Elberon, N. J.
Mrs. S. Hermann, Tarrytown, N. Y.
Sam'l Wintermeyer, Yonkers, N. Y.
J. A. Macdonald, Flushing, N. Y.
Wm. Shillaber, Essex Fells, N. J.
G. D. Barron, Rye, N. Y.
H. H. Rogers, Tuxedo Park, N. Y.
Clement Moore, Hackensack, N. J.
E. D. Morgan, Westbury, N. Y.
W. B. Thompson, Yonkers, N. Y.
Percy Chubb, Glen Cove, N. Y.
Adolph Lewisohn, Ardsley, N. Y.
Mrs. F. A. Constable, Mamaroneck, N. Y.
Mrs. E. D. Bayer, Mt. Kisco, N. Y.
L. L. Benedict, Cedarhurst, N. Y.
Mrs. E. C. Converse, Greenwich, Conn.
Wm. H. Walker, Great Barrington, Mass.
F. E. Lewis, Ridgefield, Conn.
Mrs. Bayard Cutting, Oakdale, N. Y.
Mrs. Pauline Boettger, Riverdale, N. Y.
Mrs. H. Darlington, Mamaroneck, N. Y.
Mrs. J. Murray Mitchell, Tuxedo Park, N. Y.
Bureau Plant Industry, Washington, D. C.
J. H. Flagler Estate, Greenwich, Conn.
Renie Parker, New York.
Mrs. A. M. Booth, Great Neck, N. Y.
F. Frelinghuysen, Elberon, N. J.
Mrs. J. C. Brady, Gladstone, N. J.
Louis Strauss, Bay Ridge, N. Y.
E. L. Meyer, Huntington, N. Y.
Eugene Mayer, Jr., Mt. Kisco, N. Y.
J. B. Dulse, Somerville, N. J.
Mrs. I. N. Seligman, Irvington, N. Y.
J. B. Cobb, Stamford, Conn.
Mrs. Chas. Bradley, Convent, N. J.
Peter Hauck, Jr., East Orange, N. J.
A. M. Cooley, Pittsfield, Mass.
Mrs. Payne Whitney, Manhasset, N. Y.
Capt. J. R. Delamar, Glen Cove, N. Y.
H. M. Tilford, Tuxedo Park, N. Y.
Howard Gould, Port Washington, N. Y.

MISCELLANEOUS EXHIBITS.

C. H. Totty, Madison, N. J., roses.
T. H. Loblas, Sea Cliff, N. Y., sweet peas.
S. J. Goddard, Framingham, Mass., carnations.
Bobbink & Atkins, Rutherford, N. J., nursery stock, etc.
Max Schling, New York, retail exhibit.
Madsen & Christensen, Wood Ridge, N. J., pot daisies.
Hotel Savoy, New York, table decorations.
Thos. A. Tobin, New York.
August Sauter, Nyack, N. Y., mignonettes.
L. M. Noe, Madison, N. J., roses.
Lager & Hurrell, Summit, N. J., orchids.
C. S. Strout, Biddeford, Me., carnations.
Herman Schwartz, Central Park, N. Y.
W. E. Jackson, Summit, N. J.
Cottage Gardens, Queens, N. Y., carnations.
F. H. Dressel, Weehawken, N. J., hydrangeas.
C. A. Zvolanek, Bound Brook, N. J., sweet peas.
Wm. H. Siebrecht, Astoria, N. Y., lily of valley in pans.
A. N. Pierson, Inc., Cromwell, Conn., roses and rose garden, etc.
John G. Scheepers Co., Inc., New York, bulb garden.
J. Roehrs Co., Rutherford, N. J., orchids, etc.
Hotel Plaza, New York, table decorations.
Hotel McAlpin, New York, table decorations.
Vanderbilt hotel, New York, table decorations.
Holland House, New York, table decorations.
Biltmore hotel, New York, table decorations.
Alfred Demeusey, Brooklyn, N. Y., carnations.
F. R. Pierson Co., Tarrytown, N. Y., roses, rose garden, ferns, etc.
W. R. Nicholson, Framingham, Mass., mignonette.
S. Van Riper, Dundee Lake, N. J., sweet peas.
Marius Mutillod, Secaucus, N. J., palms.

VISITORS.

The following trade visitors were noted during the early days of the show.

H. J. Allen, Hyde Park, N. Y.
E. C. Amling, Maywood, Ill.
J. F. Ammann, Edwardsville, Ill.
George Asmus, Chicago.
F. L. Atkins, Rutherford, N. J.
Herman Bartsch, Waverly, Mass.
C. L. Baum, Knoxville, Tenn.
L. R. Bohannon, Chicago.
Philip Breitmeyer, Detroit, Mich.
D. A. Brown, Cincinnati, O.
F. C. Brown, Cleveland, O.
W. E. Cahill, Boston, Mass.
Robert Cameron, Boston, Mass.
John Canning, Ardsley, N. Y.
R. Carlstrom, Cromwell, Conn.
M. E. Carter, Kansas City, Mo.
D. J. Caughlin, Glen Cove, N. Y.
L. R. Coddington, Murray Hill, N. J.
E. A. Coe, Akron, O.
W. J. Collins, Boston, Mass.
Henry R. Comley, Boston, Mass.
F. E. Comine, Stratford, Conn.
Walter E. Cook, Cleveland, O.
Arthur Cowee, Berlin, N. Y.
W. J. Cowee, Berlin, N. Y.
Fred Cowperthwaite, Philadelphia, Pa.
Robert Craig, Jr., Philadelphia, Pa.
A. M. Davenport, Watertown, Mass.
John Donaldson, Patchogue, N. Y.
W. H. Duckham, Madison, N. J.
Peter Duff, Orange, N. J.
J. H. Dunlop, Toronto, Ont.
G. T. Elliott, Boston, Mass.
E. J. Fancourt, Philadelphia, Pa.
A. Farenwald, Rosylyn, Pa.
J. R. Fotheringham, Tarrytown, N. Y.
James Fraser, Morristown, N. J.
Alois Frey, Crown Point, Ind.
J. G. Gammage, London, Ont.
S. J. Goddard, Framingham, Mass.
G. R. Gosechuck, Philadelphia, Pa.
Walter Gott, St. Albans, Eng.
Wm. Graham, Chicago.
Wm. F. Gude, Washington, D. C.
B. Hammond Tracy, Wenham, Mass.
John S. Hay, Philadelphia, Pa.
F. Heermans, Lenox, Mass.
Arthur Herrington, Madison, N. J.
J. J. Hess, Omaha, Neb.
Paul Heubner, Philadelphia, Pa.
Eber Holmes, South Orange, N. J.
J. G. Horgan, Macon, Ga.
F. E. Hudson, Wayland, Ill.
Henry Hurrell, Summit, N. J.
J. F. Huss, Hartford, Conn.
August Jurgens, Chicago.
William Jurgens, Newport, R. I.
W. J. Keimel, Elmhurst, Ill.
R. C. Kerr, Houston, Tex.
Robert Kift, Philadelphia, Pa.
Wm. Kleinheinz, Ogontz, Pa.
Paul R. Klingsporn, Chicago.
C. W. Knight, Oakdale, N. Y.
John E. Lager, Summit, N. J.
Fred Lautenschlager, Chicago.
Wm. F. Leary New Rochelle, N. Y.
D. S. Leevat, Lisee, Holland.
Chas. Lenker, Freeport, N. Y.
Oliver Lines, Pittsfield, Mass.
Carl Linderoth, Pittsburgh, Pa.
R. E. Loeben, Gloversville, N. Y.
R. E. Loeben, Jr., Gloversville, N. Y.
A. J. Loveless, Lenox, Mass.
Frank McCabe, Chicago.
Alex. McKenzie, Highland Falls, N. Y.
Donald McKenzie, Boston, Mass.
Dan MacRorie, San Francisco, Calif.
Joseph A. Manda, West Orange, N. J.
W. E. Maynard, Great Neck, N. Y.
J. G. Melrose, Cold Spring Harbor, N. Y.
F. H. Miller, Toronto, Ont.
Walter Mott, Beacon, N. Y.
E. J. Norman, Lenox, Mass.
M. G. Neidinger, Philadelphia, Pa.
H. C. Neubrand, Cromwell, Conn.
Frederick R. Newbold, Poughkeepsie, N. Y.
Wm. R. Nicholson, Framingham, Mass.
Edgar Osborn, Williamstown, Mass.
E. Allan Peirce, Waltham, Mass.
Thos. Phillips, Wilkes-Barre, Pa.
F. R. Pierson, Tarrytown, N. Y.
Wallace R. Pierson, Cromwell, Conn.
P. W. Popp, Mamaroneck, N. Y.
Thos. Procter, Lenox, Mass.
J. L. Purvis, Boston, Mass.
Robert Pyle, West Grove, Pa.
W. Rehder, Wilmington, N. C.
Julius Roehrs, Rutherford, N. J.
Thos. Roland, Nahant, Mass.
Richard Salm, Union Grove, Wis.
J. J. Salmon, Akron, O.
F. N. Sanborn, Boston, Mass.
C. L. Seybold, Wilkes-Barre, Pa.
Edward Sceery, Paterson, N. J.
Robert Simpson, Clifton, N. J.
W. J. Stewart, Boston, Mass.
Geo. L. Stillman, Westerly, R. I.
Frank Stuppy, St. Joseph, Mo.
C. H. Totty, Madison, N. J.
Wm. Turner, Oceanic, N. J.
D. P. Van Gorden, Coscob, Conn.
Richard Vincent, Jr., Whitemarsh, Md.
A. Walt, Toronto, Ont.
Abel Weeks, Tarrytown, N. Y.
J. Ebb Weir, Jamesport, N. Y.
Paul E. Weiss, Maywood, Ill.
Patrick Welch, Boston, Mass.
Henry Weston, Hempstead, N. Y.
E. A. White, Ithaca, N. Y.
E. J. Wilde, State College, Pa.
Chas. Zvolanek, Bound Brook, N. J.

St. Louis Spring Flower Show.

A MOST SUCCESSFUL EXHIBITION.

The spring flower show under the auspices of the St. Louis Flower Show Association, Inc., at the Armory, March 15-18, was a most excellent exhibition in every way, and especially worthy of credit as a local affair as far as the exhibitors were concerned, few entries being made by growers distant from St. Louis or vicinity. The management of the show expresses itself as being much gratified with the attendance and the interest taken in the affair by the public, this being the first general flower show held in that city for a number of years. The various committees of the flower show association, composed of members of all branches of the local trade, have worked concertedly and untiringly for months for the success of the event, and the result of their efforts unquestionably will be reflected in the Fifth National Flower Show, which will be held at St. Louis, April 6-15, 1918.

The Armory hall lent itself splendidly to effective floral decoration, the heavy oak rafters overhead draped with green adding a rustic effect that in the perspective was in pleasing contrast with the many bright-colored flowers in the floor groups. Entering at the main door, the garden effect, which was carried out extensively, was most striking, a large electric fountain in the center with a garden seat and tall white lattice arranged with palms and ferns as a background was suggestive of festive occasions, while wide, winding paths led in all directions past bed after bed of flowering and foliage plants, all splendidly grown and of almost every seasonable variety.

The displays of the Missouri Botanical Garden, St. Louis, of which there were a number placed most effectively in various parts of the hall, were especially worthy of mention as were also the several exhibits of the city park department. The botanical garden display, which doubtless attracted the greatest attention, was the superb collection of orchid plants grown by G. H. Pring, occupying 100 square feet of space and in which nearly 50 varieties were represented. One of the interesting features here was a bucket orchid, a native of the West Indies, which the visitors viewed with much interest and curiosity. This display easily captured first honors. Occupying another space near the entrance, there was a splendid collection of Dracæna Massangeana in the center of which was a beautiful specimen of D. glomerata, a native of the Congo and grown for the botanical garden by Mr. Pring. These were also in the blue ribbon class, as was a specimen stag's horn fern in the same group. A splendid carpet bed arranged by A. B. McIntyre was awarded first prize and Max Schiller added to the botanical garden's list of high marks with firsts for pyramidal boxtrees and a collection of trained box trees in varied styles.

The park department had an excellent circular bed of flowering and foliage plants in variety arranged with grasses, surrounding the large electric fountain, while close at hand were two beds ablaze with color, largely bulbous stock. Bulbous flowers also marked the edge of the circular path around the fountain, four beds being in the form of quarter circles, other paths leading in each of the four directions in the hall dividing them. These were in competition, the honors being shared by the Bourdet Floral Company and George B. Windler. Tulips in striking colors were seen here.

A fine display of evergreens occupying three sections and extending across the entire south end of the hall was arranged by the H. J. Weber & Sons Nursery Company, St. Louis. For the best general display of evergreens this firm was awarded first honors; also

EASTER PLANTS.
Head of Standard Rose at Alexander McConnell's, New York.

first for best collection of junipers and second for its exhibit of firs and spruces.

FLOWERING PLANTS.

In the flowering plant section, the Bourdet Floral Company was a strong contender in many classes, being awarded first prizes for genistas, rhododendrons, both specimen plants and arranged for effect, spiræas in variety, collection of hyacinths, tulips and best display of lilies staged for effect; also, second honors for azaleas and collection of 20 lilac plants. The first prize for flowering plants arranged for effect to occupy 100 square feet, no bulbous plants allowed, was awarded to William Schray & Sons, who also won blue ribbons for hyacinths in 10-inch pans.

THE CARNATION DISPLAY.

The carnation display, which was staged on the opening day, brought forth a number of excellent entries, among the outstanding varieties being Enchantress Supreme, White Enchantress, Nebraska, Merry Christmas and Washington. The summary of the awards is as follows: Pierre Schneider, Webster Groves, Mo., and Gullett & Sons, Lincoln, Ill., two first and one second prizes each; Alton Floral Company one first, one second and one third; Woodlawn Gardens, Edwardsville, Ill., and Bauer & Steinkamp, Indianapolis, Ind., one first each; W. A. Rowe, Kirkwood, Mo., one first and one third; W. J. Edwards and Hugo Gross, St. Louis, two seconds each; Kirkwood & Son, St. Louis, and Widmer Floral Co., Highland, Ill., one third each. In the sweepstakes, the American Carnation Society's bronze medal was awarded to the Woodlawn Gardens for a splendid vase of Enchantress Supreme.

Not for competition, F. Dorner & Sons Co., Lafayette, Ind., staged splendid vases of Laddie and Rosalia, and the J. D. Thompson Carnation Co., Joliet, Ill., showed its new flesh pink, Superb, all of which met with favor.

THE ROSE SECTION.

While the competition for honors in the rose section was not spirited, the entries, staged Friday, were all excellent, with Gullett & Sons, Lincoln, Ill., easily in the lead, their splendid vases of 100 blooms each of White Killarney, Ophelia and Mrs. Charles Russell being superb and at all times surrounded by admiring throngs. A vase of 50 Hoosier Beauty, also an easy winner of first honors in the red class, showed splendid culture. This firm captured first prizes in seven out of eight cases. A. S. Cerny, of St. Louis, and W. J. Pilcher staged excellent vases of White Killarney, Light Pink Killarney and Killarney Brilliant, the first named grower capturing one first and two second prizes, the Pilcher entries receiving second honor in two classes.

F. Dorner & Sons Co., Lafayette, Ind., staged excellent vases of Rose Marie and seedling No. 1 (11), not in competition, and the table of splendidly grown Shawyer, Sunburst, Hoosier Beauty, Ophelia, White Killarney, Mrs. Aaron Ward, and Mrs. Charles Russell, among others displayed by the J. F. Ammann Co., Edwardsville, Ill., also non-competitive, and which received honorable mention, attracted well-deserved attention on Saturday.

THE SWEET PEA SECTION.

The competition in the sweet pea section brought out entries in eleven classes, many good blooms being shown, awards being made as follows: Hugo Gross, four firsts, one second and one third prize; A. F. Kopp, two firsts; W. A. Rowe, three seconds and one third; Joseph Hauser, one first, one second and one third; Chas. Meier and O. C. May, one first each.

EASTER PLANT BASKETS.

White Hydrangeas, Yellow Callas and Heather at Alexander McConnell's, New York.

THE RETAILERS' SECTION.

At probably no other show of its size has there been greater interest taken by local retailers. This section occupied the entire south end of the hall, table decorations, basket arrangements, etc., being changed daily. This was a pleasing feature with the public. The display of Grimm & Gorly was one of the bright spots here, the effect being a pergola in white, an arrangement of decorative plants forming the background for a Randall electric fountain. White garden furniture looked inviting, while a basket of splendid sweet peas, a trellis box of lilies and other flowers added charm and distinctiveness.

The St. Louis Retail Florists' Association arranged a decoration in the form of a rest room, which was in very good taste, basket arrangements and plants being placed attractively. Floral arrangements by members of the association were featured here.

The display of F. C. Weber, at one corner of the hall, a miniature summer house with fountain and bisque figures, birds, etc., was cleverly done. A background of palms and ferns made an excellent contrast for fancy baskets and plants in decorated pots, etc.

Scruggs, Vandervoort & Barney had a large room devoted to a well-arranged display of foliage plants, fancy baskets, bird houses, etc.

Mullanphy Florists were well up in front with excellent table decorations, corsages and flowers arranged for personal adornment. Their rose-trimmed arch, a first prize winner, was a clever conceit.

Especially attractive arrangements in various forms were seen displayed by the following among others: Grimm & Gorly, F. H. Weber, Windler's Flowers, Jos. Witek, Ayres Floral Co., Mullanphy Florists, Wm. Schray & Sons, J. W. Boerm, Bergsterman Floral Co., Windler Floral Co., Tom Carr, The Blossom Shop and Mrs. Rose Schoenle.

Stix, Baer & Fuller had a display of baskets, novelties and foliage and flowering plants.

The four old-fashioned wells in the corners of the hall added a touch of nature to the garden effect and the buckets suspended from the top offered excellent receptacles for cut-flower and plant arrangements.

SUMMARY OF AWARDS.

The following is a list of the principal prize winners and a summary of

the awards: Missouri Botanical Garden (G. H. Pring, Max Schiller and A. B. McIntyre, gardeners), 18 first prizes; Bourdet Floral Co., 13 firsts and five seconds; Wm. Schray & Sons, 13 firsts and 13 seconds; Gullett & Sons, nine firsts and one second; W. A. Rowe, seven firsts, four seconds and one third; Hugo Gross, four firsts, four seconds and one third; H. J. Weber & Sons Nursery Co., five firsts, two seconds and one third; A. F. Kopp, three firsts; Woodlawn Gardens, two first, one third and A. C. S. bronze medal; Alton Floral Co., one first, one second and one third; Pierre Schneider, two firsts and one second; A. S. Cerny, one first and two seconds; Baur & Steinkamp, one first; W. H. Kruse, two firsts and one second; Phil Goebel, Jr., two firsts; F. H. Weber, one first and two seconds; Jos. Hauser, two firsts, one second and one third; Koenig Floral Co., one first; C. B. Nicholson, one first; St. Louis Wholesale Growers Co., one second; St. Louis Wholesale Cut Flower Co., one second; Wm. Meier, Jr., one second; Chas. Meier, one second; W. J. Edwards, two seconds; Widmer Floral Co., two thirds; W. J. Pilcher, two seconds; O. C. May, one second; T. Kirkwood & Son, one third; Mullanphy Florists, six firsts and one second; Windler's Flowers, one first and one second; Joseph Witek, three firsts and three seconds; Windler Floral Co., one first; Ayres Floral Co., one first and silver medal; Bergsterman Floral Co., one second; Tom Carr, one second.

NOTES.

Texas was well represented among the visitors, among those noted being T. J. Wolfe and Annie Wolfe Brigance, Waco; J. E. McAdam, Fort Worth, and H. F. Greve, Dallas. J. W. Furrow, Guthrie, Okla., T. H. Joy and wife, Nashville, Tenn., and Mrs. B. F. Kramer, Jackson, Tenn., were also among the southern visitors.

There were many inquiries for George Asmus and C. W. Johnson, who were unable to attend. The local "boys" regretted that both of these able showmen had to miss seeing the sample of what St. Louis can do in 1918.

The judging was in most capable hands, A. F. J. Baur, Indianapolis, Ind., Fred Dorner, Lafayette, Ind., and J. S. Wilson, Des Moines, Ia., officiating. Their work was eminently satisfactory.

The exhibits of the children of the public schools was very interesting, among the features being miniature vegetable and landscape gardens, home garden plans, etc.

The lecture programme was well attended, among the speakers on different subjects being L. P. Jenson, Alexander Lurie, George H. Pring and Miss Blattner.

Executive Secretary Ohlweiler and his staff were never too busy to render any possible service with that sincere courtesy that is not soon forgotten.

Friday and Saturday mornings, the show was thrown open to the school children, between four and five thousand attending each day.

The Western Union Telegraph Company, at its booth, called attention to its "Flowers by Telegraph" service.

The Russian tea room was inviting, offering rest and refreshments, with dancing in the evening.

TRADE EXHIBITS.

The trade exhibits were an interesting feature of the show. These were advantageously placed in spacious ante-rooms adjoining the main hall, and offered excellent opportunity for display. The large majority of the firms represented at the show report very satisfactory business. The following were on hand:

The American Bulb Co., Chicago, had a well staged exhibit of Japanese and American grown bulbs and an assortment of novelties. Robert Newcomb in charge.

American Greenhouse Mfg. Co., Chicago, section showing construction of 36-foot model steel frame greenhouse, ventilating device, large photographs and literature; P. L. McKee and H. Nichols.

H. Bayersdorfer & Co., Philadelphia, Pa., had an up-to-date assortment of novelties; Martin Reukauf.

Burlington Willow-ware Co., Burlington, Ia., basket novelties; A. F. Longren.

The Chicago Feed & Fertilizer Co., exhibit of "Magic" fertilizers, charts and literature; L. V. Mahoney and H. E. Humiston.

The Davey Tree Expert Co., Kent, Ohio, had an interesting exhibit of photographs of tree surgery; E. S. Lyons.

A. T. De La Mare Co. New York, horticultural publications; James Marton.

Knight & Struck Co., New York, heather, chorizemas and colored freesias; W. J. Smart.

Lion & Co., New York, display of novelties for Easter in ribbons and chiffons; M. H. Levine.

Lord & Burnham Co., New York and Chicago, latest design in iron-frame, curved eave greenhouse construction; section of commercial house, literature; M. C. Wright and H. G. Miller.

John C. Moninger Co., Chicago, details of greenhouse construction, cast-iron boiler, greenhouse fittings and ventilating apparatus; R. E. Kurowski and C. P. Guion.

Poehlmann Bros Co., Chicago, flowering and decorative plants, baskets and novelties; T. E. Waters and Gus. Martial.

A. L. Randall Co., Chicago, electric fountains, baskets and novelties; H. W. Miller and Edward Gallavan.

Schloss Bros., New York, ribbons, chiffons and novelties; Julius Dilhoff.

St. Louis Seed Co., plants, seeds, bulbs, garden accessories and aquaria; Martin Moran.

J. D. Thompson Carnation Co., Joliet, Ill., Carnation Superb.

Vaughan's Seed Store, Chicago and New York, Cannas Fire Bird and Yellow King Humbert, crotons, palms, ferns, seeds, bulbs and supplies; Carl Vaughan and George Mohn.

EASTER PLANTS.

A Specimen Rhododendron at Myer's, New York.

F. Dorner & Sons Co., Lafayette, Ind., roses and carnations.

Baur & Steinkamp, Indianapolis, Ind., Carnation Merry Christmas.

Herman Schneider, St. Louis, wooden plant receptacles.

C. Young & Sons Co., St. Louis, Mo., seeds, garden accessories and cut flower arrangements; Mr. Young.

Visitors.

The following trade visitors were noted during the opening days of the show:

W. M. Adams, Chicago.
W. C. Ahrens, O'Fallon, Ill.
L. H. Archias, Sedalia, Mo.
A. F. J. Baur, Indianapolis, Ind.
Annie Wolfe Brigance, Waco, Tex.
G. T. Brown, Kent, O.
Jas. A. Brygam, Kansas City, Mo.
Fred Canger, Elmhurst, Ill.
M. E. Carter, Kansas City, Mo.
R. F. Dupre, Chicago.
Julius Dilhoff, New York.
Theo. A. Dorner, Lafayette, Ind.
Grace Duncan, Sedalia, Mo.
Arthur Dietsch, Chicago.
Edgar Easterday, Nokomis, Ill.
J. A. Ebbers, Chicago.
A. E. Elberfield, Kansas City, Mo.
Mrs. A. Elberfield, Kansas City, Mo.
John A. Evans, Richmond, Ind.
Chas. Falkenheim, New York.
Miss J. Fredeen, Chicago.
J. W. Furrow, Guthrie, Okla.
Edw. Galavan, Chicago.
Ed. Goldenstein, Chicago.
F. P. Grimm, Highland, Ill.
C. E. Gullett, Lincoln, Ill.
H. F. Greve, Dallas, Tex.
C. P. Guion, Chicago.
Miss Fannie Hall, Sedalia, Mo.
Karl A. Haltenhoff, Boone, Ia.
C. W. Harris, Chicago.
B. R. Hellenthal, Columbus, O.
May M. Hellenthal, Columbus, O.
Wm. Hembreiker, Springfield, Ill.
Fred E. Hollard, Highland, Ill.
H. E. Humiston, Chicago.
G. M. Johnston, Beatrice, Neb.
R. E. Jones, Richmond.
T. H. Joy, Nashville, Tenn.
Mrs. T. H. Joy, Nashville, Tenn.
G. A. Kaupp, Nevada, Mo.
Irving L. Klamm, Belvidere, Ill.
E. H. Klein, Edwardsville, Ill.
Mrs. B. F. Kramer, Jackson, Tenn.
Arthur A. Kuebler, Evansville, Ind.
T. D. Kuebler, Evansville, Ind.
M. Kurkhof, Chicago.
R. E. Kurowski, Chicago.
M. B. Lassen, Racine, Wis.
Mrs. M. B. Lassen, Racine, Wis.
Chris. Leithauser, Lincoln, Ill.
M. H. Levine, New York.
A. M. Liston, Terre Haute, Ind.
A. F. Longren, Chicago.
D. S. Lyon, Kent, O.
J. E. McAdam, Fort Worth, Tex.
P. L. McKee, Chicago.
Geo. Madsen, Alton, Ill.
L. V. Mahoney, Chicago.
Joe Marks, Chicago.
Gus Martial, Chicago.
C. J. Michelsen, Chicago.
Elee Midux, Carlyle, Ill.
H. G. Miller, Chicago.
H. W. Miller, Chicago.
Louis Miller, Edwardsville, Ill.
George Mohn, Chicago.
Jas. Morton, Chicago.
Robt. Newcomb, Chicago.
H. Nichols, Chicago.
W. Niednagel, Evansville, Ind.
A. Nielsen, Lincoln, Ill.
Z. C. Nielsen, Chicago.
F. J. Olson, Ames, Ia.
Martin Reukauf, Philadelphia, Pa.
Victor Ryhd, Beatrice, Neb.
John Schreiber, Chicago.
J. H. Schier, Burlington, Ia.
W. J. Smart, New York.
Robt. Spew, New York.
Jno. Stuppy, St. Joseph, Mo.
Hilmer V. Swenson, Chicago.
A. S. Thurston, Ames, Ia.
H. C. Tilton, Chicago.
Carl Vaughan, Chicago.
F. D. Vosburgh, Chicago.
Mrs. M. L. Walden, Sedalia, Mo.
T. E. Waters, Chicago.
Blaine C. Wilcox, Council Bluffs, Ia.
Mrs. B. C. Wilcox, Council Bluffs, Ia.
Mrs. C. Wisely, Murphysboro, Ill.
Mrs. Ella Grant Wilson, Cleveland, O.
J. S. Wilson, Des Moines, Ia.
Mrs. J. S. Wilson, Des Moines, Ia.
C. Wisely, Murphysboro, Ill.
T. J. Wolfe, Waco, Tex.
M. C. Wright, Chicago.
S. H. Young, Casey, Ill.

EASTER PLANT BASKETS.

Dorothy Perkins Rose Trained as Chair at Malandre Brothers, New York.

The Crape Myrtle.

(Lagerstrœmia Indica)

We have somewhere noted an inquiry as to the propagation and growing of crape myrtle. Those who have traveled in the southern states in the blooming season of the crape myrtle, from June till near the end of summer, must have been delighted with its beauty and its profusion on many home grounds. It has been said that it is to the south what the lilac is to the north, but on account of the more enduring quality of its bloom, and as believed by many, its superior beauty, it is more ornamental than the lilac. To the mind of the writer, there is nothing finer in the line of flowering shrubs than a crape myrtle, 15 or 20 feet in height, and covered with pink flowers. There are varieties of different colors, some being white, but it is probable that the pink is the most popular.

It thrives as far north as Washington, D. C., but of course does not bloom so early as in the Gulf states. It is also hardy in parts of Maryland, but if grown north of there it must be protected in winter. Though we have never seen it done, it has been said that in the north the plants may be lifted in the fall and kept in a cellar, being replanted in the spring, but it does not appear that any great success would attend such methods, unless with small plants. It cannot be grown at all north of Long Island. It can be propagated from cuttings of the ripe wood.

A. F. F.

LOUISVILLE, KY.—Milton A. Reimers, of the well-known florist firm of E. G. Reimers & Son Co., Inc. of this city, and Miss Nora Ward Hamilton, of Lexington and Frankfort, were married March 10.

PROVIDENCE, R. I.—The Eastern Wreath Manufacturing Company has been granted a charter to deal in florist supplies. The directors are Louis Shatkin, Charles Smith and James J. McGovern; capital $25,000.

THE RETAIL TRADE

Conducted by Robt. Kift, Philadelphia, Pa.

Easter Preparedness in the Shop.

The busiest season of the year in the retail store is approaching, and for the man who plans ahead, and all successful men do, it is none too soon to make out one's list, order the stock and get the best selection before the choice articles have been picked out by his more enterprising brothers in the trade.

Every systematic man will have the story of last year's business written out, with the variety and quantities of the stock handled, how it sold, what, if any, of this or that was left on hand. His record will show who among the growers sent in the best lilies, or where the choicest ramblers came from, and also a note that he was too late in ordering his heather, a plant of which the stock is always limited. He will possibly have set down something about the novelties that he handled a few of last year, and of which he could have sold many more. These are to be looked up in time so as to secure a better supply.

Now is the time to decide on the color and style of the plant basket he will feature; it is better to have an exclusive pattern or color in several sizes than a great variety, some of which may be difficult to fill. Plant baskets should have ample space for the roots; the more or less skeleton frame patterns, fitted with tins of straight or only slightly tapering sides, allowing the fullest possible soil capacity, are much less expensive than the more closely woven style, and the fact that much of the inside tin shows is no disadvantage, as it is enameled in some soft shade that blends or works in with the colors of the framework of the basket, producing a striking effect. The supply man will also thank you for the early order and give you at the same time much better service. Baskets in two-tone shades of blue look very well when planted with pink, or with some shades of yellow, while pink or light green toned baskets are wonderfully effective with white and blue hydrangeas or hyacinths.

For the Easter trade always select the higher grade hyacinths; they cost half as much again as the cheaper sizes, but there is no comparison in the effect on the character of the work.

Do not attempt to fill the plant baskets at the store during Easter week. Have this done by your grower the week before. If this is not possible, your basket stock should be gathered at one place where you can get a portion of a cool house and have the work done by the store force. The grower will water and care for, and possibly, with the aid of your men, deliver the baskets as required. The stock is always in much better shape and more satisfactory to the customer than that hastily gotten together the night before filling, and which generally begins to go back the next day. An important feature of having this work out of the way is that the time of skilled men is then available for other important work, which cannot be arranged for before.

Easter always brings a demand for wreaths, crosses and clusters for cemetery or grave decoration. The forms may be mossed up and those of the prepared magnolia or oak leaves made up in quantity from now on; to have to arrange these during Easter week is nothing short of a crime. All preparedness work of this kind should be started right now, keeping all hands busy during every spare moment, so that it shall be taken out of the grind of the Easter rush.

The corrugated and folding boxes, if any are required, should be ordered at once, as freight deliveries are not to be depended on these days, and a month too early is better than a day too late. The supply of tags and tag envelopes may be running low. How many men have found out to their sorrow that just in the midst of this busy time they were entirely out?

The advertising, the cards or circulars to customers, should now be planned; it is all very well to expect all you can do anyhow, but customers appreciate the invitation to call and inspect the stock and a little word or two relative to its variety and quality is easily worth while and pretty sure to secure excellent results.

There are many other details that a perusal of last year's story will bring to mind. If an extra store is necessary, look around and see what there is available. Get a line on the extra help. Students of schools and univerities, who do not go home during the Easter holidays, are nearly always ready to earn a few extra dollars at that time and generally make very efficient help.

Crepe paper covers in various sizes, to fix the standard pots, may be made ready. They should be made over empty pots of the various sizes, the edges folded and pinned together. When laid flat and packed away, each size by itself, they are ready for instant use when the busy time arrives. Just a narrow ribbon tied around the crepe the color of the flower in the pot gives a touch of color and a very pretty finish.

Decorating the Easter Stock.

With the extra help absolutely necessary at this time, there should be added to the decorative department a

EASTER PLANTS.

Specimen Acacia at Myer's, New York.

couple of girls whose business it is to cover pots with crepe paper or mats, tie ribbons and chiffons, etc.

Green crepe paper adds much to the appearance of a plant and seems positively necessary for pans of hyacinths, tulips and daffodils that are so great a factor in every florist's stock. A narrow ribbon around the pan, of the color, or to contrast or blend well with the flowers, and tied with a small bow, gives a finish that adds much to its market value.

An ordinary flat of tulips, with the mud washed off the bottom and bound with crepe paper or a Japanese mat cut to be fitted nicely to the box and tied with a ribbon, looks very swell. A single arch of several sprays of pussy willows from one corner to the other or a double arch from each corner, finished in the center with a chiffon bow, should add at least 50 per cent to its selling value.

Many plants as they come from the greenhouse are a bit one sided or stand rather high in the pot, leaving a naked and unsightly stem, as is the case with lilacs or rhododendrons. The appearance of such stock can be helped very materially with the aid of short, leafy, laurel branches; stuck in the pot, these resemble the natural foliage, and in connection with a high paper or mat the plant can be given a very finished, symmetrical appearance.

A pale blue ribbon bow on a light pink rhododendron, placed in lieu of a flower so as to balance or hide an imperfection, gives it a great boost for the delivery department. Many other plants can be helped in much the same way—pussy willow sprays, bird sticks, butterflies, and other nicknacks all have their effect as selling points to persons who do not know just what they want.

When the plant baskets are given the finishing touches with the pussy willow sprays, ribbons, butterflies, birds, bird sticks and the like, a bunch or two of laurel or a leucothoe spray or two will help round them out. Tubes of water to hold a lily stalk, snapdragon or a few roses that can be added to give a finishing touch will often, if suggested, be sanctioned by the customer and the sale increased in this way.

EASTER PLANT BASKET AT MYER'S, NEW YORK.

Tausendschon Rose, Pink Hydrangeas, Pink Spiraea, Pandanus Veitchii, Marguerites and Pink Ribbon.

The Flower Shop at Easter.

WATERING.

Keeping the stock watered is very important—plants that are more or less wilted are never salable. If delivered in apparently good condition, but dry, after a night in the warm house, the plant looks a wreck, and has to be made good. Be on the safe side—detail a man whose business it is to see that all plants and plant arrangements are kept constantly wet.

CRATED BOXES.

Have a stock of crated boxes in various sizes ready for express shipments. A man can pack six cases while he is making one. Every minute saved is worth 10 at this busy time.

AVOIDING SHIPPING DELAYS.

Always notify consignee that the box is coming. The street number, as given, may be wrong, north instead of south; the postman rectifies the mistake at once, the express companies take longer. An inquiry for the delayed package solves the trouble. The losses through errors of this kind in the delivery of funeral flowers, where even minutes count, are frequent and expensive, and every precaution should be taken to avoid them.

SPECIAL DELIVERY SPACE.

In all such rush times, a special delivery space should be provided, where all boxes and packages to take trains and for immediate messenger service should be placed. Getting such orders mixed up with the bulk of "any time today" packages is almost sure to cause great annoyance and loss.

PHONE SERVICE.

A competent person should be on duty at the phones to answer quickly, take orders or call the persons wanted, and see that they come; or get the customers' numbers, so that they may be called later. Such system is a great help when the rush is on.

EXTRA BOYS.

A good force of boys for immediate and suburban deliveries is a great help. Give them instructions and money, relative to telephoning the store in case of wrong numbers. Many an error can in this way be corrected and another long trip avoided.

CEMETERY PLANS.

Have plans of all cemeteries on file. Always attach lot and section number to directions. Many orders for pieces to be placed on graves are for persons recently deceased, sometimes without headstones, and in lots under another name. Getting the exact data with the order is important.

PROTECTION TO LILIES.

Strips of tissue paper four inches in width and long enough to wrap together the four or five lilies on a plant afford great protection during delivery. A light rubber band holds the paper in place.

WATERING CARDS.

Watering directions or cards with "water this plant twice daily" should be attached to rambler roses, hydrangeas, azaleas, and many other plants. Short cultural instructions, as to light, heated rooms, cases of extreme wilting, necessitating placing the pot in a bucket of water, etc., can be printed on the card, which likely remains on the plant and has considerable advertising value.

A Nineteen-Seventeen Shop.

KNOBLE BROS., CLEVELAND, O.

Eleven years ago Herman P. Knoble was a traveling salesman for a hardware firm. In looking for a store to go into business for himself in the same line, he found at 1836 West Twenty-fifth street a florist who wanted to sell out. Almost on the spur of the moment he bought the lease and business, and although without technical knowledge of flowers, he had the business instinct so essential to success and soon became convinced that handling flowers was better than hardware. Later his brother, O. C. Knoble, became associated with him and they now have one of the most successful and progressive stores in Cleveland. Herman P., who is known to many of the trade from his active work in the F. T. D., has energy plus; with his ear to the ground, his eyes always open, he is ever on the alert, keeping up-to-the-minute in all that is best in modern retailing. His large show window, his conveniently arranged store with greenhouses in the rear, is a model retail shop. The decorations are in soft grey tones, which make a good background for the greens and more or less gay colors of the stock.

Asking Messrs. Knoble to what they attributed their success, the reply was, "keeping everlastingly at it." Advertising and special sales had been a great factor. In the first years, there was no stability to prices in Cleveland. A $10 funeral order meant a load of palms thrown in. Now this is all changed. Palms are always extra, and if kept over until the next day a 50 per cent advance is charged. Their minimum priced spray is now $3; it used to be $2 and it is hoped some of these days to see it higher. To meet the higher cost of living and almost everything handled in the business, they had raised prices—just had to—and have had few complaints from this action.

In advertising they use the Sunday and evening papers. They keep posted on the market at all times and run specials to enliven dull seasons whenever possible. Stock however, must always be fresh and offered at a price that shows a marked difference below the ordinary figures. Mr. Knoble believes that 8 per cent of the gross business can be safely, if judiciously spent, used for advertising, depending somewhat on the location of the store, which if in a central retail district, a part of the high rent would have to come from the amount set aside for advertising. They also use a system of illustrated seasonable circulars eight months of the year, sending 5,000 each time, and find them very effective. In all designs or made up pieces, the cost of the flowers used must not exceed 1/3 the price for the finished article. Many men thought when they sold for $2 what had cost them $1 that they were making 100 per cent, which was a great mistake. Much more is expected of the florist now than formerly, fancy boxes, wax paper, tape, ribbons, pins, automobile delivery, uniformed messengers, elegant store fixtures, telephone service, all of which mean greatly increased expenses over the service of only a few years ago. Florists ought to consider these overhead charges, keep a strict account and find just what the percentage of cost is to the volume of business.

The telephone is a great factor to them in securing trade, their slogan is—"Our store is as close to you as the nearest telephone." From 55 to 60 per cent of their business comes over the phone. "Shop over the phone" is always emphasized in all their ads.

Mr. Knoble believes the time spent in helping in civic affairs of one's city is good advertising. It adds prestige and gets one acquainted with influential people, who reciprocate when they want anything in your line.

This firm has made a specialty of Boston ferns, always having something nice in this line to offer and has found them a very good plant for special sales.

An advertising scheme that was well worked and profitable was the buying of the entire crop of a six acre peony farm. When in flower, they prevailed on the editor of the paper in which most of their ads were carried to photo and write up this show which he did; people streamed out to see the display, they sold the flowers at the field to be carried away for 50 cents a dozen, but at the store they cost $1 to $1.50 a dozen. Last year they sold 114,000 flowers.

For their pot plants, they have five different printed watering tags. Begonias read: "Water every 48 hours"; cyclamen—"Every 24 hours"; hydrangeas and similar stock—"Water twice daily," etc. These are appreciated by the customers.

Paper White narcissus bulbs have been great sellers the past season. They have been able to dispose of all their old fern dishes, shallow bowls, etc., when filled with these bulbs. They flower quickly and surely with all who have tried them.

They are strong believers in window decoration and feature all floral holidays and many others, trying always to keep it attractive, and at times of special sales filled with these feature plants or flowers.

All orders are taken on a triplicate machine, one of the slips being stamped at the cash register to show amount of sale paid or charge. The original charge slips for the week are mailed to customers on Friday night of the week of purchase. The first copy is filed for record, while the third goes to the shipping clerk with the articles, who sees that the order and card are correct. This latter slip is narrower than the others and does not contain prices, but has a line for receipt, which when signed is returned by the chauffeur and filed for reference. The card accompanying orders is enclosed in a tag envelope with a wax paper opening so that it can be seen that it is correct. The charge sheet sent to customers is folded so that the address can be read, when sealed, in a wax covered open faced envelope.

They open accounts with almost all who make such request without question and their losses from bad bills have so far been less than ½ of 1 per cent annually.

They find the F. T. D. a good business asset, as last year their trade from this source coming and going was close to $3,500.

To give an idea of the extent of the business three good sized motor cars were in active service all through the busy season. At the time of my visit, the stock was in and displayed for St. Valentine's day; a large line of plants, the pots all nicely decorated with crepe and ribbon the color of the flowers. A. L. Randall Co.'s easel hearts, and H. Boyersdorfer & Co.'s "kiddies" were conspicuous in the cut flower arrangements, the large show window with its velvet draperies being filled with these and other valentine novelties. Truly a live and up-to-date store.

Modern Methods in Retailing Flowers.

THE J. M. GASSER CO., CLEVELAND.

Cleveland, the sixth city in the United States in point of population, is noted for its live and progressive florists, whose recent flower shows have been noted achievements, while for local newspaper publicity, to make flowers popular and increase their sale, they spend annually a sum of $2,500.

One of the most progressive firms is the J. M. Gasser Co., whose elegant store in the heart of the retail district, is ably managed by F. C. W. Brown, one of the brightest men in the trade, who came to the company with an experience of 25 years in several of the largest stores of the United States and Canada, in all of which he had always served with credit as artist or manager. A series of photographs of designs and other arrangements of flowers made and photographed by Mr. Brown, for he is an expert photographer as well as floral artist, are the standard of the retail trade. In speaking of obtaining business, Mr. Brown said: "We follow the line of least resistance. We aim to keep the best and most varied line of flowers that, in addition to those grown at our own large range, the market affords. Blooming and foliage plants are also a feature, of which we carry a large stock, displayed always in jardinieres or pots decorated with crepe paper. We are great believers in publicity—our show window is one of our greatest factors in this line. Here we feature all holidays; also, many local and national happenings. The day after the European war broke out, we displayed a battleship in our window, which was a great drawing card. Our present feature of all the greenhouses and other buildings in miniature giving a birds-eye view of our nurseries at Rocky River, has attracted much attention. We always have a reserve special for our window when there is nothing particular to be featured. We join in the co-operative publicity work of the trade and also use considerable newspaper space, but always to enliven dull times, never at holidays, such as Christmas or Easter, when we always have all we can do.

"Week end specials at bargain prices have done much to build up our business. These are always genuine reductions, at least one-third below current prices. The advertisement does not appear in the paper until the morning of the sale. While held frequently, they are not regular, and only on the Saturdays when we are sure of having the stock offered in quantity. Our offer is never for less than one dollar's worth. A dollar box is a bargain because of its containing two or more dozen carnations or roses as the case may be. We do not deliver less than one dollar's worth; if the purchase is 75 cents, we charge 25 cents for delivery; if 85 cents, 15 cents, and so on to make the dollar. There is no deviation from this rule. Orders purchased after five p. m. to be sent at once are charged 25 cents for delivery. We close at six o'clock sharp, except before holidays. We feel we lose little, if any, business by this early closing and gain the respect of the people we are trying to serve."

When asked if special sales lowered the dignity of the store, Mr. Brown

replied that this was not the case. The sales of high class stock such as American Beauty roses, orchids, gardenias, etc., had increased very materially, and more than kept pace with the other gains of the business. Special sales, when possible, and advertised, induced people to buy and enjoy flowers when they otherwise would not think of purchasing on account of the expense. Prices were always normal at other times, which customers did not object to, as the more or less frequent bargains offered gave the store the name of being liberal. A dollar bunch of violets was an advertised valentine special, which while good value for the money, was generally passed over for the better corsage at $1.50 or $2, but it brought many inquiries and gave the desired impression that Gasser's flowers were not high priced.

Customers are always greeted by salesmen, who go forward to meet them in a courteous but not obtrusive manner. Orders must always be so plainly written down in every particular that they can be put up by any other clerk in the store. In the window dressing, in the decorations, the designs, basket work, or other arrangements, no single individual is known. It is a Gasser's creation, not made by Smith of Gasser's, but by one of Gasser's artists, each as capable as another to take or fill orders.

In all kinds of bric-a-brac, flower containers, baskets, etc., now so generally carried in all stores, a safe plan in purchasing is that if the article is priced to sell for $1 it should be capable of containing or holding $2 worth of flowers. If it will not stand this test, pass it by, as it is likely to become dead stock or at least is not profitable to carry.

New ideas of the store force so that each shall take an added interest in the business, are being constantly tried out, originality in design and floral arrangement is always welcome, as are also methods that tend to improve the service. The telephone is now indispensable, at least half the business being received over the wire; the most careful attention is given to these orders so that patrons may learn to depend on everything being as satisfactory as if selections were made in person.

The accounts are all kept by the library bureau card system, which has been found much more satisfactory than the old time ledgers. Speaking in a general way, anyone can open an account with the Gasser Co. Their losses from bad bills is not ½ of one per cent per annum. An investigation of the great majority of the poor accounts generally shows that no amount of precaution would have saved the loss. They never bring suit. When an account is 60 days old, it is placed in a "tickler" or separate box and a letter campaign for its collection started. Various dates are specified and if no return by that time, another stronger letter goes forward and so on until it is paid. This regular work generally brings the desired result.

Mr. Brown is much encouraged with the steady increase of the business. A new house 60x400 feet is going up the coming summer as an addition to the greenhouse range, to be followed by a similar structure in 1918.

ORLAND, CALIF.—Rose day, which was celebrated February 17, was very successful and orders for rose stock have been pouring in at a rapid rate.

PLANT NOTES.

Cyclamens.

The plants of cyclamen grown from seed sown last fall will now be nice, stocky little plants if properly grown and should be large enough to transplant to 2½ or 3-inch pots. The soil should be live fibrous loam with about one-third leaf mold, and in mixing a liberal sprinkling of sand should be included. In potting, the small bulb should be so placed that the soil just covers it; many leave the bulb out of the soil, but best results are obtained with the young stock to leave the bulb in the soil. Later after the bulb has grown large and mature, this is not so necessary. The plants should be placed in a cool house and if possible near the glass and where they can have all the ventilation possible. Just as soon as safe they should be removed to frames outside and plunged in the soil even with the rim of the pot. The cyclamen will not tolerate poor drainage and if anything happens to block the drainage the plant quickly sickens. This sometimes happens where the pots are sunk in the soil and is often caused by angle worms. Where these are seen or the appearance of lumps on the top of the soil denotes their presence, they should be removed at once. In the final potting, be sure and place plenty of crocks in the bottom of the pot.

Salvias.

There are few more popular plants for bedding purposes than the salvia and when properly grown they are a great ornament to a garden either as beds by themselves or as an edging for cannas or other tall plants, the dwarf varieties being especially adapted to this purpose. To make a showing in mid-summer the plants should be started early either by cuttings or seeds so that the plants at this time should be large enough for a 3-inch pot and should have been pinched back at least once and beginning to branch. These can be potted into 4-inch pots in April and will be showing bud by the time for planting them outside in June. Such plants of course cannot be sold as cheaply as the late-sown seedlings that are grown closely together, and allowed to run up to a single stem, but it will not take so many of the former plants to fill the same space and the bed will be in flower through the summer and fall while with the latter too often there is no bloom until just before frost, and when the first frosts are early the plants are not in bloom but a few weeks. The early plants are much more satisfactory to the customer and will cost but little more owing to the larger space which they will cover during the season.

Bedding Plants.

The plants for bedding out in the spring will take not only much of the plantsman's time, but will keep demanding more room, for the growth from now on will be rapid and unless constantly watched and cared for the plants will quickly get crowded and much of the stock injured. The final shift of the geraniums in the northern section of the country may be delayed until the first of April, but the plants should not be allowed to get badly potbound, and they should be given plenty of growing room. The propagating bed should be full of cuttings of the more rapid growing plants and the seedlings will have to be potted as soon as of proper size. The cannas and other bulbs that have been started should be potted and given good location for growing on. Now is the time to take account of stock and see of what kinds there is going to be a shortage and of what there will probably be an over supply and obtain the first and dispose of the second. This is the time to buy, for the stocks are large and shipments can be guaranteed, and the prices are low compared to what they will be a month hence. The amount of stock that annually goes to waste is large and a little foresight will prevent much of it. Every summer some growers throw away thousands of plants that have cost much in labor and should have made returns. Auction sales in some sections are the means of disposing of much of this stock, but this is generally at low prices. This stock can most all of it be disposed of by a little judicious advertising and letting the other fellows know where it can be obtained. An attendant at any plant sale in early spring will find many growers looking for all kinds of stock. It is often quite difficult to know just how much of each kind of bedding stock is wanted, but as soon as an over supply is noted let the other growers know where they can obtain it, and place a price on it that will guarantee a sale. It is much better to move it at some price than to throw it away. The wide-awake, up-to-date growers clean up their stock every year.

Geraniums.

At the approach of spring the geraniums and other bedding stock will make rapid growth and from those which are large enough a top cutting may be taken now. While these cuttings will not make good-sized plants for bedding out, yet they can be grown on for stock plants for another year. It is time now to take account of the stock on hand and look over the amount that has been required in the past, and if it is found that there will be a probable shortage of any varieties procure them at once. They can be obtained at this time, either small plants or rooted cuttings, at low prices. Many growers lose every year by putting off their buying too late when the prices have advanced to such a figure that there is no profit in handling them. It is seldom that one who has much bedding to do, has geraniums enough, especially of S. A. Nutt or Alphonse Ricard, and this is the time to procure the stock, and if a grower has any room to spare it is good business to stock up with these varieties, for there is a guaranteed sale for all well grown plants in May. The plants that are now in 3-inch pots will require going over often and spacing out, that well-grown stocky plants may be had. If crowded now, tall, weak, spindly plants are too often the result, and when grown in this way are not fit to make a good showing in the bed when planted.

Sweet Peas.

A sowing of sweet peas made in pots late in March which can be transplanted outside as soon as all danger from late frosts is passed, will give a

crop of these flowers two or three weeks earlier than the seed sown in the ground. There is generally a time in late June and early July that the sweet peas in the greenhouses come very poor, owing to the excessive heat under glass and the infection of red spider, and the early sowings outside are not yet in flower. Five or six seeds sown in a 3-inch pot and these placed on the sill or window ledge or on a hanging shelf will make nice stock for planting out after the middle of April and the advantage of those started in the greenhouse over the ones sown in the cold ground will be quickly seen upon trial. They can be grown so that they will take but little valuable room under glass and the extra expense of this and the labor in transplanting them will be more than recompensed by having fine flowers at a time when most of the stock is in poor condition.

The plants that are growing inside will require considerable attention as the sun increases in power; the growth is very rapid and the vines must be kept erect or crooked flower stems will be the result. They should be gone over every day, and where the growing shoots are getting away from the supports they should be fastened to them.

THE ROSE.

March Care.

February, being one of the months that usually puts renewed vigor into the plants, March ushers us into a very busy time, as the plants that show vigorous growth will at this time require a good substantial feeding, that can now be safely applied as a mulch. And we are inclined to believe that there is nothing that will take the place of rather fresh cow manure for this purpose. Break the manure up finely and apply about two full handfuls on each side of a four-row bed, which is about four handfuls to the row; leave the manure in a ridge so it can be washed in with the hose. This can be best accomplished by using a nozzle on the hose that will spread the water about three inches with considerable force, which will level off the mulch nicely and wash the proper amount of the liquid out of the mulch without wasting it.

Care should be exercised in having the soil in the proper condition to take the feeding; do not have it too dry, if burned foliage is to be avoided; try to strike it at the happy medium. It will be found safer a little on the wet side than for it to be too dry. One should be sure to wash the mulch into the soil, as fast as it is being applied or at least do not have any of the mulch carried over till the next day that has not been watered in, as the house will be filled with the ammonia fumes, which will cause a heavy loss of foliage, unless a liberal amount of air is carried during the night, and again it will be a waste of the ammonia, which we are trying to feed to the plants. It is advisable and quite necessary to carry a little crack of air in the houses the first night following the application of a mulch. If the weather is cold, a half inch will suffice and this can be increased according to the weather conditions outside. We would suggest removing any of the old mulch that still remains on the beds before applying the fresh mulch. Time will be saved by tieing the plants before mulching, at least all of the growth that hangs over the walks.

The young stock that has been grafted or rooted and potted off, should have a good sunny bench, and cared for by someone that is a careful waterer. It will often be found necessary to go over the lot of young stock and spout the driest of the pots before giving them a general watering. The young stock should be watered with the can for at least several weeks after potting, using the hose only for spraying them.

Easter is rapidly approaching, and the grower has not any too much time to get the plants tied and the other work attended to in order to be in at the finish with prime stock. Be sure to carefully rub out all of the side shoots from the pinched growths that have been timed for Easter, and by going through the houses frequently, paying strict attention to what is required, many of the little important details of rose growing are noticed in time and taken care of. Do not neglect to fumigate lightly, yet frequently, at this season. We have found that by using a good grade of 40% nicotine solution, diluted to half strength, applied early in the morning to the steam pipes (side coils preferred), with the ordinary pint size oil can, going up one side and returning on the other side, applying the liquid as fast as one can walk, will do more to keep the fly down than any other method we have ever used, and this method will not be found any more expensive in the long run than the use of the fumigating papers which often fail to give the desired results, even when using an extra amount. We are satisfied that the liquid is to be preferred. After carefully testing both methods, and if used in the right manner (and that is as a preventive) the cost of fumigating is cut in half compared with the use of any fumigating material if one waits until the green fly has a slight foothold. One application every 10 days, as prescribed above, keeps our range absolutely clean of green fly.

As the days grow considerably longer, and now that we have good strong sunshine, when it does shine, the fires should be banked as early as possible and vigorous syringing is also necessary, getting at it as early as the temperature permits; also increase the amount of air, allowing plenty in good weather and avoid a stuffy atmosphere in the houses. Do not be afraid to make repeated journeys around to the ventilating machines, for in order to ventilate properly, the air should be increased gradually up to the warmest part of the day, and reduced just as carefully, avoiding sudden and extreme changes at all times.

E.

Summer Struck Cuttings.

More young roses are raised in Springfield, O., than in all the rest of the country combined. They are for the most part grown and sold from 1½-inch and 2½-inch pots, but are strong, stocky little one-year-old plants, which, though small, have great vitality. About two-thirds of the stock is grown for the trade; the balance is grown and kept as small as possible so as to be sent in packages of one dozen or more, at low rates of postage, to supply what is known as the catalogue plant trade, which has been worked up and centers in this city.

How these are grown is very interesting. As early in the spring as there is room, in March or early April, if possible, tables in low-roofed greenhouses are planted with this small 2½-inch stock, which after its long rest in cold houses at a temperature of 36° to 38°, is eager to get away and in the warm houses, with the root room, as they say here, "just goes crazy." Even in the small pots, when a mild spell sets in they will make shoots six to eight inches long in three days.

After a couple of months, the first cuttings are taken; the wood must be just right, not too soft nor too hard. All propagating is done outside in frames. Good fresh manure (it must be fresh and hot), is packed down good and hard until a foot thick at first; later in the season less will answer. Four inches of sand is then packed down hard on top of this and given a watering. Rose cuttings are then placed in small trench rows, made with a putty knife, and well packed in with sand. This is then given a light watering to settle the sand and covered with the 3x6 sash, which is about 10 inches above the cuttings. Over the bed, about four feet in height, is arranged shading cloth to let in as much light as possible, but keep out the sun. No further watering or ventilation is given. The moisture and heat from the manure keeps the bed steaming hot, often up to 125° in extreme summer weather, but the roses appear to like it, and in from three weeks to 30 days and in the late fall three to four weeks they are rooted and ready to be potted up. They are put into thumb or one and one-half-inch pots, placed in the greenhouses and shaded for a few days, and are then able to take care of themselves. Some pot at once into 2½-inch pots to save another handling.

Generally three crops are taken from these summer houses, the last batch of cuttings going into the frames early in October, from which they are often not potted until December. At times they freeze solid in the bed, but come out later all right; when danger threatens the frame is covered with manure.

These small roses are wintered in cold houses, kept preferably at 36° to 38°, but the pots often freeze solid, which does not appear to injure the stock in the least. From January on, this stock is given a shift into a 2-inch or 2½-inch pot, and as spring approaches, as early as March, make splendid thrifty stock, breaking freely from the bottom.

Cuttings of outside rambler roses and others of the Cochet type, from wood in the field will also root in these manure frames, very good "strikes" resulting, and make splendid stocky plants that get away fast in early spring.

All the Springfield growers claim that these summer struck cuttings are much better than those taken in winter, as they are established plants before they go to rest, and after this period, wake up with a sturdy vitality and reserve power that is entirely lacking in the cuttings made from forced winter growth.

JAMESTOWN, N. Y.—The many friends of Lawrence Cotter, of the Lakeview Rose Gardens, will regret to learn that the condition of his health, poor for some considerable time, is now extremely critical.

CHRYSANTHEMUMS

Propagating.

Good strong stock plants are an important factor in working up a big stock of healthy young plants, success in this respect depending greatly on having a good supply of clean sturdy cuttings ready to go in the propagating bed at such times as they are needed. At the time the stock plants are taken from the benches after being through flowering, the general rule is to get them out of the way as soon as possible, and in many cases without any consideration for their future welfare. Then, if they begin to go back, the trouble is often laid to some disease instead of poor quarters or lack of care. Every cutting taken from a stock plant and worked up into a growing plant, is just as much an important product of any establishment as are cut flowers or flowering plants and should be considered accordingly. Make it a point now to overhaul the stock plants, cleaning off any diseased or decayed foliage, and if they are set over thick in the flats or benches, spread them apart, working some fresh, clean soil down between the plants to encourage quick root action. They need light, airy quarters with plenty of ventilation on every favorable occasion and must not be overwatered. Much better cuttings are produced when the stools are held a little to the dry side; not enough to cause the shoots to wilt, but to such a degree that they will not become drawn out and soft. A part of the care of chrysanthemums that needs the closest attention at all times is to keep the plants free of insects, and the new shoots coming up from the stool of the stock plants need even closer watching than at any other time; owing to the close growth near the ground the insects are hard to dislodge. An occasional fumigating, followed up with light sprayings of the nicotine preparations, will keep the shoots clean and encourage their growth. Chrysanthemums belong to the list of plants that do best in a cool temperature, and forcing of any description should be carefully avoided. Better cuttings, better plants, and more successful results can be obtained when the plants are grown cool from start to finish.

Every precaution should be taken in preparing the propagating beds and providing fresh, clean sand as is taken with any other plant. Chrysanthemum cuttings root easily when given the proper attention, but they rebel quickly at any careless methods, and one of the most important considerations is to keep the cuttings crisp at all times and not allow them to wilt down. This is very easily done by proper shading and spraying, guarding against draughts, and maintaining a cool temperature.

The very early varieties and slow growers should be the first to receive our attention. To be successful with the early varieties and have them matured at their proper season, it is important that they be propagated and planted early. Growers who do well with that old variety, Ivory, and consider it one of the best paying whites for October 15-25, are now putting in the cuttings. Ivory is one of the best of the very old varieties, but it needs to be propagated early and grown on without a check to be successful with it. The same is true with nearly all the dwarfer varieties. Among the varieties that should be propagated now are Pink Ivory and White Ivory, good commercial varieties for October 15-25; Golden Glow and Smith's Advance, early yellow and white for September flowering; Polly Rose and Early Snow, two good white varieties for the first week of October; Early Frost, a fine, early white lasting in good condition over a long period; Alice Day, extra fine, early white introduction of 1916, ready to cut October 10-15, a fine commercial variety in every respect; Crystal Gem, a large fancy white for early October; Oconto, one of the best second early white varieties; Antigone, a fine white of good form; Monrovia and Comoleta, two good early yellow varieties; Golden Queen, a fine early yellow, one of the best of the early varieties of any color. Blooms of Golden Queen realized highest market prices last October.

Early Rose, pink introduction of 1916, dwarf grower, is a fine early pink variety; October Queen, pure, glistening white, introduction of 1916, large flower, one of the most promising varieties of last year; Tiger, good commercial yellow of close incurved form, splendid grower; Unaka, incurved pink, grown largely as the earliest pink variety; Calumet, light bronze, sold particularly well during October 1916—a fine, large flower.

Josephine Foley is a splendid white variety in season the last of October or early November; is good enough as a commercial proposition to propagate all the stock one can get of it. A grand incurved white, strong grower and good keeper. One of the very best white commercial or exhibition chrysanthemums.

In addition to the early varieties, the exhibition sorts and all others of slow dwarf growth should receive attention and the cuttings put into the sand as soon as they are available. Prepare to take the cuttings out of the sand as soon as they become rooted and not allow them to become drawn and wirey at the roots from remaining in the propagating bed too long. A fresh loam soil is best suited to young plants for the first potting. Do not crowd them at all, but let them grow along as naturally as possible.

C. W. JOHNSON.

Soya Bean Oil.

Soya bean oil from Japan, worth $2,000,000, was recently received at Tacoma, Wash., in two cargoes and forwarded to one of the large soap manufacturers of the country by a special train of thirty tank cars. Soya bean oil, which is growing in favor with soap manufacturers in America, is used in England as part of a process of manufacturing lard, or is used without being mixed as a lard or cooking oil. The consignment just shipped is the largest of the kind ever received in the United States.

DETROIT, MICH., March 15.—The plan of growing flowers of Lilium giganteum on shares in the interest of the importing jobber and the local grower is said to be started here. We have already called attention to the unfairness of such a combination to smaller local growers, who buy the bulbs outright and pay for them.

FLORISTS' FERNS.

Spring Care of Seedlings.

With the approach of spring, the fern grower finds work enough at hand, for the young stock begins to move along more rapidly, and is soon in condition to take up all space that may have been vacated by the winter trade.

As the seedling ferns form their first fronds, they become fit for pricking out in small clumps into shallow trays or boxes, these boxes containing from 1½ to 2 inches of light soil, the usual custom among trade growers being to put about 200 clumps of the seedlings to a box. The boxes are then placed in a lightly shaded greenhouse, carefully watered, and kept free from weeds, and in a few weeks the strong growing species will make growth enough to prepare them for potting off, the various pterises being among those of most rapid growth.

The holly fern, Cyrtomium falcatum, and its improved variety, C. Rochfordianum, and also the favorite table fern, Aspidium tsussimense, are considerably slower in growth than the pteris, and cannot be greatly hurried by the application of extra heat, for both of these excellent ferns are almost hardy, and too much heat in the greenhouse is almost sure to bring about an attack of thrips.

Astonishing quantities of some of these ferns are prepared for the market by some of the fern specialists of the present day, the stocks in some instances running up to hundreds of thousands and even millions, and when speaking of such quantities few persons realize the amount of labor involved in the preparation of such a stock. The bird's nest fern, Thamnopteris nidus, or Asplenium nidus, as it is variously called, is another plant that has come to the front commercially in the past few years, and is not only a good seller and a fairly rapid grower, but is also a very good house plant, though like all other ferns, is more satisfactory in a dwelling that is lighted by electricity than in one in which gas is the illuminant.

In the earlier days of this fern, the growers seem to have found some difficulty in keeping the foliage in good condition, black patches and spotting, perhaps brought about by careless watering and insufficient heat, being much in evidence, but now the plants are grown in a rather light and open compost, with plenty of drainage material, given a night temperature of 60° to 64° and plenty of water, and from October to March get full sunshine, with the result that more or less of these attractive specimens are seen in all the better class florists' shops. Snails are rather partial to the tender young fronds of the bird's nest fern, just as they are of those of the maidenhairs, but most of the growers use enough slaked lime on their benches to discourage frequent visits from the snails. A dusting of the lime under the benches from time to time is also a good practice, and helps to purify the atmosphere in addition to keeping down worms and snails.

The past season was no exception to the rule of former years, that the various Boston ferns were in apparently too great supply in the autumn, and not supply enough toward spring. This is one of the conditions that seems hard to remedy, from the fact that

many growers want a quick crop for summer growth in order to occupy their space, and Bostons are easy to grow and do not represent a very large outlay for stock. But when the stock is grown to five or six-inch size, and the demand for space becomes urgent, there is usually some rapid unloading, and not infrequently at bargain prices.

Adiantum "Glory of Moordrecht," commonly styled the Glory fern, has evidently come to stay as a commercial fern, both growers and dealers reporting favorably on it, the growers favoring it because it comes true from spores, even though the spores may not be gathered in great quantities, and also is reasonably easy to grow in a temperature of 65°, and the dealers soon proved that it was an excellent substitute for Adiantum Farleyense, and a much better keeper. Cibotium Schiedei is still in strong demand in those stores where high grade plants are called for, but this is one of the ferns that cannot be grown for the same price as a nephrolepis, and therefore is not likely to become as common. It is truly lovely, and a thoroughly good window plant, but in the present stage of the game it requires much care and space and quite a lot of patience to produce a good crop of this cibotium.

Hardy ferns are being taken up to a greater extent as our gardens and gardening grow more extensive, and in a few years there doubtless will be much done in this direction, for there are many beautiful species that may be planted in permanent beds for shady places, and apart from some of the novelties it is not a very expensive line to handle. PTERIS.

Cement Posts and Benches.

If many florists knew the ease with which cement or concrete can be handled, it would be used to a much larger degree in greenhouse work, particularly for posts and in bench construction. The Reeser Plant Co., of Springfield, O., in a recently built house, said the row of posts used were all made in a day. A mould of the desired width and length, open top and bottom, closed at both ends, was laid on a flat board, the concrete about the consistency of mortar was filled and packed in, together with two pieces of barbed wire the length of the post, and then smoothed even with the edges of the mould. This was then removed and laid on another board and the process repeated. Before lifting the mould, a bolt was driven through a hole, clear through the post at equal distances from the top. This enabled a block to be clamped to the post which supported the back of the greenhouse bench.

The Good & Reese Co. make a cement table with tile bottom, which is supported on cement posts. The front and rear facing boards are one inch thick, four feet in length, with a 1½-inch shoulder at the bottom. These are set on edge on the posts and held in place by cross beams of cement, almost like grate bars. These rest on the shoulders on the inside of the facing boards or front and back of the table. These cross supports can be placed any distance apart to support tile cement boards or a wooden bottom. Where the sections come together, they can be fitted with cement, making a continuous front and back. Such a table is indestructible and at the same time, aside from the labor, less expensive than wood.

THE CARNATION.

Mulching and General Care.

This is the time of the year for the plants to be at their best. There is not any finer sight than a bench of carnation plants in full bloom with an abundance of buds and shoots coming along. The plants are beginning to show the effects of the better weather conditions by a stronger growth, stiffer stems and much more substance and keeping qualities to the flowers; the slow plant growth of the dark mid-winter days is rapidly being overcome by the greater strength of the sun and lengthening of the days.

Unless the plants have been highly fed up with liquid manure or by mulching, they will now be in need of some stimulation to encourage them to keep up their active growth and produce a continuous supply of good flowers. Mulching the beds with a mixture of well-rotted stable manure and fine soil is the best means of supplying the plants with plant food at this season of the year. A mulch put on the beds now, gives the surface roots new soil to work in, adding renewed vigor to the plants to carry them well into the spring months. For the plants to derive the greatest benefit from the mulch it should not be extra rough or lumpy; neither should it be put on too thick. Manure from last season that has laid outside and become well rotted, mixed with fine, loamy soil in equal proportions, makes a good mulch. If brought direct from the outside the material should be spread out on the floor of the shed or some other place where it can dry out a bit before putting it on the beds. First, go over the bed and loosen up the surface a little with a scratcher, not deep enough to injure the roots, but so that the mulch will settle well down into the bed. Spread the mulch about three-quarters of an inch thick evenly over the bed, being careful not to draw it up too thick close around the trunk of the plant. The condition of the soil in the beds when the mulch is put on is a very important matter in connection with mulching. Do not mulch when the soil is very wet or extra dry, but be sure that it is in a moderate state, then after the mulch is on, it can safely be watered in without getting the beds too wet. After mulching, extra care must be exercised in watering so that the soil does not become overwet, which at this season is a dangerous state for the plants, being very liable to start stem rot. It is best to keep the soil just moderate until the roots have worked well into the mulch.

The general routine in the caring for the plants should receive close attention. Growth is becoming heavy and more vigorous. To keep it in condition, attend to placing the shoots in the rings or wires before they have a chance of becoming crooked; also, pay particular attention to disbudding and keeping the plants free from insects.

Airing and watering are very important parts of the work. Do not allow close, high-temperature conditions to prevail in the houses at any time, but ventilate freely on all occasions when the weather will permit; an even temperature, maintained at all times, is one of the surest means of having good flowers. Free ventilation makes it necessary to watch the condition of the soil more closely for the need of watering. Examine the beds daily, watering such parts as are in need of it, and now that the houses can be ventilated more freely, together with the increased power of the sun, syringing of the plants once a week on a bright day will be very beneficial to them. Sometimes when the crop is very heavy, with the market low, growers are inclined to allow a big lot of flowers to remain on the plants rather than cut them and ship at the low price. This is a mistake, for the principal reason that thrip will very quickly make its appearance on the over-ripe flowers and it will not take long before the whole stock is infested.

Good stock for next season depends greatly on the care that is given to the young plants now in the early stages of their growth. As soon as the cuttings are well rooted, they should be taken from the sand, potted or benched, according to the method followed out in caring for them; we prefer potting our young carnation plants rather than benching or putting them in flats, believing that they retain greater vigor after planting in the field to carry them over the dry season of summer. A live fresh soil, free from green manure of any kind, is best suited for these young plants. Mix a small quantity of clean sand with it to lighten it up. Run it through a ¾-inch mesh sieve so that it will not be lumpy. Give the young plants a good location in a light, airy house, be a little careful about draughts until they get rooted in the soil, after which the best treatment for them is to air freely, maintain a cool temperature and keep the soil a little to the dry side. When the young plants have made growth enough to need topping, attend to the work on time to encourage them to make breaks and shoots, which is a most important feature to insure good well branched plants later on.

Any propagating still needed to be done should be attended to without any further delay. A cutting will need all the time between now and planting out time to grow into a strong enough young plant fit to plant out with any reasonable expectation of having it grow into a productive plant for next season's work. Therefore, get your delayed cuttings in the sand right away. C. W. JOHNSON.

Carnation Yellows.

Paper by Professor Ernest M. R. Lamkey, Department of Floriculture, University of Illinois, Urbana, delivered at the annual meeting of the American Carnation Society, Indianapolis, Ind., January 31-February 1, 1917.

Perhaps the American Carnation Society has considered the importance of plant diseases more seriously than any other similar floral organization. Plant pathologists of the very highest ability (Professors Arthur, Halstead, Atkinson, and others) have spoken to you and advised you in the treatment of many serious carnation disorders. Accordingly, I feel that I am speaking to a group of men who are versed in the methods of the pathologist, and consequently shall base that which I have to say upon an introductory consideration of "disease" in general to enable us to attack the problem of "yellows" by the use of rational and scientific methods.

First of all, we must understand exactly what we mean by a "disease." Some people regard those conditions as diseases which are caused by parasitic fungi or bacteria only. We, however,

shall consider all conditions as diseases which result in plants which are not normal. But who is to tell us when a plant is normal or abnormal? We are at once able to agree that a badly rusted plant is not normal. But how about certain variegated laburnums, ligustrums and mallows (Laburnum vulgare foliis aureus and chrysophyllum, Ligustrum vulgare foliis aureovariegatis, Abutilon Thompsii, and Kataibelia Lindemuthia)? Are those normal plants? From our (the grower's) point of view they are normal, for we grow them for their ornamental value. But from the point of view of the plant, these conditions of variegation are diseases, and infectious (but not contagious) diseases at that. These plants, if left to shift for themselves, would have a lessened chance of survival because of the reduction of green leaf material and other internal changes which accompany variegation. This consideration at once shows us that we have disease to consider from two points of view, and thus we have what are known as "absolute" and "relative" diseases. An absolute disease is one which threatens the very existence of the plant—such as rusts. A relative disease is one which threatens the cultural aim of the grower. For instance, if Abutilon Thompsii varied toward Abutilon striatum and lost its variegation, the plant would be better adapted toward holding its own, and the plant would be well or normal; but, from the point of view of the grower of Abutilon Thompsii the plant would be abnormal and consequently diseased, for his cultural aim has been defeated. This, then, is what we mean when we speak of relative diseases. One of the most striking examples of this type of disease may be taken from the animal world. In France, as some of you may know, the goose is prized for its large hypertrophied fatty liver. Now, this condition of the liver is pathological (diseased), but every attempt is made to rear the goose with a large and fatty liver. If the goose could speak it would say that it was sick and unable to get about as actively as formerly; but the breeder says that the goose is well as long as its liver is large and fatty, and when the goose shows signs of vigor and a return of the liver to its normal size, why, he says that the goose is sick, for it has lost much of its market value. So, often the cultural aim of the grower may be the bringing out of diseased conditions which he finds valuable, and for a time the plant survives and even flourishes because it receives the very best of attention. All this is merely cited to show that the aim of a grower, in seeking a given end, may be a thing which would threaten the very existence of a plant in nature, and the one-sided development of a plant, selected for instance for its forcing qualities, may be responsible for ills or even a sudden collapse which may show up at some later date.

In our study of a plant disease we must recognize four natural divisions. First, we describe the appearance of the diseased plant, and this division is known as pathography or symptomatics. Second, we seek the cause of the disease, and this is known as pathogeny or etiology. Third, we seek healing methods, and this is known as theraphy. Fourth (and of greatest importance from our point of view), we do all in our power to prevent the occurrence of the disease. This is known as prophylaxis.

The first division, pathography, may be passed by with a few words. We describe the symptoms of a disease by saying that it forms spots of a certain form, size and color upon the leaf; that it forms pustules upon the leaves; that it forms lesions of a definite type upon the stem; that it results in a chlorosis (yellowing) of the leaves; that it results in a dwarfing or rosetting of the plant, or any one of many other innumerable symptoms.

When we know the complete pathography or symptomatics of the disease, we must next consider the cause (pathogeny or etiology). Now, in the first place, diseases may be caused by parasitic plants such as bacteria, fungi, algae, or even flowering plants. Second, they may be caused by insects, birds and mammals. Third, they may be caused by physiological factors—that is the metabolism (nutrition) of the plant may be upset by too much or too little of an enzyme, by over or underfeeding, by improper feeding, by improper watering, by the sporting of plants to form monstrosities, and by many other causes which are internal or at least find expression in the derangement of an internal process. Fourth, diseases may be caused by meteorological conditions such as hail, hot or dry winds, excessive rain, intense sunlight, drought; or they may be caused by injurious gases such as sulphur dioxide, sulphur trioxide, ethylene, illuminating gases, etc.

YELLOWS.

Now for "yellows" itself. Growers have recognized this condition of the carnation for years, but it first received scientific recognition from Doctor Peltier, who spoke of it at the Illinois State Florists' Association convention, Peoria, Ill., in 1913, and later discussed it at a meeting of this organization in St. Louis in 1916.

In our study of this disease we pursue the course outlined in the introductory paragraphs and will take up the pathography (description of symptoms) of the disease. Doctor Peltier has given you a good description of the disease and this description may be found in the proceedings of your last meeting. I will not repeat that which he has said, but will merely supplement it. True yellows appears as a mottled chlorosis (yellowing) of the leaf. This mottling is caused by indefinite irregular spots, blotches, or flecks which may coalesce to form extended yellow parallel streaks. The flecked appearance usually is found in the young leaves while the streaked appearance is found in the more mature leaves. In some few cases the spots are small and circular in outline. In varieties bearing colored flowers the yellowed areas may later become stained red or pink. The spots are always sunken (except in the very youngest of leaves), are never water-soaked, never show a watery margin, do not show a definite center, are not translucent, and show no exterior injury. In severe cases, in which the plant is dwarfed or is reduced in vigor, the production is cut down or reduced to zero. Perhaps the terms "mottle leaf," "mosaic," or "yellow fleck and streak" would be more appropriate descriptive terms than "yellows."

PATHOGENY OR ETIOLOGY OF THE DISEASE.

We now come to the cause of yellows. You will remember that I have said that diseases may be caused by fungi or bacteria, by insects, by meteorological conditions, by gases in the atmosphere or soil, and by internal physiological factors. But, in seeking the cause of "yellows" we must first eliminate other diseases which are easily mistaken for yellows. These are stigmonose and true bacteriosis.

Stigmonose, as most of you know, is a spotting of the leaves caused by injuries resulting from the feeding of aphids, thrips, and the green and red leaf hoppers. Aphid injuries, in the early stages, appear as minute translucent dots accompanied by a slight swelling of the tissue. Later, as the leaf grows, the spots may become from one to two-sixteenths of an inch in diameter. Cross sections of the leaf show that the cells of the internal tissue are greatly enlarged, distended with water, and almost colorless. The epidermal cells have collapsed to some extent. There seems to be no pronounced sinking of the tissue in the region of the spots. Thrips produce elongated spots and often destroy or chafe the epidermis of the leaf. Red spiders form very minute translucent spots and cause a collapse of the epidermal cells. Red leaf hoppers produce fairly large spots with purple margins. These spots may turn up very suddenly, as the discoloration takes place a few hours after the leaf is punctured.

True bacteriosis is not to be confused with stigmonose nor the bacteriosis of Arthur and Bolley. True bacteriosis is caused by the parasitic organism Bacterium woodsii, and in the early stages of the disease closely resembles stigmonose. In the more advanced stages of the disease the spots enlarge and become brown and sunken. The spots at first appear water-soaked, and as they enlarge they become surrounded by a narrow water-soaked margin. The spots occur upon the leaves, stems and sepals of the carnation.

True yellows is caused neither by parasitic bacteria or fungi nor by insects. Pathogenic fungi or bacteria can neither be seen in the diseased tissue nor isolated by the pure culture methods of the pathologist. Since the carnation in the greenhouse is well protected against changes in meteorological conditions (hail, dry or hot winds, extremes in temperature or rainfall, etc.), these can have very little effect upon the health of the plant. The gases of the atmosphere in the region of large cities might be expected to affect the vigor of the carnation and thus cause yellows, but, since yellows occurs in rural as well as urban districts, we eliminate this as a possible cause of the disease. You will now see that we have eliminated all the probable causes of plant disease save one. This one is the physiological cause of plant disease. Therefore, we must seek the cause of the disease within the plant itself or in some environmental factor affecting internal processes.

A study of the diseased tissue reveals the fact that the stomata (breathing pores), even in very young spots, were partially or completely closed. Now, this is an abnormal condition, for the plant not only derives oxygen for respiratory processes through these pores, but, furthermore, derives all the carbon found in the carbohydrates (sugar and starches) from the carbon dioxide of the air. We must remember that a plant uses proteid substances, starches, sugars, fats, as does the animal, but differs from the animal in that it manufactures these foods from the carbon diox-

ide of the air and the water and minerals of the soil. Now, if the source of carbon in the air is made unavailable or partially unavailable to the plant, the nutrition of the plant is as much upset as if all nitrogen were removed from the soil, for carbon is as essential to the growth of the plant as is nitrogen. We thus see that we are dealing with a question of nutrition depending upon the gases in the atmosphere rather than upon the minerals of the soil.

Now, starch is a product formed in the leaves from the carbon dioxide of the air and the water of the soil. Now, if the stomata were closed we would expect to obtain no test for starch in the diseased spots. This is actually what occurs, and tests made at the end of a sunny day show no starch or very little starch even in spots which are almost imperceptible to the naked eye. In a normal leaf starch accumulates during the day. Before this starch can be used by the plant and removed from the leaf, it must be changed to soluble sugars by a chemical ferment or enzyme (diastase) formed by the cells of the leaf. This change of starch to sugar takes place at night and in a healthy carnation leaf no starch can be found in the leaf during the early morning. In the diseased leaf, however, the seemingly sound tissue between spots is filled with starch, and this is often almost as abundant in the early morning as at the end of a sunny day. In some cases the starch accumulated on a sunny day has not been removed at the end of the next day. Here, then, we have a peculiar case of partial starvation in that the plant cannot freely utilize the food that it has formed. Tests show that the quantity or at least the potency of the diastase in the leaf has been reduced. This accounts for the accumulation of starch within the leaf.

A further study of the internal physiological processes of the plant reveals an excess of another chemical ferment or enzyme known by the name of oxidase. Now, oxidase is present in small amounts in the normal leaf and has its uses when present in the proper proportion, but in the diseased tissue this oxidase is in excess and interferes with other physiological functions, such as the changing of starch to sugar. An excessive occurrence of oxidase is likewise an indication that the plant (not the soil) is lacking in elaborated nitrogenous food.

Thus we find that a study of the internal structure and the physiological processes within the plant reveals three things which may produce abnormal (diseased) plants. These are a closure of the stomata, a reduction in quantity or quality of diastase, resulting in starch accumulation, and an excessive production of oxidase, which interferes with certain physiological functions. Other internal changes in the structure of diseased tissue and changes in certain physiological processes are being worked out. A further study may reveal other contributing causes or a primary inciting cause for the production of yellows.

THERAPHY OR CURE OF THE DISEASE.

First, we must distinguish between curable and incurable diseases. Rusts, for instance, are incurable, for the parasitic fungus is within the plant tissue and cannot be reached by spray mixtures. True, a plant once infected with rust will be little injured and will give an almost normal production if weather conditions and growing conditions are such as to give an optimum for the growth and development of the plant. This does not mean, however, that we cannot control rusts, for we do control rust by breeding varieties which are resistant to the attacks of the fungus. Curable diseases are those such as mildews, or spot diseases in which the fungus is limited to the spot in question. In the case of the mildews the fungus lies upon the surface of the leaf, and consequently, may be killed by fumigation, sulphur dusting or spraying. In the case of the localized spot diseases the disease is kept from spreading to other parts of the plant by spraying on a poisonous mixture which coats the spores (bodies for the propagation of the fungus) and thus kills them or prevents their germination.

We have pointed out that yellows is a physiological disease which is due to something within the plant itself. We at once see that this is a condition which cannot be benefited by any external application. The fact that a carnation seems to recover, at least for a time, in the field is an indication that the cure of the disease may lie in temperature or other environmental conditions. Possibly we could cure the disease under glass by changing the temperature or moisture conditions, for we know that the rate of action of enzymes and the opening and closing of stomata is vitally affected by temperature changes. If we do this we may possibly cure the disease, but we might likewise cut down the production and quality of the blooms. This is a phase of the work which we are planning to follow up. We must remember, here, a suggestion made in the introductory paragraphs that the selection of a continuous blooming variety for its forcing qualities may have resulted, in some varieties, in a one-sided development which has now shown up in a sudden collapse of the plant. If this is true it is almost useless to attempt to cure the disease, and our hope must lie in producing varieties which will stand up under the conditions which we demand of the carnation. This, however, is a phase of the subject which comes under prevention rather than cure.

PROPHYLAXIS OR PREVENTION.

Disease prevention is always more logical and satisfactory than the treatment of diseases which we know to be preventable. It is not necessary to tell this audience how disease has been prevented by the breeding of resistant varieties and by the observance of proper sanitation in the destruction of diseased plants or diseased parts of plants. Carnation yellows appears to be an infectious (not contagious) disease but we cannot state that definitely, for we have not as yet found a variety absolutely unaffected by yellows, and until we find such a strain we cannot be absolutely certain whether the disease has been produced by the injection of the virus or has turned up "naturally" in the plant. Of course we can, and we have, used comparative methods, but these as yet are not conclusive.

We know that badly yellowed cuttings give yellowed plants. Supposedly healthy cuttings give a few yellowed plants. It would appear wise, from this, to make no cuttings from a plant which shows yellows even in the slightest degree. In our work, the seedlings of the crosses between yellowed varieties have not as yet become yellowed. Some few of the plants made from cuttings of 1915 seedlings have become badly yellowed. This might be taken as an indication that infection occurred when the cuttings were made. In all disease work we have the probability that a seemingly healthy individual may be a carrier of disease and still not be diseased itself. This, as most of you know, is often true in diseases of man. This complicates our problem and is a thing which we might well hold in mind in the interpretation of results derived from plants which we believe to be disease free.

Gladioli and Gardenias

ED. AMERICAN FLORIST:

Please advise the best way to force gladioli and gardenias and the best varieties for this purpose. A. C.

The number of gladioli being forced is increasing each year. They are generally grown in the same benches with carnations. The method followed is to plant the bulbs between the rows of carnations and allow them to come up between the strings or in the wire rings. If it then becomes necessary a stake is used for further support. Select good size, firm bulbs, plant in the beds during December or January and give the same treatment as the carnations. By following this course they can be had in bloom during April and May, bringing an increased revenue from the benches, but they will not pay enough to sacrifice the carnations. Use ordinary common sense judgment as to the distance apart to plant so as not to crowd the carnations. The three varieties which stand out as being most generally grown by the growers are America (pink), Augusta (white), and Mrs. Francis King (red). Chicago White is another variety that is being grown in increased quantity each year. The varieties, G. Colvillei, The Bride, white; Blushing Bride, white, tinged with pink, and Peach Blossom, light pink, are forced in large quantities, many of them in deep flats, the same as other bulbs, but larger quantities are bench grown and require the same treatment as advised for those growing in the carnation benches. To be successful with gladioli excessive forcing must be avoided, allowing the plants to grow along and develop their flowers as natural as possible.

GARDENIA CULTURE.

Cuttings of gardenias for stock for the following winter are taken after the first of the year and require three or four weeks in the sand; they are then put into small pots and finish or grow into good plants about June 1, when they are planted into 6-inch pots or set out on the bench in soil where they become well established by fall. Good soil is important and the following has been found very satisfactory: One-third compost, one-third cow manure and one-third light leaf mould. Soil of the benches should be four inches in depth. No topdressing is required during the winter, but manure water will increase the size of the flowers. The temperature is important; it should never be allowed to fall below 70 degrees at night and many failures are caused by neglect in this respect. Watering also should be very carefully done, as they are easily overwatered, which has proved to be a stumbling block to many growers. It will also probably be found advan-

tageous to have the chill taken off of the water or have it brought up to a temperature of 70 degrees. From good healthy plants set out in June, cut flowers may be had the latter part of October and continued until spring; the foliage or shoots that usually come either side of the bud should be taken away to throw all of the strength of the shoot into the flower. If the bud appears not to develop, then one of the shoots is left to grow on and will soon set another bud. When long-stemmed flowers are desired only the strongest shoots are encouraged, all flowers on the weaker branches being cut away. The cause of falling buds or turning black at the base, or failure to open, is attributed to too much water or possibly a chill at an earlier period. The latter error is the more common, as many growers are not able to keep the house to this temperature all the time.

There is no difference in the number of flowers obtained from plants in the bed or those planted in pots; from 10 to 15 good salable flowers are taken from strong, healthy plants during a season. The mealy bug is the chief insect enemy, but if the plants are strong and healthy they seldom appear, but if they do a little of one of the nicotine preparations applied with an atomizer will generally fix them.

There is no particular selection of the wood for the cutting; any good plump shoots will do, but they should never receive a check, being kept on the jump all the time. Some growers keep their plants in for the second season; these two-year-old plants flower very profusely, but the blooms are generally smaller and do not grade very high; others prefer to start with strong young stock, and in the spring, when the season is about half over, the plants are lifted from the beds and placed in 6-inch pots and as soon as established a market is found for them.

Boston.

DEMAND SLUGGISH AND PRICES LOW.

Business has been very quiet during the past week on nearly every line of stock. Roses have been rather sluggish and move slowly at low figures. Carnations, also, have been rather low in price, the very fancy blooms commanding $3 per 100, but the average sales are at about $2. Sweet peas also passed a poor week, there being large consignments made which caused a glut on these flowers. The very finest in the city brought $1 per 100, but most of the blooms were sold at 40 and 50 cents per 100. Violets have been in fair demand, as there is not as many grown as in previous years. The price, however, is only moderate, 40 and 50 cents being about the average. Jonquils move rather slowly, but good Victorias find a fair market at one and one-half to three cents, according to quality. Yellow primroses are plentiful and cheap for this flower. Marguerites sell well when the quality justfies, but many very inferior flowers are seen for which there is no sale whatever.

NOTES.

A collection has been taken in the markets for the purchase of large American flags to be hung in front of each building. They will be unfurled Saturday, March 24, with the aid of the Boy Scouts and a band.

Ralph Wadsworth, of Wadsworth & Co., of Northboro, is the proud father of a baby girl, born March 14.

Mrs. Donald Carmichael, of Wellesley, is at Baltimore, Md., for her health.

F. L. W.

Nassau County Horticultural Society.

The monthly meeting of the above society was held in Pembroke hall, Glen Cove, N. Y., March 14. Quite a number of members were present, considering the inclement weather. President James McCarthy occupied the chair. James Holloway read a very interesting report of his recent visit to the Davey Tree Expert Co.'s convention at Kent, O. W. J. Collins, Boston, Mass., and Richard French were elected active members.

The exhibition tables were well filled with very strong entries for competition in the carnation classes. The president appointed James Duthie, Thomas Twigg and William Noonan to act as judges, and their decisions were as follows: Frank Watson, first, for 12 pink; James McCarthy, first, for 12 white and Peter McDonald, first, for 12 mixed carnations. The most meritorious exhibit for the special prize offered by P. W. Popp was won by John F. Johnson with a very fine display of polyanthus, well flowered, in 6-inch pots; certificate of culture to John W. Everitt for three heads of lettuce and special mention to Peter McDonald for a pot of antirrhinum.

It was decided, if the trustees could procure the exhibition hall, to hold our annual dahlia show Tuesday, October 9, and the chrysanthemum show November 1-2.

Exhibits for the next meeting to be held, April 11 at 7 p. m., are: One pan of bulbs, one plant of Easter lily and one plant of hydrangea in pot not to exceed 8 inches.

HARRY GOODBAND, Cor. Sec'y.

Baltimore Gardeners' and Florists' Club.

THIRTIETH ANNUAL BANQUET.

Before the banquet of the above society there was a business meeting, at which the following officers were elected for the ensuing year: F. C. Bauer, president; John A. Nuth, vice-president; N. F. Flitton, secretary; George Talbott, financial secretary; F. G. Burger, treasurer, and C. M. Wagner, librarian.

The tables were adorned with bouquets of carnations and roses of several varieties. Pussy willows, rubrum lilies and palms were also used to advantage.

I. H. Moses was toastmaster, and he introduced the speakers. Professor L. B. Symons of the faculty of the Maryland State College of Agriculture, spoke of inviting the florists of southern Maryland and the eastern shore to join our club. "Maryland week last year," he said, "was a success, but a greater success is expected next year." Dr. Wood is the new president of the Maryland Horticultural Society, under whose auspices the show is held. Robert Graham then spoke of the coal shortage. The local dealers claim that there is a shortage of cars, but if you pay the price you can get the coal. He suggested, that in order to get coal cheap, the florists should combine their orders. Then the dealers would recognize such a tremendous order. Mr. Graham also spoke of THE AMERICAN FLORIST—the first florist paper. R. Vincent, Jr., of White Marsh, the "grand old man" of the florist business in this state, spoke of "Maryland, My Maryland." Z. W. Stisser, the next speaker, advocated patronizing the local seed firms. A. A. Niessen, of Philadelphia, spoke of the rose festival in Philadelphia. He invited the local florists to attend the show and said they would be well repaid. Charles Wagner then spoke of growers who sold too cheap. J. A. Nuth, the vice-president elect, urged everyone to be present at the club meeting.

Wm. Ekas, one of the active young members of the club, also spoke. He suggested having one club meeting a month instead of two and for every old member to bring a new one. He urged all the growers to exhibit at the coming flower show in November, as only 15 out of 100, more or less, exhibited last year. John J. Perry, the last but not least interesting speaker, spoke of the benefit of working in harmony.

The following were present:

F. C. Bauer,	J. H. Moss,
I. Bauer,	J. F. Myer,
W. Bauer,	A. A. Niessen,
H. G. Burger,	J. A. Nuth,
W. Ekas,	C. Patterson,
W. L. Erdman,	C. B. Penn,
A. G. Fielder,	J. J. Perry,
N. F. Flitton,	H. J. Quick,
C. Gernhardt,	Mack Richmond,
R. L. Graham,	J. A. Ritter,
G. Hambruck,	C. C. Sieck,
Jos. Hamilton,	J. Simon,
R. Hammond,	Ed. Gisson,
R. Harrison,	A. Spath,
M. Jansen,	H. Spath,
R. Johnson,	T. Stevenson,
Wm. Johnston,	Z. W. Stisser,
E. Kress,	T. B. Symons,
W. G. Lehn,	R. A. Vincent,
A. Lewis,	R. Vincent, Jr.
W. E. McKissick,	C. M. Wagner,
F. Malsch,	Harry Wagner,
G. Morrison,	Herbert Wagner.

Westchester and Fairfield Hort. Society.

There was a splendid display on the exhibition tables and an exceptionally good attendance at the monthly meeting of the Westchester and Fairfield Horticultural Society, held in the society's rooms in Hubbard's hall, Greenwich, Conn., March 9, President Wm. Whitton in the chair. The stock displayed was all of excellent quality and the judges made the following awards: Special prize for the best display of bulbous flowers, William Whitton, first; Robert Grunnert, second. High commendation to William Graham for six plants of Cineraria stellata. High commendation: To W. J. Seeley for four Primula obconica; to Thomas Atchison for two plants of cineraria; to William Whitton for sweet peas; to John Forbes for two vases of roses; to F. Lagerstrom for vase of stocks; to Robert Grunnert for carnations, and to P. W. Popp for vase of stocks. The thanks of the society were awarded to William Graham for sweet peas; James Linane for primula, and to Thomas Atchison for two plants of cineraria. It was resolved to hold the fall show at Greenwich, the date to be decided later.

The monthly prize for the most meritorious exhibit went to William Whitton, second to Robert Grunnert, and third to P. W. Popp. John Sheepers Co., New York, donated the prizes for the display of bulbous flowers.

ALEX CLARKSON, Cor.-Secy.

St. Louis Notes.

Chas. Steidel, the well-known rose grower of Olivette, St. Louis county, we are informed, has decided to discontinue Killarney. He will devote one house to Russell, another to Ophelia and nearly one complete house to White Killarney. Shawyer will also be given a good try-out.

We are informed that W. A. Rowe will add two houses, each 36x300 feet, pipe frame construction, to his range at Kirkwood, an order for same having been placed with the American Greenhouse Manufacturing Company, Chicago.

H. C. T.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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LEAD prices have dropped to $9 per 100 lbs.

SPHAGNUM is a scarce item just now, the severe winter having put an embargo on operations.

THE Yearbook of the Florists' and Gardeners' Club of the Massachusetts Agricultural College for 1917 is an attractive pamphlet, with illustrations, dedicated to Prof. A. H. Nehrling in appreciation of his loyalty to and sympathy for floriculture. The professor's portrait is given as frontispiece.

Mother's Day Publicity.

Chairman Lautenschlager of the Chicago Florists' Club publicity committee announces that the club will carry on a national plan of co-operative advertising for Mother's day under his direction and that further particulars will be given later.

Growing Plants Without Pots.

The Springfield Floral Co., Springfield, O., who furnish quantities of ferns and asparagus to ten cent and department stores for special sales, has found that they can dispense with pots in the growing of this stock, the stores prefering them without them. Plants are grown close together, planted out in benches, where they make a more rapid growth than in pots. In filling orders, they are lifted, the roots wrapped in damp moss with wax paper, and then with a white sheet and bound with gummed paper tape. This makes a neat package that will stand erect, presents a good appearance and is much easier handled than a pot plant.

Working Together.

The sign, "Positively No Flowers Sold at Retail" is conspicuously displayed in all the wholesale houses of Cleveland. To further show their good will towards the retail florists, liberal subscriptions are also made annually to the publicity fund, which has done so much for the exploitation of floral holidays in that city.

Carl Hagenburger of Mentor, Ohio, is of the opinion that if you believe you have a good thing stick to it. Certain lines of plants become popular and the market gets over-supplied. Many then drop out, but the man who sticks and keeps up his stock, will win out as the demand will then more than use up the limited supply.

Licensed Fireman Law Amendment.

Alfred C. Hottes, president of the Columbus, O., Florists' Association, is enlisting the support of every greenhouse owner in the state to assist in securing the amendment of the Ohio law requiring a licensed fireman for steam boilers of 30 horse power or over. President Hottes has caused a copy of the following communication to be sent to each of the representatives in the state legislature and urges every grower in the state affected by the statute to write their representative immediately asking for the support of the amendment. The communication sent to representatives by the Columbus Florists' Association is as follows:

To the Senators and Representatives:

We wish to bring to your attention the great hardship inflicted upon the greenhouse owners by Section 1058-1, a law which makes it necessary to maintain a licensed boiler operator for steam boilers of thirty horse power, or over. We, therefore, take the liberty of bringing to your notice some of the difficulties encountered in complying with the law.

First, we feel it absolutely necessary that a fireman should be an experienced grower. We could recount many cases in which great losses have been incurred by employing expert boiler operators, but men ignorant of the importance of ventilation, plant humidity, the correct temperatures and the other difficulties encountered in growing the great range of plants of the modern commercial greenhouse.

Second, a great many of the establishments are not large enough to afford the expense of hiring additional licensed boiler operators. The enforcement of the present law may necessitate the closing of some of these smaller plants.

Third, many growers operate their own boilers during the day. The present law makes it impossible for a man to do this now even in cases of extreme emergency.

Fourth, many of the florists are also vegetable growers; additional boiler service would necessitate increased prices which would be added to the cost of food. Prices are sure to be raised if high priced operators are necessary.

Fifth, greenhouses need a fireman only six months during the year, consequently we cannot get capable men because we cannot offer continuous employment.

Sixth, greenhouses are located away form dense population. There is little danger to human life by explosions.

The florists and vegetable growers feel that it was not the intention of the present law to include greenhouse owners. May we urge that the following paragraph be added to Section 1058-1?

1058-1. Providing, however, that nothing herein shall apply to bona fide owners of greenhouses and hot houses.

Pernet-Ducher's New Rose Seedlings.

M. Pernet-Ducher, the famous Lyons rose hybridizer, announces six new seedlings for this year, as follows:

Mistress Bullen (Pernetiana)—Vigorous plant, branching; large flower, moderately double; color cochenille carmine, shaded yellow, passing to carmine lake. Perfectly hardy.

President Bouche (Parnetiana)—Vigorous branching plant; flower medium to large; color, coral red, shaded with carmine shrimp. Very hardy and of a quite unusual shade.

Raymond (Pernetiana) — Very vigorous plant, with upright, bushy branches; foliage glossy green; bud long; flower very large and double, elongated cup shape; exterior petals peach-blossom pink, center carmine salmon, sometimes orange carmine, deeper at the base of the petals. Absolutely hardy, this new free-blooming rose promises to be an acquisition for border planting.

Madame Caristie Martel (hybrid tea)—Vigorous, branching plant; flower very large, four to five inches in diameter, broad-petaled, globular; color, pure sulphur yellow, deeper in the center. Enormous size and purity of color are its characteristics.

Madame Meha Sabitier (hybrid tea)—Very strong and bushy grower; velvety crimson bud; flower large, double, round; color brilliant crimson, deepening as it ages; blooms freely, excellent for bedding. From an unnamed variety Chateau de Clos Vougeot.

Senorita Carmen, Cert (hybrid tea)—Vigorous plant, with straight branches; foliage bronzy green; flower large, double, cup-shaped; color Indian yellow, shaded with pale carmine pink, edges of the petals marked with bright carmine. Foliage very fine, and the graceful flowers borne on long stems.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—A florist; one who is used to propagating and a good plant grower.
ELI CROSS, Grand Rapids, Mich.

Help Wanted—First-class pot plant grower. Must know his business. $18 per week to start. Apply at
F. J. MUNZING, 6101 Broadway, Chicago.

Help Wanted. An A No 1 gardener for private estate; good wages and steady job for good man. Please state wages in first letter and apply to
R. R. MCGEORGE, Wampum, Pa.

Help Wanted—Assistant to carnation grower for place near Chicago. Good wages.
THE CHICAGO FLOWER GROWERS' ASS'N,
182 North Wabash Avenue, Chicago.

Help Wanted—Two good potters for plant department. Steady position. Wages $14 per week. Apply
J. S. WILSON FLORAL CO., Des Moines, Ia.

Help Wanted—Girl with some experience to work in a retail flower store. State experience, age and wages expected. Address
Key 766, care American Florist.

Help Wanted—Two men, one for store; one for greenhouse with knowledge in all branches; hustlers only; state wages and references.
J. B. GOETZ SONS, Saginaw, Mich.

Help Wanted—Rose house helpers and section men who have done some grafting. Apply
POEHLMANN BROS. CO.,
Plant B, Morton Grove, Ill.

Help Wanted—Two men experienced in greenhouse work. One in retail sales department, one good potter. $16.00 per week to start.
F. HOLZNAGLE, Detroit, Mich.

Help Wanted—At once thoroughly experienced unmarried man for fruit, flowers, vegetables under glass. Country estate. Wages $70 per month with room. Address
Key 764, care American Florist.

Help Wanted—Immediately, energetic girl with thorough knowledge of hardy ornamental nursery stock and capable of advising customers on planting. Good saleswoman. Apply
SHERIDAN NURSERIES,
34 North Street, Toronto, Ont., Canada.

Situation Wanted. On private place; experienced gardener and caretaker. Address
Key 774, care American Florist.

Partner Wanted—a live young man with capital to invest, who can take charge of one of our departments. State experience and give references in first letter, also capital.
THE WILMORE FLORAL CO. INC.
Growers of gladioli, dahlias, hardy perennials, etc. Box 1111, Denver, Colo.

For Sale—New greenhouses for sale on easy terms of payment; to close estate.
J. SCOTT MATTHEWS,
1st Nat'l Bank Bldg., Chicago.

For Sale—9 000 feet of glass with 7-room house in good location; retail and wholesale; five acres good land, in good condition. Address
Key 771, care American Florist.

FOR SALE—TWO GREENHOUSES.

One of an area approximating 14,000 square feet of glass, brick stack, heater and piping.

The other of an area approximating 1000 square feet of glass, headhouse 30 feet by 40 feet, heater and piping.

Write or apply to
SUPERINTENDENT OF BUILDINGS AND GROUNDS,
CORNELL UNIVERSITY, Ithaca, N. Y.

FOR SALE

Wholesale and Retail Greenhouse Establishment, located 17 miles from Minneapolis; 45,000 feet of glass; houses and stock in A-1 condition. Acre and one half of open fields, living house, barn, chicken coop and a fine orchard. $5,000 or more down, balance on easy terms, interested party take possession June 1. For full particulars write
Victor Peterson, Anoka, Minn.

Situation Wanted

Head gardener, country estate superintendent or manager seeks position; competent, intelligent, temperate, steady; excellent greenhouse manager, life experience in growing all cut flowers, fruits and vegetables; landscape artist expert with orchard and farm crops, live stock and engines. Best references. **A. PAWLITZ,**
Pipestave Hill Farm, R.D. 97, W. Newbury, Mass.

Help Wanted

Designer and General Salesman to take charge of Floral Department in a Seed Store. Give full particulars in first letter. Address
Key 770, care American Florist.

Help Wanted

We need two men for potting; good wages and steady work, apply to
Bassett & Wasburn
Hinsdale, - - - Illinois.

Help Wanted

A competent and thoroughly trained florist and landscape gardener to take charge of the gardening at the Topeka (Kansas) State Hospital for insane. Salary $50.00 per month, together with board, room and laundry. Applicants will please describe fully, qualifications, personality and experience. Address Superintendent,
Topeka State Hospital, Topeka, Kans.

FOR SALE

Good paying retail store in leading Iowa city; modern in every respect. Great proposition for the right party. For further particulars, address
Key 771, care American Florist.

To Seed Growers.

Advertisers, leading wholesale European Seed House, wish to get in touch with actual growers of Seeds, Farm and Garden, with a view to contracts. Please send terms and full particulars of special lines to
Key 769, care American Florist.

FOR SALE

5 greenhouses in good repair, 18x100 feet, and well stocked with about 4000 spring and bedding plants. The houses are heated by hot water. This is the finest business stand in this vicinity. 8 acres of fine garden from May, which may be sold with two houses if required. For further particulars apply to the
FENSING PARK NURSERY,
Mount Pleasant Avenue, LONDON, ONT.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $2.85; per 1000 $4.50. Samples on request. Electro of leaf, postpaid, $1.25. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

FOR SALE

Lischey Greenhouse & Nursery, Nashville, Tenn.

Established 40 years; always a money maker; sold only to settle an estate. Fifteen acres, good residence, 12 greenhouses, pumping station, heating plant, all necessary sheds, stables and other out-houses with several houses for workmen. Fully stocked both in nursery and greenhouses. Now in full and successful operation.

This is the oldest, and one of the largest and most successful plants of its kind in Tennessee. Sold only on account of the death of JOE BROWNE, proprietor, to settle his estate. Communicate with the

NASHVILLE TRUST COMPANY, Nashville, Tenn.
Executor of the Will of JOE BROWNE, deceased.

NEW EDITION—Issued August, 1916.

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen
OF THE
UNITED STATES AND CANADA.

Price $3.00, Postpaid.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO.

LILIES--ROSES

FOR EASTER

Carnations, Violets, Valley, Sweet Peas, Orchids, Callas, Greens, Etc.

Strictly fresh stock in everything that you need in Cut Flowers and Greens. We are going to have a large and fine supply this year, and will be pleased to have you favor us with your order. Order what you want, no matter what it is or how much you want, and we will serve you to the best of our ability and your satisfaction.

EASTER PRICE LIST— Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$6.00
Stems 48 inches	5.00
Stems 30 to 36 inches	4.00
Stems 24 inches	3.00
Stems 18 to 20 inches	2.00
Stems 12 inches	1.50
Short Stems	100, $6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$25 to $30.00
Select	20.00
Medium	15.00
Short	$6.00 to $12.00

ROSES. Richmond, Milady, Killarney Brilliant Killarney, White Killarney, Ophelia, Mrs. Ward, Sunburst.	
Special	$12.00
Select	10.00
Medium	$6.00 to 8.00
Short	4.00

MINIATURE ROSES.	
Cecile Brunner	$3.00
Elgar	3.00
Baby Doll	3.00
ROSES, OUR SELECTION	5.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Good	$3.00 to $4.00
Special fancy	5.00 to 6.00
Splits	2.00

ORCHIDS.	Per doz.
Cattleyas	$6.00

EASTER LILIES.	Per 100
Select	$12.50 to $15.00
Short	8.00 to 10.00

MISCELLANEOUS.	Per 100
Violets—Single and double	$0.50 to $1.50
Valley	6.00
Calendulas	3.00 to 4.00
Daisies	1.00 to 2.00

MISCELLANEOUS—Con't.	
Snapdragons, per bunch	.75 to 1.00
Mignonette	6.00 to 8.00
Callas, per doz.	1.50 to 2.00
Sweet Peas	.75 to 1.50
Jonquils	3.00 to 4.00
Tulips	3.00 to 4.00
Daffodils	3.00 to 4.00

GREENS.	
Asp. plumosus, per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Adiantum, per 100	1.00
Smilax, choice, per doz.	1.50 to 2.00
Fancy ferns, per 1,000	3.50
Galax leaves, per 1,000	1.25
Wild Smilax, per case	5.00
Boxwood —per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

ERNE & COMPANY

—WHOLESALE FLORISTS—

162 N. Wabash Ave., L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Milwaukee.

MARKET CONDITIONS IMPROVED.

We can again see improvement in market conditions for the past week, the supply of roses and sweet peas being about equal to the demand, while violets, bulbous stock and carnations were enough to meet all requirements. Due to St. Patrick's day, white flowers were in extra demand and all orders were satisfactorily filled. The forepart of the week white carnations were scarce, the growers holding on to them for Saturday's business; the consequences were that the supply was ahead of the demand, especially when, as in some cases, the flowers were cut too tight and made a poor showing without the extra green. Wednesday morning kept those who get consignments via rail from the north Milwaukee direction guessing, for the snow and sleet storm the night before made it impossible for the transportation companies to get the stock into the market till noon or later.

NOTES.

We regret to report the death of Mrs. Ida Locker (nee Kirsch), who passed away at the family residence on North avenue, Wauwatosa, March 16, at the age of 50 years. She had been ailing for some time, having submitted to an operation shortly before Christmas. Hugo Locker, the husband, and two sons, Alfred and Arthur, who operate a greenhouse range at Wauwatosa under the name of Hugo Locker & Sons, have the sincere sympathy of the local craft in their bereavement. The funeral was held March 19, with interment at the Wauwatosa cemetery.

Herman V. Hunkel, Henry Marquardt and C. C. Pollworth were the only ones from here who attended the novelty show in connection with the recent Chicago Florists' Club meeting.

Kamp & Spinti, of North Milwaukee, have an exceptionally fine lot of Easter lilies, which will be on time for the coming holiday. They are consigning some fine light blue delphinums and other novelties to Gust. Rusch & Co. daily.

The C. C. Pollworth Co. says it could have sold more green carnations on St. Patrick's day, as there was quite a demand at the eleventh hour. Business in their supply department has been especially brisk of late.

Mrs. Walter Holton, who was operated on for intestinal trouble a short time ago, was well enough to sit up March 19. Walter expects that she may be removed to their home by the end of this week.

John Rust, who grows numerous pot plants for Easter, will be strong on choice Tausendschoen and Dorothy Perkins roses this year.

The Holton & Hunkel Co. reports shipping trade very brisk for the past week.

Visitors: Louis Turner, Kenosha, Wis.; Mrs. Hinchcliff, Racine, Wis.; Mr. Puell, of the Beaver Floral Co., Beaver Dam, Wis. E. O.

Buffalo.

PLENTIFUL SUPPLY; FAIR SALES.

Business in general has been as good as can be expected. Stock is plentiful, especially in bulbous varieties which await a market, but owing to stringent measures to keep them moving they have not become a drug on the market as yet. There has been an active demand for funeral work, the deaths of a prominent citizen of this city and the late lieutenant-governor of the state calling for a large number of flowers. Local florists all had excellent business.

ANNUAL BANQUET AND ELECTION.

The annual banquet and election of officers of the florists' club which was held at the Hofbrau, March 13, was a most enjoyable affair and a great credit to the committee in charge of arrangements. The following officers were chosen for the ensuing year: Henry Elbers, president; Mark Palmer, vice-president; Wm. Legg, secretary; Oliver Klinckenmeyer, financial secretary; Edward Stroh, treasurer; executive committee: W. J. Palmer, L. H. Neubeck and E. C. Brucker. L. H. Neubeck acted as toastmaster, the only one who can in any way fill the place of our late friend, William F. Kasting. Toasts were responded to by W. J. Palmer, Chas. Schoen and others. President-elect Elbers and the other officers made pleasing addresses of acceptance and gave assurances of their desire to aid the club in every way. An interesting lecture illustrated by lantern slides was given by Professor Walker on, "Civic Improvement," and many ideas were given on the possibility of making this city a splendid example of this work. Among the out-of-town guests were Messrs. Grimsby of Grimsby, Ont., Hamilton of London, Ont., and "Tubular Valve" Bates, who claims Rochester as his home, but Buffalo when the Lord & Burnham Co. can see prospects for a new house or boiler. He is an honorary member of the florists' club of this city and we are always glad to have him with us.

NOTES.

Several of the local trade are attending the New York and Philadelphia shows. S. A. Anderson is one of the judges at Philadelphia.

Felton's Flower Shop has removed to its new location, one of the most desirable in the city. BISON.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 **CHICAGO**

EXTRA HEAVY SUPPLY OF CUT FLOWERS FOR EASTER

¶ From present indications we will have an extra heavy supply of Cut Flowers for Easter, for seventy-five expert growers producing stock for us report their crops in A1 condition, insuring our customers a selection and a variety of the finest flowers only. We aim to give satisfaction as to quality, service and price, and respectfully solicit your patronage. You can get anything in Seasonable Cut Flowers and Greens from us. We lead in quantity and quality.

ROSES--CARNATIONS

Lilies-Callas-Sweet Peas-Violets
Orchids-Valley-Tulips-Jonquils
Calendulas - Stevia - Mignonette
Daffodils - Daisies - Snapdragons
Pussy Willows-Greens.

Order here—You cannot do better elsewhere—often not nearly as good

EASTER PRICE LIST:

In Effect April 3.

	Per doz.
ORCHIDS.	
Cattleyas	$6.00
ROSES.	Per doz.
American Beauties,	
60-inch stems	$ 6.00
48-inch stems	5.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.50
20-inch stems	1.50
Short stems	$ 0.75 to 1.00
	Per 100
Mrs. Russell, special	25.00 to 30.00
" " select	20.00
" " medium	12.00 to 15.00
" " short	8.00
Richmond, special	10.00 to 12.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Milady, special	10.00 to 12.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Killarney Brilliant, special	10.00 to 12.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Ophelia, special	10.00 to 12.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
White Killarney, special	10.00 to 12.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Killarney, special	10.00 to 12.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Mrs. Ward, special	10.00 to 12.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Sunburst, special	10.00 to 12.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Tipperary, special	10.00 to 12.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Cecile Brunner	2.00 to 4.00
Elgar	2.00 to 4.00
Baby Doll	2.00 to 4.00
Fireflame	$4.00, 6.00 and 8.00
Extra special roses billed accordingly.	
ROSES, OUR SELECTION	5.00
CARNATIONS.	
Fancy	$ 6.00
Good	5.00
Our selection	$ 3.00 to 4.00
MISCELLANEOUS.	
Violets	$ 1.00 to $ 1.50
Valley	6.00
Easter Lilies	10.00 to 15.00
Callas	12.50 to 15.00
Snapdragon..per bunch, 75c,	1.00, 1.50
Calendulas	3.00 to 4.00
Daisies	1.00 to 2.00
Mignonette	6.00 to 8.00
Sweet Peas	.75 to 1.50
Tulips	3.00 to 4.00
Jonquils	3.00 to 4.00
Daffodils	3.00 to 4.00
DECORATIVE.	
Plumosus strings	$0.50 to $0.75
Plumosus ..per bunch	.35 to .50
Sprengeri " "	.35 to .50
Adiantum, fancy long..per 100,	1.00
Smilax..per doz.	2.00
Ferns ..per 1,000	3.50
Galax " "	1.25
Mexican Ivy " " 5.00	.75
Leucothoe sprays ..75c	
Boxwood, per lb.,..25c; cases	7.50
Pussy Willows..per bunch	.35 to .50

Subject to market changes.

The Florists' Supply House of America

ART LUSTRE RIBBON

A decided novelty for the decoration of Easter baskets and plants; comes in widths of one to two inches. This is an artificial silk fibre ribbon, very practical. Send for samples.

Crepe Paper and Porto Rican Plant Mats

in all colors—Moss green, Nile green, light pink, deep pink, red, good colors all. Order at once. Have a supply on hand before the rush.

Send for our new illustrated Easter Folder. It contains a line of the best and newest in Easter Supplies. A postal will bring it.

H. BAYERSDORFER & CO., 1129-1131 Arch Street, PHILADELPHIA, PA.

Nashville, Tenn.

STOCK IN MORE PLENTIFUL SUPPLY.

Improved conditions prevail in the flower market and all varieties are arriving more freely than for some weeks past. Business has been very good and the plant season is opening up well. Saturday, March 17, was a fine balmy day and the market house was full of salesmen; also in wagons on the outside. All of these seemed to do a good business and there were hundreds of buyers.

NOTES.

Quite an innovation was introduced during the past week by the dry goods stores putting on sale thousands of rose plants and shrubs of all kinds. The Castner-Knott Dry Goods Company had an agent from the Chase Bros. Co., of Rochester, N. Y., put on sale 5,000 rose plants such as Crimson Rambler, Jacqueminot, Mme. Plantier, Gruss an Teplitz, Paul Neyron, Clio, Mme. Gabriel Luizet, Mabel Morrisson, and dozens of others, filling the entire center counters. There were also shrubs of every kind, snowballs, syringas, altheas, spireas, an infinite variety of fruit trees and 1,000 ferns. Everything was sold at the uniform price of nine cents a plant. They created quite a sensation and a very short time after the sale was opened there were buyers by the hundred, and customers went off in their automobiles laden with armsful of all the kinds to be had. The ferns came from the Springfield Floral Company of Springfield, O., and also sold at nine cents and went like "hot cakes."

Geny Bros. have just put in a new cold storage room, 5x15 feet in size. This firm had the misfortune a few weeks ago to have one of their automobile trucks run into a man, bruising him up so that he was in the city hospital a few weeks, and who has brought suit against the firm for $10,000, which is probably covered by their insurance policy. Their preparednes for Easter is of the best kind, and they will have a fine lot of flowers, plenty of Easter lilies, some azalea plants, rhododendrons, baby ramblers and the usual bulbous stock.

The Joy Floral Company will have beautiful flowers for the Easter trade, lilies leading. Roses will be on in good supply and there will be a fine lot of pot plants. Their rhododendrons are very fine. They have put on sale a fine lot of two-year-old rose plants, fresh from the gardens, which they are selling for $1.50 per dozen. Thomas H. Joy and Mrs. Joy made a visit to St. Louis the past week. Joy's St. Patrick window was quite attractive and the St. Patrick carnations had a good sale.

A notable funeral of the past week was that of Mrs. J. M. Dickinson, wife of a former secretary of war in Taft's cabinet. Mrs. Dickinson was a native of this city and died here at the home of her sister. The quantities of flowers sent to the funeral have never been surpassed here, representing hundreds of dollars and coming from many distant cities, notably Chicago, Louisville and Cincinnati.

Louis Haury, Jr., is making a fine display of geraniums and bedding plants, ferns, and vegetables. He has an establishment of his own on the Kilvington road, eight or ten miles from the establishment of Louis Haury & Sons on Heiman street. The latter still maintain their retail store on Church street and have constantly on hand a very fine display of assorted flowers.

The McIntire Floral Company always maintains a stall at the market house and sells there every Saturday, and sometimes through the week.

M. C. D.

Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000
Thenanthos - -	$12.00	
White Enchantress,	$3.00	$25.00
White Wonder, -	3.00	25.00
Matchless, - - -	3.00	25.00
Peerless Pink, - -	3.00	25.00
Aviator, Best Money Maker,	$6.00	$50.00
Ward, - - - -	$3.00	$25.00
Washington, - -	3.00	25.00
The Herald, - - -	3.00	25.00
Victory, - - - -	3.00	25.00
Champion - - -	3.00	25.00

MISCELLANEOUS PLANTS

Wandering Jew, 5 varieties, **Lantana, Trailing Lantana, Sweet Alyssum, Ageratum, Feverfew, Dusty Miller, Salvia, German Ivy, Rose Geranium, Cupheas, Mesembryanthemums,** large flower, **Petunias,** double and single, **Snapdragons.** All above 2½ in. stock, $3.00 per 100; $25.00 per 1000.

FUCHSIAS

2 in.....3c each 2½ in.....4c each
3 in.....6c each

BEGONIAS

Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

CALCEOLARIA HYBRIDUM

3 in.....10c each 4 in.....15c each

SCHIZANTHUS WISTONENSIS

3 in.....5c each

PRIMULA MALACOIDES

2½ in.....3c each 3 in.....5c each
5 in.....15c each

PRIMULA OBCONICA

4 in.....10c each 5 in.....15c each

YELLOW DAISIES

2½ in.....4c each

PYFER & OLSEM, Wilmette, Illinois.

EASTER FLOWERS

Beauties, Roses, Fancy Russell, Carnations and Bulb Stock.

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

EASTER PRICE LIST In Effect April 3rd.

AMERICAN BEAUTIES

Our cut mostly medium and short length stems, but very fine flowers.	Per doz.
Specials, extra long stems	$8.00
Stems 24 to 30 inches	$5.00 to 6.00
Stems 18 to 24 inches	2.00 to 3.00
Stems 12 to 15 inches	1.25 to 1.50
Shorter lengths	.75 to 1.00

RUSSELL—The best in this market.

	Per doz.
Specials, extra long	$3.00
Long	2.50
Good medium	1.50 to 2.00
Good short	.75 to 1.00

RED ROSES

Rhea Reid, Richmond and Hoosier Beauty	Per 100
Long	$12.00
Good medium	8.00
Good short	5.00 to 6.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$12.00 to $15.00
Good medium stems	8.00
Good short stems	5.00 to 6.00

Pink and White Killarney, Brilliant	Per 100
Long	$8.00 to $10.00
Good medium	6.00 to 7.00
Good short	4.00 to 5.00

OUR SELECTION. Assorted Roses not over half white in lots of 200 or more, at the rate of $4.00 per 100.

CARNATIONS

Red, extra fancy **Belle Washburn**	$5.00 to $6.00
Pink and White, extra fancy	5.00

BULB STOCK

A large supply at market prices, depending on quality.

	Per 100
TULIPS	$3.00 to $4.00
PAPER WHITES	3.00
JONQUILS AND DAFFODILS	2.00 to 3.00
VALLEY	6.00

GREENS

ASPARAGUS and SPRENGERI Per 100,	3.00 to 4.00
GALAX, Green or Bronze Per 1000,	1.25
CHOICE COMMON FERNS Per 1000,	3.50

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

Plants and Rooted Cuttings

CARNATIONS

Belle Washburn, from soil... per 100, $5.00; per 1000, $45.00 **Matchless,** from soil.. ....per 100, $3.50; per 1000; $30.00

Chrysanthemum Rooted Cuttings

These are the very best commercial varieties. Prices unless noted different are $3.00 per 100.

WHITE VARIETIES
- Crystal Gem Oconto
- White Chieftain
- Josephine Foley, per 100, $4.00.
- October Queen, per 100, $4.00.

YELLOW VARIETIES
- Golden Queen
- Bonnaffon
- Marigold
- Mrs. Morgan

PINK VARIETIES
- McNiece
- Wells Late Pink
- Chieftain

Rooted Rose Cuttings

Russell	per 100, $5.00	**Shawyer**	per 100, $4.00
Hoosier Beauty	" 5.00	**Richmond**	" 3.50

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

VIOLETS Our Specialty

We Can Supply Any Quantity for Easter.

Carnations, Sweet Peas and Snapdragons

Shipping Orders Given Personal Attention and Satisfaction Guaranteed.

Clarence Slinn, *Wholesale Florist*

112 West 28th St., Phone Farragut 2453, **New York City**

Rochester, N. Y.

PLENTIFUL SUPPLY AT LOW PRICES.

Stock of all kinds is very plentiful. Great quantities of daffodils, tulips, hyacinths, narcissi and freesias are pouring into this market, and prices on these flowers are naturally low. Paper Whites are scarce at present. Carnations are plentiful and large numbers of whites were sold for coloring for St. Patrick's day. Roses are fine at present in all varieties, especially Ophelia, Maryland and Monstrosa. American Beauty is inclined to be rather scarce and is consequently high in price. Cecile Brunners, sweet peas, orchids and lily of the valley are in ample supply for corsage work.

CLUB MEETING.

The monthly meeting of the florists' association was held at Musicians' hall, March 12. About 100 were present. An increase in the price for renting palms was permanently decided upon, to go into effect at once. June 15-16 were selected as the dates for holding the peony show at Convention hall. The committee appointed to arrange the details is John Dunbar, chairman; Chas. Vick, Chas. Malloy, Nathan R. Groves, and Jos. Charlton. The exhibition will be open to amateurs as well as commercial growers. Arrangements were made for sending a delegation to the New York flower show. Sixteen are expected to make the trip. Charles H. Vick and Colin B. Ogsten of Rochester will be two of the judges. An exhibition of carnations by members of the association was also held. Nearly every variety was shown and the merits of each discussed. Refreshments were served by A. H. Secker and Hubert Stringer. Frank Kramer furnished cigars for the guests. A social hour followed.

NOTES.

J. B. Keller Sons have made important alterations in their store on Clinton avenue, among them being a daylight office on Stone street. April 1 this firm will take possession of the entire second floor of this building. They have a number of good wedding orders for the near future.

Salter Bros. are growing great quantities of bulbous stock at their range. At their store in the Powers hotel they are showing some very handsome vases of snapdragons, daffodils and carnations. Fine cyclamen and azalea plants are also featured here.

Joseph A. Millang

Wholesale Commission Florist

57 West 26th Street, NEW YORK

All orders filled on short notice.

The Celebrated Briarcliff American Beauty Roses

and the leading varieties of Tea Roses from the F. R. Pierson Co. range as follows:

Ophelia, Hoosier Beauty, Sunburst, Mrs. Geo. Shawyer, Killarney Queen, Mignon and many others.

The Cottage Gardens Co.'s Carnations: Mrs. C. W. Ward, Matchless, Cottage Maid and other fine new productions.

George Kramer has taken over a farm at Coresus Lake which will be his headquarters during the fishing season next summer. He is now making birch bark baskets and boxes for Salter Bros.' Easter trade.

At Geo. T. Boucher's store there was noticed a fine window of baskets of cinerarias, primroses and azaleas with vases of daffodils arranged with pink sweet peas.

The New York Flower Store in the Reynolds Arcade is showing excellent azaleas, ferns and cinerarias.

Visitors: Robert Shock, representing M. Rice Co., Philadelphia; Wm. B. Lake, New York.

CHESTER.

LANCASTER, PA.—Mrs. George Goldbach is recovering after an illness of over a month.

PARIS DAISIES

Very bushy, 4 in. pots at $10 00 per 100. Exceptionally fine stock for growing on for Memorial Day and June Weddings.

Chorizemas, 3 in. pots for growing on, $2.00 per doz. **Gardenia Veitchii,** 2 in. pots, ready for 3½ in., at $8.00 per 100. Home pot grown **Deutzia Gracilis,** fine for Easter, 6-6½ in. pots, $4 per doz.

A. L. MILLER, Jamaica, N. Y.

HARTFORD, CONN.—Spear & McManus are making extensive alterations at their establishment, which will give them an additional store on Ann street, connecting with their establishment on Asylum street.

SYRACUSE, N. Y.—A bill before the legislature authorizes the mayor to discontinue the board of park commissioners and vest the charge of parks and playgrounds in one commissioner at a salary of $3,000 per year.

Canna YELLOW KING HUMBERT

(EMUND'S QUEEN HELEN)

The Best Canna Novelty

This sport of King Humbert has the same habit of growth in the plants but with very dark green foliage and flower stalks excelling those of the King Humbert. The flowers are rich deep yellow, well spotted with red. Some plants occasionally give a scarlet or a scarlet-striped flower which is an effective and striking variation. In a bed or border the mass of trusses excell those of any other variety we know of.

We give below the opinion of Canna experts on this novelty:

W. W. COLES says: "This variety at a distance of one-half mile loomed up above everything else, and it was at first difficult to believe that a Canna could make such a beautiful showing at that distance. When this variety becomes known, I feel sure it will fill a place among the Yellow Cannas fully as important as King Humbert has among the reds."

STORRS & HARRISON say: "This is a wonderful new "sport" from King Humbert, bearing the same graceful heart-shaped leaves, but richly all-green instead of bronze: the same regal type and immense size of flower, but a brilliant Yellow instead of red, and produced much more abundantly. We predict for it a career fully equal to its red-flowered, dark-leaved parent."

GOOD & REESE say: "Immense flowers that are as large as the Orchid-flowering Cannas. Color golden-yellow evenly and distinctly spotted red. This Canna ranks right up with King Humbert. We have no hesitancy in saying there is no better Canna grown."

Price $20.00 per 100; $3.00 per doz.

VAUGHAN'S SEED STORE

CHICAGO — 31-33 W. Randolph Street

NEW YORK — 43 Barclay Street

Greenhouses, Nurseries and Trial Grounds, Western Springs, Ill.

CREPE-WOOD MEANS MORE CUSTOMERS

Which would please your customers the more? A paper pot covering that lasts only a few days, or one that lasts as long as the plant? **"CREPE-WOOD"** is the answer. It brings customers back and makes new ones.

PHOTO OF A ROLL OF CREPE-WOOD.

NOTE THE GRAIN OF THE WOOD.

Crepe-Wood

is a **Wooden Covering for Flower Pots and Flower Boxes.** It is stained a rich green and comes in rolls 10 feet long.

ORDER NOW FOR EASTER.

If your supply house does not have it we will temporarily supply you from the factory.

TERMS:
2% discount for cash or 30 days net on approved credit.

Prices per Roll

Width of Roll	Dozen Lots	100 Lots
5 inches	16c	14c
6 inches	18c	16c
7 inches	20c	18c
8 inches	22c	20c
9½ ins.	25c	22c

Rolls 10 feet long

EXPANDED WOOD CO.

PATENTEES AND SOLE MANUFACTURERS.

EVANSVILLE, IND.

Send 20 Cents in Stamps for Trial Roll (Prepaid).

Choice Cut Flowers

Roses a Specialty

VIOLETS, SWEET PEAS, BULB STOCK, SMILAX

H. E. FROMENT

148 West 28th Street, NEW YORK

San Francisco.

PRICES FALL WITH LENTEN LULL.

Business has not been so good during the past week. As is usually the case, trade dropped off quite a bit with the coming of the Lenten season. Most of the stores realize that this is only temporary and expect trade to pick up very shortly. There seems to be more flowers just now than at any other time during the season. The prices on some varieties have taken quite a drop owing to too much stock arriving. Carnations have suffered more than any other indoor flower and can be had at almost any price. Good stock, of course, still brings good figures, but the great majority that comes in is sold for anything it will bring. There is a very heavy cut of roses, also. Prices are not being so well maintained owing to the oversupply and the curtailing of shipping orders. Many of the growers have had very little shipping since the opening of Lent. A great quantity of the short and weak necked roses find their way to the street peddlers. The supply of lily of the valley has fallen off quite sharply again and prices are firm. Cattleyas and phalænopsis are not so plentiful as heretofore, but prices remain the same. Violets are very numerous with no change in prices. Bulbous stock, especially Dutch, is getting more plentiful every day. The stock coming in is all one could wish for, but it is rather difficult to maintain good prices. Freesias are again on the scarce list and this is about the only thing that is so. Prices advanced sharply during the week with a limited supply arriving. Great quantities of acacia blooms are being received. Nearly all varieties of this popular flower can now be had. The demand for this is good. The same is true of flowering fruit trees, such as peach, cherry, quincy, etc. These may be had in all colors. Quite a lot of this stock is disposed of to the large department stores and others in the retail section for the adornment of store windows. The quality of the lily stock is excellent. The prices received have been very satisfactory thus far. In pot plants, azaleas and ericas are the favorites just now, Erica Melanthera being most in favor. Quite a few cyclamens and primulas are also being shown. Asparagus plumosus is still rather scarce and much more could be used if it were available. Ferns, also, are coming in in a limited way. With the coming of plenty of sunshine, the growers are promising a larger supply very shortly. There is no smilax to be had whatever.

NOTES.

Mrs. Henry Maier, wife of the manager of the Hillsborough Nurseries and Greenhouses, died March 2 at her home in Hillsborough from the effects of poisoning believed to have been caused by a toad stool that was cooked with mushrooms. Besides her husband, Mrs. Maier is survived by three children. She was 46 years of age and a native of Germany. The suddenness of her death was a shock to her great number of friends, and Mr. Maier has the sincere sympathy of the trade in his great loss. The funeral was largely attended by members of the trade in this city and the great number of floral designs showed in what great esteem the deceased was held.

Eric James has his usual fine lot of Easter plants coming along at his greenhouses. He will have a grand lot of baby roses, ericas and other plants ready. Mr. James is perhaps our most successful plant grower, his stock always being in demand. His establishment is always an interesting one to visit and is a model of neatness. Besides supplying this market largely, he ships quite a quantity to distant points.

The meeting place of the Pacific Coast Horticultural Society has been changed. Hereafter the meetings will be held in Mt. Diablo hall, seventh floor of the Native Sons' hall, which is located on Mason street, between Geary and Post. There was a large attendance at Saturday night's meeting. President Poss was unable to be present, having been called to Napa on business.

John McLaren is contributing a series of articles to one of the daily papers on "Vegetable Growing," while Mark Daniels, former national superintendent of parks, is contributing one on "California Wild Flowers." Both are authorities on their respective subjects, which are being well received.

T. Mosco is receiving great quantities of out door grown daffodills at his Geary street store. He receives this stock every spring from the same growers in Alamedo county. This store is prettily arranged and he reports that he is well pleased with the way business is keeping up.

L. McLean, head gardener for the Whitelaw Reid estate at Milbrae, has been appointed a member of the park and boulevard commission of San Mateo. Mr. McLean is a practical and experienced gardener and his services on the commission will be of distinct value to the city.

The MacRorie-McLaren Co. is featuring great quantities of cut sprays of ericas in many different varieties. This is one of the store's specialties and a large lot of pot grown stock is always to be seen here. They report business as being very good for the first week of Lent.

Avansino Bros. have been making a fine show of pot grown azaleas in their windows during the past week. This was all finely finished stock and makes a very attractive appearance.

Henry Goertzhain is showing a beautiful dark pink sport of Pink Sensation. It is a very fine thing as to size and color and he intends to propagate largely of it for his own use.

G. N.

Some Excellent Stock

If planted now into 3½ or 4-inch pots will make fine plants for spring sales. A money-maker for you.

Large 2 and 2¼-inch Geraniums, **S. A. Nutt, Jean Oberle, Jean Viaud, Montmore, Perkins, La Favorite, Buchner, Trego, Ricard, Pointevine, Alliance, Achievement,** and twelve varieties of **Ivy Geraniums**, $22.50 per 1000. How many shall we send you? Liberal extras for early orders.

Size of Pots		100	1,000
2½-in.	**ASPARAGUS** Sprengeri	$3.00	$25.00
3 -in.	**ASPARAGUS** Sprengeri	5.00	45.00
2¼-in.	**AGERATUM**	2.25	20.00
2¼-in.	**ABUTILON**	2.25	20.00
2¼-in.	**CARNATION PLANTS**, Assorted	3.25	30.00
3 -in.	**CYCLAMEN**, Assorted	7.50	70.00
4 -in. 5-in. and 6-in.	**DRACÆNA** Indivsia, $15.00, $20.00, $25.00		
2¼-in.	**FUCHSIAS**, 12 varieties	2.50	22.50
	FUNKIA ROOTS	5.00	45.00
2¼-in.	**HELIOTROPE**, 3 varieties	2.75	25.00
2¼-in.	**MARGUERITE**, 3 varieties	2.75	25.00
	PANSY PLANTS, Bud and Bloom	2.00	15.00
2 -in.	**PETUNIAS**, Double, 12 varieties	2.75	25.00
2¼-in.	**SALVIA** (Scarlet Sage)	2.75	25.00
2¼-in.	**VINCA** Variegata	3.50	30.00
4 -in.	**VINCA** Variegata	7.00	65.00

We will have hundreds of thousands of all kinds of **Spring Bedding Plants**, such as **COLEUS, CANNAS, GERANIUMS, SALVIAS, VERBENAS**, etc., etc., in all sizes. Ready soon. Place your orders early. Also millions of **Vegetable Plants.**

Correspondence solicited.

ALONZO J. BRYAN

Wholesale Florist, WASHINGTON, N. J.

Wichita, Kan.

OUTLOOK FOR EASTER GOOD.

Business for March thus far is holding up quite well, the weather having generally been favorable for greenhouse production, although the lack of rain is causing some anxiety among the farmers. Easter stocks are holding the stage at present with bedding stock in the wings and overflowing into the orchestra. Almost everything is looking well and the prospects are considered good for a big Easter trade. A visit among the various greenhouses gives the impression that the stocks of bedding plants are the largest ever, although there is a rumor that geraniums are a little short.

Visitors: Roy Wilcox, Council Bluffs, Ia.; Wm. Hasselmann, Independence, Kan., and J. L. Vaughan, Winfield, Kan.

C.

GROWERS' ATTENTION!

A Distinct Novelty

—IN—

Nephrolepis Ferns.

Norwood

The most beautiful of the crested type. The fronds are heavily crested, but do not unite as in many varieties of this class, each is held separate and apart by the strong and wiry midrib, which even in a small pot gives the plant a symmetrical and finished appearance.

This is not just a variation of this very prolific family, but distinctly different, a very decided novelty that immediately attracts attention.

It was one of the features of the New York Show, where it was awarded a Silver Medal as a new and meritorious variety.

Orders for 20,000 plants were booked from growers attending the Show, who will make it their leader next season.

PRICE

Strong plants in 2½-inch pots,
June delivery,

$25.00 per Hundred

$200.00 per Thousand

ROBERT CRAIG CO., Branch: NORWOOD, PA. **Market and 49th St., Philadelphia, Pa.**

Easter Plants

We Offer an Exceptionally Fine Lot of

HYDRANGEA OTAKSA

Also French Hydrangeas in the Latest Novelties

LILIUM GIGANTEUM

CALLA LILIES IN POTS

IN POTS

CUT TULIPS IN VARIETY

NARCISSUS, Emperor and Victoria

CUT LILIES (Giganteum) Especially Grown for the Easter Trade

Price List on Application

J. A. PETERSON & SONS, Westwood, Cincinnati, O.

NEW CARNATION

Thenanthos

Acknowledged By Leading Carnation Growers Everywhere To Be The Best Red Ever Produced

The Wonderful New

RED CARNATION

COLOR—Brilliant scarlet of uniform shade. SIZE—Average over 3½ inches in diameter. FRAGRANCE—Strong and pleasing. STEM—Strong, graceful and long. KEEPING QUALITIES—An excellent keeper and shipper. SALES—Demand always in excess of supply. GROWTH—Habit of Scott, but stronger stem. PROLIFIC BLOOMER—Averaging 30 flowers per plant. PRODUCTION—Strong producer of cuttings; easy to root, average 90%. HEALTH—Free from rust or disease. SEASONABLE — Blooms heavily in December. FOLIAGE—Grows a bushy, large plant.

PARENTAGE

Enchantress x Red Seedling

This Red Seedling was a cross of

Nelson x Lawson

Every one of these carnations is of such well known excellence that no comment is necessary. The characteristics of SCOTT are very marked in THENANTHOS.

Evolved by

JOHN THEN

of Chicago.

Winner of the Silver Sweepstakes Cup and First Prize Medal and Ribbons awarded by the Horticultural Society of Chicago for the best seedling carnation on display. These prizes constitute all the possible high honors.

THENANTHOS cuttings will prove an unusually good investment for the up-to-date grower. So nearly perfect is it that it took sweepstakes cup for best seedlings as well as medal, certificate and first prize at the last Chicago Flower Show less than a year ago.

PRICES AND DELIVERY

Thenanthos cold grown cuttings are ready for delivery now. The demand will prove a heavy strain on the supply. All shipments made in the order received, so let us book your requirements early. Thenanthos cuttings, f. o. b. Chicago. Per 100, $12.00; per 1,000, $100.00, 250 cuttings at the 1,000 rate. Write for list of other cuttings.

Early buyers in many instances have doubled their orders after they have inspected this variety growing in Then's greenhouses. Every grower will admit that a good Red Carantion has been needed for some time. Thenanthos is the Red that everyone has had in mind and are buying accordingly. Get in on the ground floor. Order Now.

A FEW OF THE MANY BUYERS:

WIETOR BROS., Chicago.
PETER REINBERG, Chicago
STUPPY FLORAL CO., St. Joseph, Mo.
POEHLMANN BROS. CO., Morton Grove, Ill.
CHAS. P. MUELLER, Witchita, Kas.
J. F. AMMANN CO., Edwardsville, Ill.
PITTSBURGH CUT FLOWER CO., Pittsburgh, Pa.
J. M. GASSER CO., Cleveland, O.

EXCLUSIVE DISTRIBUTORS

A. L. RANDALL CO.

Wabash Avenue at Lake Street, Phone Central 7720. **CHICAGO**

Detroit.

LIMITED EASTER SUPPLY FEARED.

Active preparations for Easter week are now engaging the close attention of both growers and retailers, the former having some apprehension, due to the continuous cold weather, about the maturing of rose stock in pots and Easter lilies; even some bulbous stock, in hyacinths, tulips and daffodils are difficult to control and it is now thought there will be no surplus of the latter when the big business is over. Azaleas will be much short of the demand, which will have the tendency to develop an extra call for rhododendrons, lilacs and basket effects as well as larger sizes in lilies, which some growers are well supplied with.

CLUB MEETING.

A special meeting of the florists' club was held March 15. This meeting was called for the purpose of discussing the matter of Easter week advertising and to receive the report of the committee appointed at the previous meeting to secure banners and copies of folders announcing a special display of flowers, April 1-3, in all local retail shops. All the retailers present, as well as some of the growers, approved the work of the committee and will accordingly display banners on their delivery autos announcing the exhibition. This announcement reads: "Easter Flower Show at all Detroit Flower Shops, April 1-3." The publicity is designed to stimulate interest in Easter flowers and to prompt the early buying of them to lighten the usual heavy rush the last couple of days of the week. Further advertising of the big event in a co-operative way will not be done this year, but some individual advertising will be handled by the retailers, both by folders and the daily press. Samuel Seligman was present at the meeting and announced his re-engagement with Wertheimer Bros. Co.

NOTES.

C. H. Plumb extends an invitation to the local trade to visit his establishment Palm Sunday, to inspect his immense stock of flowering plants, which, it is expected, will be in prime condition at that time.

James Taylor, having given up his position at Grosse Pointe, has taken charge of the greenhouses and gardens of the John Dodge estate at Willowbrook Farm, near Rochester, Mich. J. F. S.

Tri-City Florists' Club.

At the March meeting of the Tri-City Florists' Club, held at the residence of R. E. DeRycke, the following officers were elected for the ensuing year: Arvid Anderson, president; P. G. Pearson, Henry Gaethje and James Hansson, vice-presidents; Wm. Goos. Bettendorf, Ia., corresponding secretary; C. J. Reardon, financial secretary; Wm. Knees, Sr., treasurer; R. E. DeRycke, Ludwig Stapp and Henry Pauli, trustees.

The next meeting will be held at the residence of Henry Gaethje, Rock Island, Ill., April 12.

WM. GOOS, Cor. Sec'y.

Sensational New American Bedding Rose

"Los Angeles"

(Howard & Smith, 1917)

NEW HYBRID-TEA ROSE, LOS ANGELES.

It is a great pleasure to be able to offer such a meritorious new Rose, particularly so, one of American origin, and we believe that this splendid variety is only the forerunner of other equally good sorts "Made in America".

We have not only seen the originators' great field of it in California, but have also had the opportunity of watching the behavior of a dozen plants in our own trial beds the past Summer, under what has been one of the most trying seasons we have ever experienced and it has given a most satisfactory account of itself in strong, vigorous growth and in freedom of bloom, in which it was not equalled by any other variety in its first season after planting.

Following is the originators' description:

"Los Angeles is, by all odds, one of the finest Roses ever introduced. The growth is very vigorous and produces a continuous succession of long stemmed flowers of a luminous flame pink toned with coral and shaded with translucent gold at the base of the petals. In richness of fragrance it equals in intensity the finest Marechal Neil. The buds are long and pointed and expand into a flower of mammoth proportions, while the beauty of form and ever increasing wealth of color is maintained from the incipient bud until the last petal drops."

Unlike many of the new imported Roses, the plants are extra heavy two year old stock, which should give a full crop of flowers this season. Price, heavy two year budded plants, $1.50 each.

We make a specialty of two-year-old Roses, budded plants and such that will please your customers for spring planting. Our stock has all been potted up during the winter months, stored cool, and will be in prime condition for April and May Planting. Our list contains not only all the select standard sorts, but many new sorts offered by us exclusively in the United States. For complete list of varieties see our current Wholesale List, January to June issue, which will be mailed upon request, only to persons engaged in horticulture commercially.

HENRY A. DREER, 714 Chestnut Street, Philadelphia, Pa.

The above prices are intended for the Trade only

Over a Million Green Hyacinth Stakes

at the following special low prices:

	Lots of 5,000	Lots of 10,000
12-inch length	$0.90 per 1000	$0.85 per 1000
18-inch length	1.20 per 1000	1.10 per 1000

These prices only hold good until present stock is sold.
Write for prices in case lots, 25,000.

THE HOUSE OF MERIT

JOS. G. NEIDINGER CO.

FLORISTS' SUPPLIES

1309-11 N. 2nd Street, PHILADELPHIA, PA.

Mention the American Florist when writing

RAPID WRAPPERS WRAP RIGHT!

PATENTED MAY, 1916. RAPID WRAPPER TRADE MARK REGISTERED

THE GREATEST TIME SAVING WRAPPING DEVICE KNOWN TO THE FLORISTS' TRADE

Write for a free copy of "THE ART OF WRAPPING POTTED PLANTS AND FLORAL BASKETS."

THE RAPID WRAPPER CO.,

56 EAST RANDOLPH STREET, CHICAGO

All California orders will be filled direct from our branch office at 448 Bush Street, San Francisco, Calif.

St. Louis, Mo.

MARKET STEADY AT FAIR PRICES.

The market during the past week has been fairly steady, the demand being about equal to the supply. A few items, such as sweet peas and freesias, have been very plentiful, prices on the first named varying from 75 cents to $1 per 100 for Spencers, while short stemmed stock was offered as low as $2 per 1,000. Violets are coming in good and are priced at $2.50 in 1,000 lots, the best carnations being $3 per 100, with $4 per 100 for white for St. Patrick's day. Bulbous stock is plentiful with the exception of narcissus, both white, and yellow. In roses, some very good Ophelia, Shawyer and Killarney are seen. Long American Beauties are equal to the demand, with a limited supply of short and medium grades. In greens, the market was very good during the past week.

NOTES.

The city park department placed practically its entire force at the disposal of the flower show committee, as did also the Missouri Botanical Garden. Even the students from the garden were kept busy hanging smilax and staging exhibits.

Dave Geddis and his able assistants certainly made a splendid job of the decorations at the Armory. He is now engaged in selling some of the rustic work which they built and it looks as if they would be able to dispose of all of it.

L. Jules Bourdet, state vice-president of the Society of American Florists, is busy lining up new members and expects in a short time to have the 100 or more required for representation on the S. A. F. board of directors.

Puzzle—Who was the busiest man at the flower show? Ask L. Jules Bourdet. How he managed to be on the job for 18 hours a day and still found time to stage his exhibits is hard to figure out.

The principal topic of conversation in the wholesale district is the flower show. Everybody was at the Armory doing their "bit" and it was a hard matter to find the "bosses" at their establishments.

W. J. Pilcher in charge of the trade display space at the show informs us he sold every available foot of space in that section and will have a handsome profit to show when he closes his books.

The florists' club has invited the American Rose Society to hold its 1918 meeting in this city at the time of the National Flower Show.

J. J. Beneke is undergoing a minor operation at a local hospital.

J. J. W.

Columbus, O.

LENTEN DULLNESS NOTICEABLE.

Trade continues to slow up with the advance of the Lenten period. Outside of funeral work, hospital bouquets and pot plants, there is little doing. There is an abundance of all kinds of stock, the glut stage threatening in carnations, roses and sweet peas. Cut flowers are taking a secondary place in public favor, the long, cold winter seeming to have given a more than usual enthusiasm for flowers that are suggestive of spring. Bulbous stock is excellent, and in quantity and variety is making an imposing display at florists' shops. The effect has been to force down prices on other flowers, Carnations are now selling at 75 cents a dozen, the lowest price since before the holidays. Sweet peas, which a few weeks ago sold at $2 a hundred wholesale, are now available to the trade at $1.25. Crops coming on for the Easter trade are reported to be in very satisfactory condition.

NOTES.

Walter Engle, greenhouse manager of the Munk Floral Company, is in Chicago, where he is spending several weeks among the growers of that city and vicinity, for the purpose of becoming informed on methods and conditions. As an officer and one of the live members of the Columbus Florists' Association. Mr. Engle will address that body along the line of his investigations, upon his return.

J. F. Myers, florist, of Belvidere avenue, is confined to his home as the result of a fall a week ago from a new greenhouse which he is constructing. He suffered an injury to the spine which bids fair to incapacitate him for some days.

The Munk Floral Company, which makes a specialty of growing roses, is preparing to give increased attention to the Shawyer variety, of which some 3,000 will be set out at once.

J.

MELROSE, MASS.—One thousand gardens to lessen the cost of living are being planned by the city on lots offered by citizens for use for this purpose.

SYLVANIA, O.—The considerable tract of ground used by the Cushman Gladiolus Co. for gladiolus culture will be subdivided. Ralph Cushman and wife visited Chicago recently. E. H. Cushman and wife are expected home from Miami, Fla., this month.

"Hamburg Late White" Chrysanthemum

CERTIFICATE OF MERIT awarded by Chrysanthemum Society of America.

PICTURE was taken Dec. 10, 1916, and will give a good idea of the symmetrical form of flowers of "Hamburg Late White." These flowers were cut from plants grown from single stems and planted six inches each way.

"HAMBURG LATE WHITE" is pure white under all weather conditions, and is a sport of Maud Dean white, but has no trace of pink, as the original.

The average grower of chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible. "Hamburg Late White" has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but for late white, one of the best for commercial purposes. It can be had in bloom the latter part of November, by taking an early bud, but by selecting later buds, most of the flowers are cut during December, and would advise to select a late bud, as the later buds come somewhat fuller, and by selecting late buds, flowers can be had as late as the middle of January.

Keeping qualities are excellent, and where a light, graceful white flower is wanted, "Hamburg Late White" cannot be surpassed.

"Hamburg Late White" will be disseminated in the Spring of 1917. Plants will be ready for April delivery, and all orders will be filled in rotation.

	Per 100	Per 1000		Per 100	Per 1000
Rooted Cuttings.....	$12.00	$100.00	2-inch pots.....	$15.00	$125.00

WILLIAM F. KASTING CO.

568-570 Washington St., BUFFALO, N. Y.

BLOOMING AND DECORATIVE PLANTS

Select Your Items and Rush Your Order.

SPIRAEAS.

Peach Blossom...$5.00 and $6.00 per doz.
Gladstone..... 5.00 and 6.00 per doz.

LAURO CERASUS.

A shrub similar to the Aucuba, with dark green wax-like leaves, splendid for decorating purposes. 18-24 inch, bushy plants, $1.00 and $1.25 each.

Blooming Plants

Hyacinths, Tulips and Daffodils.

Assorted, 3½-pots.....$6.50 per 100

BOXWOOD

BUSH FORM.	Each
10-inch	$0.25
10 and 12-inch, heavy	.35
15-inch	.50
18-inch	.75
22 and 24-inch	$1.00 and 1.25

STANDARDS.	
18-inch stem, 15-inch crown	2.00

PYRAMIDS.

Each		Each	
2 feet high	$2.00	4 feet high	$ 4.00
3 feet high	3.00	5 feet high	8.00
3½ feet high	3.50	6 feet high	15.00

GLOBES.	
18 inch	4.00

AUCUBA JAPONICA VARIEGATA.

These semi-hardy evergreen shrubs with leaves handsomely spotted yellow are very useful in cool places for ornamental purposes as they will stand several degrees of frost. We have a large stock of these desirable plants. 18-24-in. bushy plants at $1.00 and $1.25 each.

RAMBLER ROSES.

5-inch, in bud and bloom, 35c and 50c each.

THE GEO. WITTBOLD CO., WHOLESALE FLORISTS, 745 Buckingham Place, Chicago

PAPER BOXES FOR THE FLORIST

QUALITY SERVICE RELIABILITY

WHITE GLAZE
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.60
8x 5x5 "	4.25
10x 6x5½ "	5.00
12x 8x5½ "	6.45
14x10x8 "	10.65

For Cut Flowers

16x 4 x3 2" covers	$ 3.80
20x 4 x3 "	4.25
18x 5 x3 "	4.25
21x 5 x3 "	5.00
24x 5 x3½ "	5.35
30x 5 x3½ "	6.45
36x 5½x3½ "	8.05
18x 6 x3½ "	5.20
21x 7 x3½ "	5.65
21x 8 4x "	6.60
24x 8 x4 "	7.50
24x 8 x5 "	8.20
28x 8 x5 "	9.25
36x 8 x5 Telescope	12.80
40x 8 x5 "	15.65
42x 8 x5 "	18.75
36x10 x5 "	15.65
42x10 x5 "	21.35
48x10 x5 "	25.60

VIOLET GLAZE
For Violets and Corsages

7x 4x4 2" covers	$ 3.80
10x 6x5½ "	5.25
14x10x8 "	11.25

PLAIN VIOLET
Made of Moisture Proof Board for Violets and Corsages

7x4x4 2" covers	$2.65
8x5x5 "	3.35
10x6x5½ "	3.80
12x8x5½ "	5.25

MIST GRAY
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.60
8x 5x5 "	3.90
10x 6x5½ "	4.30
15x 6x5 "	5.00

For Cut Flowers

16x 4x3 2" covers	$ 2.65
28x 6x4 "	5.00
18x 6x4 "	4.30
21x 7x3½ "	4.60
21x 8x4 "	4.95
24x 8x4 "	5.50
28x 8x4 "	6.20
28x 8x5 "	7.10
36x 8x5 Telescope	9.90
42x 8x5 "	15.65
48x 8x5 "	17.80
30x10x5 "	9.90
42x10x5 "	18.50
48x10x5 "	21.35

For Designs and Sprays

36x12x6 Telescope	$17.10
20x12x8 "	14.25
12x12x8 "	12.80
14x14x8 "	13.50
16x16x8 "	14.25
20x20x8 "	18.50
24x24x8 "	21.35
24x14x8 "	17.80
30x14x8 "	20.60
36x14x8 "	22.75
40x14x8 "	24.85

MIST BROWN
For Violets and Corsages

	Per 100
7x 4x4 2" covers	$ 3.80
8x 5x5 "	4.15
10x 6x5½ "	4.50
12x 8x5½ "	5.25
14x10x8 "	9.00

For Cut Flowers

16x 4x3 2" covers	$ 2.80
20x 4x3 "	3.25
18x 5x3 "	3.25
21x 5x3 "	3.80
36x 5½x3½ "	6.75
21x 7x3½ "	4.85
24x 8x4 "	5.80
28x 8x4 "	6.30
36x 8x5 Telescope	10.55
40x 8x5 "	13.50
42x 8x5 "	16.45
36x10x5 "	13.50
42x10x5 "	19.55
48x10x5 "	22.50

for Designs and Sprays

30x12x6 Telescope	$15.00
36x12x6 "	18.00
20x12x8 "	15.00
16x16x8 "	14.75
28x28x8 "	28.50
24x14x8 "	18.75
30x14x8 "	21.75
40x14x8 "	26.30
32x32x8 "	37.55

MANILA
For Cut Flowers and Designs

	Per 100
16x 4x3 2" covers	$ 2.50
18x 5x3 "	2.90
21x 5x3 "	3.40
36x 5½x3½ "	6.05
18x 6x4 "	4.05
21x 7x3½ "	4.40
21x 8x4 "	4.75
24x 8x4 "	5.20
24x 8x5 "	5.65
36x 8x5 Telescope	9.45
40x 8x5 "	12.15
42x 8x5 "	14.70
30x10x5 "	9.45
36x10x5 "	12.15
42x10x5 "	17.55
48x10x5 "	20.20
40x10x6 "	20.20
28x 8x6 "	8.10
30x12x6 "	13.50
36x12x6 "	16.20
24x14x8 "	17.55
30x14x8 "	20.20
36x14x8 "	21.95
40x14x8 "	24.05

Prices are quoted F. O. B. Chicago and subject to the following terms of discount; 500 lots, 5% 1000 lots, 10%; over 1000 lots, 15%. Special 5% discount allowed when cash is received with orders. Samples gladly sent on request. When printing is wanted there will be a charge of $1.50 per M or any part thereof in lots of less than 500. No charge will be made when the quantity ordered is over 500. Border printing and embossing will be charged for in accordance with the amount of work involved.

SPECIALS

PALM GREEN
For Violets and Corsages

	Per 100
7x 4x4 2" cover	$ 3.80
15x 6x5 Telescope	5.25
15x 7x6½ "	7.45

For Cut Flowers and Designs

18x 5x3 2" cover	$ 3.25
12x12x8 Telescope	14.85
24x24x8 "	22.50
28x22x8 "	26.00
28x28x8 "	28.50

The "Old Favorite" Palm Green. Place your order now before they are all gone. The Designs and Violet sizes are a great bargain.

PEERLESS GREEN
For Cut Flowers and Designs

	Per 100
21x 8x4 2" covers	$ 4.65
28x 8x4 "	5.60
18x 5x3 Telescope	2.90
21x 5x3 "	3.35
30x10x5 "	9.25
30x12x6 "	12.30
36x12x6 "	16.00

A very good looking shade of Light Green, slightly lighter weight quality than the Palm Green, but a very good box for local deliveries and a bargain at the prices offered.

PARCEL POST CONTAINERS Per 100

24x 5x4 2½" cover	$ 4.50
30x 5x4 "	5.00
28x 6x4 "	6.00
24x 8x4 "	5.75
28x 8x5 "	6.50
30x12x6 3" "	15.50
36x14x8 "	20.00
40x14x8 "	21.00
24x24x8 "	20.00
26x17x10 4" "	22.00
24x20x10 "	22.00
24x24x10 "	24.00
30x30x9 "	31.00

For Baskets and Potted Plants

12x12x15	$12.00
15x15x20	20.00
18x18x20	25.00
19x19x30	33.50

GREEN MARBLE CUT FLOWER BOXES

Size	Per 100
7x 4x4	$3.60
8x 5x5	3.90
10x 6x5½	4.30
15x 6x5	6.00
12x 8x5½	5.25
14x10x8	9.00
16x 4x3	3.25
20x 4x3	$4.00
18x 5x3	4.00
21x 5x3	4.50
24x 5x3½	5.00
30x 5x3½	5.75
36x 5½x3½	7.00
21x 7x3½	5.25
24x 8x4	$6.50
24x 8x5	7.00
28x 8x4	7.50
28x 8x5	8.00
36x 8x5 Telescope	11.00
40x 8x5 "	13.00
42x 8x5 "	16.00
30x10x5 Telescope	$11.50
36x10x5 "	13.50
42x10x5 "	19.00
48x10x5 "	22.00
24x10x10 3" cover	17.00
30x10x10 "	20.00
36x12x7 "	18.50
24x12x10 "	18.00

A. A. ARNOLD PAPER BOX CO.,

1302-1308 W. Division St., CHICAGO

Massachusetts Agricultural College.

At the meeting of the M. A. C. Florists' and Gardeners' Club, March 1, F. E. Palmer of Brookline addressed the students and visiting florists on the subject "Retail Store Management."

Professor A. H. Nehrling will address the Maine Florists' Association at the University of Maine, on the subject of "Development of Floriculture," in the near future.

The M. A. C. Florists' and Gardeners' Club Annual will be ready for distribution by the end of the month.

C. E. W.

NEWPORT, R. I.—A demand of $2.75 for an eight-hour day is to be made by garden laborers, it is reported.

DES MOINES, IA.—A new greenhouse range which will be devoted to growing cut flowers exclusively will be erected on Beaver avenue this spring by John M. Kunesh, the business to be known as the Des Moines Floral Co. The material for the buildings and the heating apparatus will be furnished by the John C. Moninger Co., Chicago.

Will Place Their Easter Orders With Us.

TREMENDOUS SUPPLY

LILIES

Sweet Peas, Carnations, Beauties, Roses

Tulips, Daffodils, Jonquils, Violets, Etc. Positively the finest and largest supply we have ever had to offer for Easter. Place Your Orders Here.

Here are the Lilies, the Best Ever Grown.

Extra Select, per 100, $15.00; Fancy, per 100, $12.50; Good, per 100, $10.00; Short, per 100, $8.00

Get Our Quotations on Lilies and Other Stock in 1000 Lots

EASTER PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$6.00
Stems 48 inches	5.00
Stems 30 to 36 inches	4.00
Stems 24 inches	3.00
Stems 18 to 20 inches	2.00
Stems 12 inches	1.50
Short Stems	100, $6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$25 to $30.00
Select	20.00
Medium	15.00
Short	6.00 to $12.00

ROSES	
Richmond, special	$12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00
Milady, special	$12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00
Killarney Brilliant, special	$12.00
" " select	10.00
" " medium	$6.00 to 8.00
" " short	4.00
Ophelia, special	$12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00

ROSES—Continued.	Per 100
White Killarney, special	$12.00
" " select	10.00
" " medium	$6.00 to 8.00
" " short	4.00
Killarney, special	$12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00
Mrs. Ward, special	12.00
" " select	10.00
" " medium	$6.00 to 8.00
" " short	4.00
Sunburst, special	12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00
Cecile Brunner	3.00
Elgar	3.00
Baby Doll	3.00
ROSES, OUR SELECTION	5.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100.
Good	$3.00 to 4.00
Special fancy	5.00 to 6.00
Splits	2.00

ORCHIDS.	Per doz.
Cattleyas	$6.00

EASTER LILIES.	Per 100
Select	$12.50 to $15.00
Short	8.00 to 10.00

MISCELLANEOUS.	Per 100
Violets—Single and double	$0.50 to $1.50
Valley	6.00
Calendulas	3.00 to 4.00
Daisies	1.00 to 2.00
Snapdragons, per bunch	.75 to 1.00
Mignonette	6.00 to 8.00
Callas, per doz.	1.50 to 2.00
Sweet Peas	.75 to 1.50
Jonquils	3.00 to 4.00
Tulips	3.00 to 4.00
Daffodils	3.00 to 4.00

GREENS.	
Asp. plumosus, per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Adiantum, per 100	1.00
Smilax, choice, per doz.	1.50 to 2.00
Fancy ferns, per 1,000	3.00
Galax leaves, per 1,000	1.25
Wild Smilax, per case	5.00
Boxwood —per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave, Chicago

Marked Copy

The Mail Order Wholesale Cut Flower House Of Chicago

—OUR F. T. D. SERVICE DID IT—

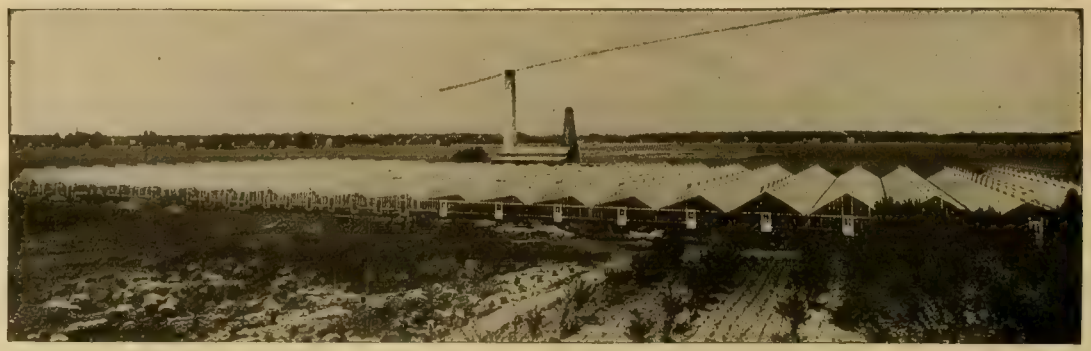
Whatever advertisements you read in this paper as to quantity—quality—or prices on Cut Flowers, bear in mind that you can get it at "Kennicotts"—besides our F. T. D. Service is the Best Inducement for your business.

Our F. T. D. Service is a protection to the Retail Florist.

"It's cheaper to buy Cut Flowers in the World's Greatest Cut Flower Market than it is for you to grow them."

ROSES

Big Crop of Richmond, Ophelia, Ward, Killarney, White Killarney, and Maryland for Easter.



Also Everything Else You Need in Cut Flowers and Greens; so place your Easter orders with us.

HOERBER BROS.

Wholesale Growers of Cut Flowers.
162 N. Wabash Avenue,

Long Distance Phones:
Randolph 2758; Automatic 41-770

CHICAGO

BIG SUPPLY OF
ROSES
FOR EASTER

You Can Get What You Want Here In

Mrs. Chas. Russell — **My Maryland**
Milady — **Ophelia**
Killarney **White Killarney** **Killarney Brilliant**
Richmond — **Sunburst**

Our prices for Easter this year are very reasonable when the exceptionally fine quality of the roses that we are offering is considered. Send us your order as early as possible and we will see to it that you will be taken care of right. Reinberg quality means the best.

CARNATIONS

Plenty of Red, White and Pink for everybody at $4.00 to $6.00 per 100. Order Today.

Fancy Lilies, Sweet Peas, Valley, Violets, and Complete Line of Greens.

Buy Direct From the Grower. — **Easter Price List.** — Subject to Change Without Notice.

	Per doz.
AMERICAN BEAUTIES	
60-inch stems	$6.00
48-inch stems	5.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.50
20-inch stems	1.50
Short stems	$0.75 to 1.00

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00
RICHMOND	
Specials	$10.00 to $12.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00
MILADY	
Specials	$10.00 to $12.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00

		Per 100
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia	Specials	$10.00 to $12.00
	Select	8.00
	Medium	5.00 to 6.00
	Short	4.00

	Per 100
ROSES, OUR SELECTION	$5.00
Carnations, fancy	$ 4.00 to 6.00
Freesias	3.00 to 4.00
Harrisii	12.50 to 15.00
Jonquils	3.00 to 4.00
Stevia	1.50 to 2.00
Sweet Peas	1.00 to 1.50
Tulips	3.00 to 4.00
Valley	6.00
Violets	.75 to 1.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Ferns, per 1,000	$3.00
Galax, bronze and green, per 1,000, $1.25	
Leucothoe Sprays	.75 to 1.00
Smilax	per doz. strings 2.00 to 2.50

2,000,000 Feet of Modern Glass

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phone Central { 2846 / 601 } **CHICAGO**

LILY.

EASTER

Largest and finest supply of blooming and decor
your order with us as early as possible and r

LILIES-AZALEAS-RHO
HYDRANGEAS--RAMI

LILIES

LILIES

Order What You Need From Us For Our Supply
Was Never So Large Or As Fine As It Is This Year

Fine strong heavy flowers. First-class medium length stock, 14 to 18 inches high.

1500 plants in lots not less than 1000, $100.00 per 1000 buds and blooms.
500 plants in lots not less than 300, 110.00 per 1000 buds and blooms.
250 plants in lots not less than 100, 115.00 per 1000 buds and blooms.
100 plants in lots not less than 25, 120.00 per 1000 buds and blooms.

Short Lily Plants, 8 to 10 inches high, 4 blooms, 40c;
5 blooms, 50c; 6 blooms, 58c; 7 blooms, 65c.

Lilies in Pans, made up, with 12 or more blooms, 12c per bloom or bud.

RAI

HYDRANGEA.

Crotons.

Well colored, 4-inch, $4.80 per doz., 5-inch, 60c and 75c each.

Pandanus Veitchii.

	Doz.
4-inch	$4.20
5-inch	7.20
6-inch	12.00
7-inch	18.00
8-inch	$24.00 to 30.00

Rubl

5-inch pots
6-inch "
7-inch "
Larger plants

Tab

2½-inch pots
3 -inch "

Pteri

4-in. pots

POEHLMAN

72-74 E. Randolph St.,

PLANTS

re plants we ever had to offer for Easter. Place ner you nor your customers will be disappointed.

DODENDRONS-LILACS LER ROSES (BABY TYPE), ETC.

ROSE.

Azaleas.

Large quantity of fine plants in all colors in bloom, $0.75 to $3.00 each. Specimens from $3.50 to $7 50 each.

Spiraea.

Gladstone, Queen Alexandra and Rubens. Best obtainable, $0.50, $0.75 and $1.00 each.

Hydrangeas.

Otaksa and French varieties, $0.50 to $1.50 each. Larger plants, $2.00 to $3.00 each.

Rambler Roses.

Baby types, $0.50, $0.75 to $1.00 each. Larger plants, $1.50 to $2.00 each.

Rhododendrons.

Magnificent plants at $2.00 to $10.00 each.

SPIRAEA.

Lilacs.

Nice stocky bushes at $2.00, $2.50 and $3.00 each

Cytisus.

Nice stock at $2.00, $2.50 and $3.00 each.

Cyclamen.

All colors, 4-inch, $3.00 per dozen.

Hyacinths.

All colors in 4-inch pots, $10.00 per 100.
All colors in pans, $0.50 to $1.00 each.

Tulips.

In pans, $0.35, $0.50, $0.75 and $1.00 each.

AZALEA.

'lants.

.....	$6.00 per doz.
.....	9.00 " "
....	1.50 to $2.00 each
....	2.50 to 3.00 each

erns.

.....	$4.00 per 100
.....	8.00 " "

sorted.

$15.00 to $20.00 per 100

Asparagus Plumosus.

2¼-inch pots.....	$4.00 per 100
3 -inch "	8.00 " "
6 -inch "	.35 each

Asparagus Sprengeri.

2¼-inch pots.....	$ 3.50 per 100
3 -inch "	7.00 " "
4 -inch "	12.00 " "

Holly Ferns.

4-in- pots..... $15.00 to $20.00 per 100

N BROS. CO.

ong Distance Phone Randolph 35.

CHICAGO, ILL.

Cut Easter Lilie

ORCHIDS

EASTER

AMERICAN BEAUTIES

Carnations - Tulips - Jonquils - Darwins - Sweet Peas

MRS. CHAS. RUSSELL

EASTER LILIES

Long	per 100	$15.00 to $18.00
Medium	" "	12.50
Short	" "	10.00

Carnations,	Best	per 100	5.00 to 6.00
"	Medium	" "	4.00
"	Splits Our Selection	" "	2.50
"	" Selected	" "	3.00

ROSES, Good Short, Our Selection, $40.00, 1(

ROSES

Ophelia, Milady, Richmond, Kill Brilliant, Sunburst, Killarney, White Killarney, Aaron Ward		Per 100
	Specials	$15.00
	Long	$10.00 to $12.00
	Medium	8.00
	Short	4.00 to 6.00

ORCHIDS.	Per doz.
Cattleyas, large	$6.00 to $7.50
" medium	5.00
Phalaenopsis, Pink and White	2.50 to 3.00

LILY OF THE VALLEY.	Per 100
Best	$6.00
Firsts	5.00
Seconds	4.00

SWEET PEAS.	Per 100
Orchid Flowering	$2.00
Spencer Fancy	$1.00 to 1.50
" Short	.75

	Per 100
Tulips	$4.00
Daffodils	4.00
Jonquils	4.00
Violets	$0.50 to 1.00

GREEN GOODS.		Per 1000
Ferns		$3.50
Galax		1.50
		Per 100
Mexican Ivy		$0.75
Leucothoe		1.00
Adiantum Short		1.00
" Hybridum		1.50
" Farleyense		$6.00 to 12.00
Smilax	Per doz.	3.00
Sprengeri	Per bunch	.50 to .75
Plumosus	" "	.50 to 1.00
Wild Smilax	Per case	5.00
Woodwardia Ferns	Per 100	8.00

ROSES

MRS. CHAS. RUSSELL.	
Specials 36 inch	$4.0
Long	2.5
Medium	1.5
Short	.7

Our long are what most houses call their spec

AMERICAN BEAUTIES.	
Extra Specials	$6.0
" 36 inch stem	
" 30 " "	
" 24 " "	
" 20 " "	
" 18 " "	
" 15 " "	
Shorts	Per 100 $4.00, $6.

MINIATURE ROSES.	
Cecile Brunner	
Geo. Elgar	
Fire Flame	$4.0

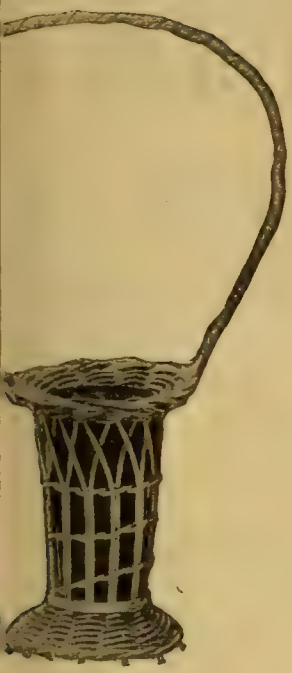
SNAPDRAGON.	
Extra long	$1.5
Short	.7

We urge those contemplating ordering stock f to place their orders well in advance, because ear orders will have precedence over late eleventh h

Prices quoted are subject to fluctuations an conditions at time of shipment.

POEHLMA

72-74 E. Randolph St.



No. 224
CH, 50 CENTS.

Supply Department.

Easter Accessories

Green, White and Yellow Waterproof Crepe Paper, $3.00 per dozen rolls.

Porto Rican Mats

Can Supply You With What You Need. Order Early.

Decorated Magnolia Wreaths

12 Assorted 21-inch Wreaths $15.00.

PROMPT DELIVERY OF ALL ORDERS.

No. 111

BASKETS

	Inches High.	Per Doz.
111—1—	14	$2.50
" —2—	16	3.50
" —3—	17½	4.50
" —4—	20	5.00
" —5—	24	6.00
" —6—	26	9.00

No. 111.

BROS. CO.

Distance Phone, Randolph 35.

CHICAGO, ILL.

The Always Reliable Wholesale Florists

ZECH & MANN

FOR EASTER

Orchid-Flowering Sweet Peas

Large supply of exceptionally fine stock grown by the leading Sweet Pea Specialist in this section of the country and considered by the city buyers as the best in the market. Get in touch with us today in regard to your Easter supply.

FANCY RUSSELL ROSES

Very choice stock in all the desired grades.
We have them in quantity, so order here.

Roses--Carnations--Valley--Greens

Supreme Quality stock is what you get when you buy here, and for the same prices that you pay if you order elsewhere.

Our Lilies Are Better Than Ever

This Easter we will be particularly strong on Extra Fancy Long Stemmed Stock and advise placing orders here Early.

VIOLETS AND BULBOUS STOCK

OUR LINE IS SO COMPLETE THAT IT INCLUDES EVERY ITEM OFFERED IN THE GREAT CHICAGO MARKET.

30 East Randolph Street, L. D. Phones: Central: 3283, 3284 Automatic: 42-965 **CHICAGO**

Chicago.

BUSINESS MUCH BETTER.

Business has been very good this week and stock of all kinds has moved better than it has for some time. The shipping trade has been exceptionally good and the city demand has shown a marked improvement. American Beauty roses are arriving in large quantities but clean up nicely every day at prices ranging from $4 to $6 per dozen in the fancy grades. Mrs. Chas. Russell roses are in large supply, but are having a good call and there is hardly ever any surplus when the stores close at night. Ophelia are coming in crop with several of the growers, and while the receipts are steadily increasing, the demand is keeping pace with the supply. Richmond are in good supply, but Milady appear to be somewhat scarce. Mrs. Aaron Ward are none too plentiful, but Killarney, White Killarney and Killarney Brilliant seem to be in large supply. Sunburst are moving right along at good prices and the same holds true for Rhea Reid, Mrs. George Shawyer, Hoosier Beauty, Mrs. Moorfield Storey, Lady Alice Stanley and Hadley. My Maryland are seen at several of the houses in good supply, but there is always a ready demand for this variety. The minature roses, Fireflame, George Elgar, Cecile Brunner and Baby Doll are in good demand. Carnations are plentiful but are selling well at good prices considering the general market condition. Lilies are seen in larger numbers and the same holds good for callas. Sweet peas are in heavy supply, but move readily at good prices. Violets are selling fairly well owing to the warmer weather, and were in heavy demand, Saturday, March 17. Orchids and gardenias are good property, and so is lily of the valley, which is in good demand at the advertised quotations. Spanish iris has made its appearance in the market, but not in any great quantity. Snapdragons, stocks, daisies, for-get-me-nots, calendulas, tulips, jonquils, daffodils, freesias, gladioli, daisies, mignonette, bouvardias, pansies, stevia and other miscellaneous seasonable stock is included in the many offerings, and give the buyer a splendid variety to select from. Pussy willows are seen in large numbers everywhere, and appear to be having a good call. Greens of all kinds are in good demand notwithstanding the fact that southern stock has again made its appearance in larger supply. Easter plants are seen featured in all the retail stores and from present indications there will be a grand clean-up in this line long before the rush is over. The settling of the threatened railroad strike has been the most welcome news that the trade has received for some time, and now that everyone is feeling better over the situation nothing short of unfavorable weather can stop this from being the best Easter in years.

WANTED! EASTER LILIES

Can handle regular shipments on commission to good advantage. Start shipping immediately—Checks weekly.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 **CHICAGO.**

Paper Boxes For Cut Flowers

Notice our prices on your **Most Popular Sizes** in that **Most Popular Mist Gray Shade**

18x5x3 3 in, Lid $28.00 per 1000
24x5x3½ 3½ in., Lid $39.00 per 1000

Other sizes in proportion. **Printed Free** in lots of 1000. We also carry a White and Green Box in stock. Quality guaranteed—Service, the kind you want.

Lindley Flower Box Co., Marion, Ind.

Mention the American Florist when writing

NOTES.

Wietor Bros. are cutting a good supply of American Beauty roses in all grades and are coming in splendid crop with Ophelia. N. J. Wietor says that the outlook for a large crop of both roses and carnations for Easter at Wietor Bros.' establishment never was more promising and is very enthusiastic over the bright outlook for the big flower day.

H. VAN GELDER, Pres. L. M. JONES, Sec.

PERCY JONES
INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

NOT the Oldest; NOR the Largest; JUST the Best.

EASTER PRICES

EASTER LILIES.

Cut Easter Lilies	$1.50 to $2.00 per dozen
Cut Easter Lilies	$10.00 to $15.00 per 100
Cut Easter Lilies	$100 per 1,000

AMERICAN BEAUTIES.

	Per Doz.
Specials	$6.00
36-inch stems	5.00
30-inch stems	4.00
24-inch stems	3.00
20-inch stems	2.00
15-inch stems	1.50
Short stems	1.00

MRS. CHAS. RUSSELL.

	Per 100
Specials	$30.00 to $35.00
Select	25.00
Medium	15.00 to 20.00
Short	10.00 to 12.00

KILLARNEY, WHITE KILLARNEY, KILLARNEY BRILLIANT, SUNBURST, OPHELIA, WARD, RICHMOND, MILADY.

	Per 100
Specials	$10.00 to $15.00
Select	8.00
Medium	6.00
Short	4.00
Cecile Brunner—Elgar—Baby Doll	3.00 to 4.00
Roses—Our Selection	5.00

CARNATIONS.

Fancy	$5.00 to $6.00
Firsts	4.00
Commons	3.00

ORCHIDS.

Cattleyas per dozen	$6.00 to $8.00

MISCELLANEOUS.

	Per 100
Callas per dozen, $2.00	$12.00 to $15.00
Jonquils	3.00 to 4.00
Daffodils	3.00 to 4.00
Tulips	3.00 to 4.00
Spanish Iris	6.00 to 8.00
Valley	6.00
Violets, double	.75 to 1.00
Violets, single	.75 to 1.00
Sweet Peas	.75 to 1.50
Snapdragons per bunch 75c; $1.00; $1.50	

DECORATIVE.

Adiantum	$0.75 to $1.00
Smilax per dozen, $2.50 to $3.00	
Sprengeri Plumosus Sprays	2.00 to 4.00
Extra long Green and Bronze Leucothoe	.75
Ferns per 1,000, $3.50	
Galax per 1,000, $1.00	

Extra Special Stock Billed Accordingly.

It has been proven that

YOU CANNOT

hire any help,

OR

get a partner whom you can depend upon more, or who will work as hard for you

AS

PERCY JONES, Inc.

It has been proven that

YOU CANNOT

buy our quality of Flowers elsewhere at a lower price and

YOU CANNOT

buy our quality of service elsewhere

AT ANY PRICE

PERCY JONES, Inc.

Chicago's Largest Dealers in Decorative Greens.

A. T. Pyfer & Co.
Wholesale Florists
30 East Randolph Street
Chicago, Ill.

50,000 FANCY LILIES FOR EASTER

None Better Obtainable Anywhere.

Easter Price List.

ROSES		Per 100
Mrs. Chas. Russell		$ 6.00 to $20.00
Ophelia	Special	10.00 to 12.00
Sunburst	Long	8.00
Richmond	Medium	6.00
Killarney	Special	$ 8.00 to $10.00
W. Killarney	Long	6.00
Kill. Brilliant	Medium	5.00

CARNATIONS	
De Luxe, select	$5.00 to $6.00
Good	3.00 to 4.00

Miscellaneous	Per 100
Easter Lilies	$10.00 to $15.00
Jonquils	3.00 to 4.00
Daffodils	3.00 to 4.00
Violets, double	.75 to 1.00
Sweet Peas	1.00 to 2.00
Snapdragons	6.00 to 8.00
Calendulas	1.00 to 2.00
Tulips	3.00 to 4.00
Ferns	per 1000, $3.00
Asparagus	bunch, 35c to 50c each
Sprengeri	bunch, 25c to 35c each
Galax	per 1000, $1.25

Subject to Market Changes.

Mention the American Florist when writing

Emil Reichling resigned as superintendent of the Peter Reinberg greenhouses last Saturday, March 17, a position he has held for over five years. He has been in the employ of Peter Reinberg for seventeen years, and has given the most efficient service during that period. Mr. Reichling is undecided as to just what his plans are for the future, but is safe to say that a grower of his ability will not be idle for any great length of time. Peter Showbow is now filling the position at the Reinberg establishment just vacated by Mr. Reichling.

Frederick William Bryan, a pioneer real estate dealer, died March 12, at his residence, 1423 Kenilworth avenue, after an illness of less than a day. He was born on the site of the present federal building 68 years ago. He was intensely interested in gardening and active in the Horticultural Society. He is survived by his widow and a daughter, Mrs. Grant Steinson.

The Rapid Rapper Company, 56 East Randolph street, is mailing an interesting booklet called "The Art of Wrapping Plants and Floral Baskets," which will be mailed free to anyone in the trade upon request. The Rapid Rapper Company manufactures the Rapid Rapper, the greatest time-saving wrapping device known to the florist trade.

The Alpha Floral Company reports business as very good and the rush on Saturday, March 17, was so heavy that the regular force had all it could do to handle it properly. This firm always handles a large and complete line of stock and makes one of the grandest displays in the city.

Percy Jones is headquarters for green goods and is particularly strong on galax, which is none too plentiful, according to most reports received from the dealers, cut flowers are also plentiful at this house, which will have its usual large supply to offer for the big holiday.

Zech & Mann report business as good and that the outlook is very encouraging for Easter, many large advance orders already being booked. The supply of roses is steadily increasing at this busy establishment.

Frederick J. Benthey & Co., of New Castle, Ind., whose range was almost entirely destroyed by the recent tornado, have placed an order with the John C. Moninger Company for five new houses, 28x300 feet.

The Canavan Iron & Wire Works, 6124 Wentworth avenue, reports unusual demand for this firm's well-known patterns of wire wreaths and hanging baskets, notwithstanding the advanced prices.

The Raedlein Basket Company reports a brisk demand for baskets for Easter and the present indications are that the sales for this holiday will greatly exceed those of 1916.

P. J. Foley, of the Foley Greenhouse Mfg. Co., addressed the floricultural students at the state university at Urbana this week on greenhouse construction.

The Garland Manufacturing Company is delivering material to Henry Standke, of Des Plaines, for a new Garland greenhouse 34x150.

The Lord & Burnham Company has moved its office from the Rookery building to the Continental & Commercial Bank building.

W. N. Rudd left this week for the state university at Urbana, where he will deliver a course of lectures on landscape gardening.

HANGING BASKETS

Enameled Green
Extra well made.

8-inch	$1.00 per doz.
10-inch	1.35 per doz.
12-inch	1.75 per doz.
14-inch	2.25 per doz.
16-inch	2.90 per doz.
18-inch	3.70 per doz.

GREEN MOSS

Fancy sheet 3-bu- sack well filled.
XXX quality.

$1.50 per sack

Pittsburgh Cut Flower Co.
116-118 SEVENTH ST., PITTSBURGH, PA.

Hoerber Bros. are cutting a particularly fine grade of snapdragons, which are in brisk demand with them.

Samuel Seligman, representing Wertheimer Bros., New York, is calling on the trade here this week.

H. B. Kennicott and wife are expected home from Florida this week.

Charles Drissler, of Wietor Bros., is serving on the jury for two weeks.

John Weiland, of Evanston, is visiting relatives at New Castle, Ind.

Tremendous Crop of

ROSES

FOR EASTER

Exceptionally Fine Russell, Richmond, White and Pink Killarney, Sunburst and Ophelia.

BEAUTIES

Large supply of magnificent stock in all lengths at prices ranging from $1.00 to $6.00 per dozen.

We Have All the Standard and Best New

CARNATIONS

And Can Supply the Best Grade in Quantity

Can supply you with the best stock obtainable in the Chicago Market at Easter at the most reasonable prices. We will have plenty of fine Red, White and Pink so place your orders with us.

EASTER PRICE LIST— Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Long stems	$6.00
36-inch stems	5.00
30-inch stems	4.00
24-inch stems	$2.50 to 3.00
18-inch stems	2.00
12-inch stems	1.00

MRS. CHAS. RUSSELL.	Per 100
Extra Special	$25.00
Select	20.00
Fancy	15.00
Medium	12.00
Short	10.00

White—KILLARNEY—Pink.	Per 100
Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00

RICHMOND.	Per 100
Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	6.00
Good	5.00

MINIATURE ROSES.	
Baby Doll	$3.00
Elgar	3.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Extra Special	$6.00
Fancy	5.00
Good	4.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	3.50
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.25

Other Green Goods Market Rates.

Our Range of Greenhouses is One of the Three Largest in America and will be in Full Crop for Easter.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

Our F. T. D. Service is a Protection to the Retail Florist.

KENNICOTT

The A. L. Randall Co. has rented the building at 728 South Wabash avenue, next to the American Music Hall, consisting of seven floors and a basement, 75x178 feet, which will be used for factory purposes. The new move will give the Randall Co. the necessary room to enlarge its cut flower department, which has been crowded for space for some time and has been doing business under a great handicap. The balance of the second floor in the LeMoyne building, which they now occupy, will be devoted to office space and display rooms. The new building will give them about 150,000 additional square feet of floor space.

Poehlmann Bros. Co. cut an arch through the west wall of its cut flower department this week, which connects this section with the new supply quarters on the second floor of the Stewart building, which will be used entirely for display purposes. The plant department at Morton Grove is having a heavy call for Easter stock and the indications are that there will be an early cleanup in this line. The supply of cut flowers will be extra large this year as far as this firm is concerned, for heavy crops of both roses and carnations are in sight.

A. L. Vaughan & Co. are making preparations to handle a big Easter business, which from present indications promises to be the best in years. Orchids and lilies will be in good supply with them and there promises to be a heavier supply of roses than in previous years.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, is expected home from the east this week. This firm will have a large supply of stock to offer for Easter, according to the reports from its growers who will all be in good crop compared to former years.

Bassett & Washburn are pleasing their trade with fancy roses and carnations and are cutting heavily in Ophelia and American Beauty roses. Mr. Washburn says that roses will be in good supply with them at Easter, but the carnation crop will be somewhat short.

Chairman Lautenschlager, of the Florists' Club publicity committee, announces that the club will carry on a national plan of co-operative advertising for Mothers' day, under his direction, and that further particulars will be given later.

J. A. Budlong is cutting a splendid grade of Mrs. Chas. Russell roses, in addition to a large and fine supply of all the other leading varieties. Manager Schupp is looking forward to a brisk Easter trade and an early cleanup in lilies.

H. M. Berner, of the American Greenhouse Manufacturing Co., is back from an eastern business trip. D. Breese, who has been directing the erecting crew, is now devoting his entire time to office affairs.

Ed. Mallison, of the Fleischman Floral Co., is doing double duty during the absence of Manager Graham, who is enjoying a visit in the east.

A. T. Pyfer & Co. are cutting heavily in lilies, which they will be strong on at Easter. The shipping trade is very brisk at this establishment.

Erne & Company are showing a fine line of stock and will be strong on all lines for Easter, especially roses, lilies and carnations.

O. A. & L. A. Tonner report a good run on the fancy blue sweet peas they are offering in quantity.

Visitors: J. L. Denmead, Marshalltown, Ia.; C. H. Bookedis, and Wm. Thomas, of the E. G. Hill Floral Co., Indianapolis, Ind.

Pittsburgh, Pa.

INCLEMENT WEATHER BUT GOOD BUSINESS.

Notwithstanding typical March weather—snow, rain, wind, sleet, sunshine and any other kind of weather that can be looked for this month, business has been fairly good with St. Patrick's day to help out. There was quite a demand for white carnations, as usual, and prices were good. There is plenty of stock, including sweet peas, daffodils, tulips, roses, myosotis and lilies. Greens are very scarce and will be for some time, as this market depends on southern greens and that crop has been damaged by the frost. The indications are for a very good Easter business.

NOTES.

Dr. Schaeffer of Negley avenue, donated his rare collection of orchids to Phipps conservatory in Schenley Park. It contains some very rare varieties, of which there are only a few in the country. This collection is on exhibition every day, free to the public.

The deepest sympathy of the trade is extended to Walter Faulk of the Allegheny market in the loss of his mother, and to Geo. Oles of Youngstown, O., in the loss of his father.

Word was received from Warren, Pa., that Allen Langhans had been presented with a new baby girl. The mother and baby are doing nicely.

Edw. Ashcraft is the proud father of a new baby boy. The "perfectos" are now being passed by "Ed."

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches...	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,
Wholesale Florist
1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

Wire Wreaths, Hanging Baskets

As wire stock is doubled in price we will clean up our made-up stock at the following prices:

100,000 wreaths, painted

12 inch..per 100,	$ 5.00	16 inch..per 100,	$ 8.00
14 " .. "	7.00	18 " .. "	10.00
22 " ..... "			12.00

10,000 of our strong well made HANGING BASKETS

12 inch	per doz.,	$3.00
16 "	"	3.25
18 "	"	3.50

Send $1.00 for samples of 3 Baskets and 3 Wreaths.

Flat Wreaths, assorted, $5.00 per 100

Canavan's Iron & Wire Works
6124 Wentworth Ave., CHICAGO
Phone Wentworth 6778

Mention the American Florist when writing

H. Weber, of Oakland, Md., and John Bopp, of Cumberland, were visitors last week.

Miss Bennett has left the employ of the A. W. Smith Co.

M.

ESSEX, CONN.—Edward J. Norman, Jr., formerly of Cromwell, has taken charge of the C. G. Cheney estate here.

BALTIMORE, MD.—A city tax of 50 cents, which the municipal authorities intended to collect for every window box at private residences, has been withdrawn.

MT. VERNON, N. Y.—The J. B. Arndt Company, florists, have filed articles of incorporation. Directors are Julius B. Arndt and George M. and Delia Gibbs; capital stock, $5,000.

HEAVY SUPPLY

PLACE YOUR EASTER ORDER NOW!

FOR EASTER

We have an elegant lot of Lilies to offer this coming Easter, fine flowers carried on good stiff stems of A1 quality.

PLACE YOUR EASTER ORDER NOW!

NEVER A SHORTAGE HERE

THE EASTER OUTLOOK is, however, that **good Lilies** will be **scare.** We therefore advise ordering now. **Orders booked prior to April 1st will be filled in full;** orders received after that date will be filled subject to our having the stock. **Order now and protect yourself.**

If you want good stock and good treatment

Send Your Orders to us for

ROSES, CARNATIONS,

Valley, Sweet Peas, Lilies, Callas, Narcissi, Jonquils, Violets, Calendulas, Snapdragons, Freesia, Stocks, Tulips, Mignonette, Daisies, Pansies, Feverfew, and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood We have home grown Asparagus—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

During the period of scarcity we were filling orders complete when other houses were wiring their customers "Impossible to fill." Today finds us better than ever able to give you good values for your money. Try us and convince yourself.

☞ASK FOR OUR EASTER PRICE LIST BEFORE ORDERING ELSEWHERE.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE.

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

☞SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

OUR LINE OF CUT FLOWERS AND GREENS IS COMPLETE

YOU CAN GET WHAT YOU NEED HERE AT ALL TIMES

FANCY SWEET PEAS

Large supply of fancy stock in all colors including a most beautiful blue. Also Carnations, Daffodils, Tulips, Mignonette, Jonquils, Roses, Freesias, Poeticus, Callas, Snapdragons, Stocks, Pussy Willows, Violets, Etc.

SUPPLIES

Fancy line of Cut Flowers and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies 30 East Randolph St., CHICAGO, ILL.

Cincinnati.

ST. PATRICK'S DAY CLEANS UP MARKET.

Trade during the past week became more active as the week ended, the market cleaning up quite well following the St. Patrick's day trade. This week opened up with a steady demand and a fair supply of stock. Roses are not quite as plentiful as usual, but there are enough to meet present requirements. Carnations and sweet peas are in fair supply and there is a fair call for both. Easter lilies are plantiful and some excellent tulips, daffodils and hyacinths are to be had. Other offerings include callas and rubrums, snapdragons, single violets and primroses.

NOTES.

The Wm. Murphy Co. has been sending out numerous shipments of baskets and supplies for the Easter trade.

E. G. Gillett is receiving some excellent Easter lilies from H. Weber & Sons Co., Oakland, Md.

The Clifton Floral Co. will open a retail store at 288 Ludlow avenue in the near future.

Visitors: Chas. Dietrich, Maysville, Ky.; Wm. Thomas, Richmond, Ind.; Wm. Rodgers, Dayton, O.; N. N. Emitslof, representing Geo. Wittbold Co., Chicago; H. L. Green, Evansville, Ind. H.

Fort Wayne, Ind.

GOOD LENTEN BUSINESS.

Business during the past week with seasonable weather and the supply of both plants and cut flowers greatly improved. The call for funeral work has been good and the spring openings of several large stores called for elaborate decorations. Carnations were in good demand for St. Patrick's day, whites bringing $5 and $6 per 100. Roses will be scarce for Easter and prices stiff. Large orders are already being booked and one grower in this vicinity has sold his entire cut.

CLUB MEETING.

The monthly meeting of the florists' club was held March 14 and was well attended. President W. J. Vesey, Jr., was in the chair. Co-operative advertising was decided upon for Mothers' day and a committee appointed to take charge of the details. Plans were also made for the second annual flower show of the club to be held this fall.

NOTES.

The Doswell Floral Co. will have some fine stock for Easter, including Tausendschon and rambler roses. This firm's sweet peas are especially fine. At their retail establishment across from the interurban station they have built up a very live out-of-town trade.

The Flick Floral Co. had the decoration of one of the large department stores in which hundreds of Easter lilies, Shawyer and Ophelia roses and spring flowers were used. Several thousand roses and spring flowers were given to the public.

W. J. & M. S. Vesey have purchased $5,500 worth of orchids which will be added to their already large collection. This firm has sold nearly $25,000 worth of orchids since last August.

Mrs. Henry Freese of the New Haven Floral Co. is suffering from an attack of tonsilitis and bronchitis and has been removed to the home of her parents in this city. H. K.

Los Angeles, Calif.

GOOD SUPPLY BUT PRICES HOLD FIRM.

Anemones and tulips have been added to the list of bulbous stock now on the market, making the offerings quite complete. Fruit blossoms are still seen in quantity and Acacia dealbata has now taken the place of Baileyana. Violets have stiffened in price, due to the strong demand this spring. Prices in every line are firm although there is a liberal supply. Lily of the valley is still in short supply and but few orchids are seen. Most of the florists decorated for St. Patrick's day, which stimulated interest in sales for the occasion.

NOTES.

O. C. Saake had his window especially decorated for St. Patrick's day. Green carnations and real "auld shamrocks" were features. The first delphinums seen this season and some beautiful sprays of genistas were also displayed here. The demand for funeral work has been good.

The Redondo Floral Co. had a very attractive window of peach blossoms and September Morn roses recently which attracted much attention. A general clean-up is taking place preparatory to Easter. This firm anticipates a big trade at that time.

The Broadway Florists recently furnished another order of 5,000 bunches of violets to be given away. They report higher prices on this fragrant flower. They made big preparations for St. Patrick's day.

Wolfskill Bros. & Morris Goldenson are having a run on decorations, a recent order for a palatial home in the Wilshire district being done exclusively in peach blossoms. Funeral work has also been brisk.

Wright's Flower Shop, Inc., has been well decorated, an immense stock of flowers of all kinds being seen here, the bright colors showing in such profusion as to halt the passerby. G. H. H.

Washington, D. C.

PRICES AFFECTED BY OVERSUPPLY.

No improvement has been noticed in the market during the past week, the supply continuing plentiful at fair prices. Roses of all kinds can be had at prices ranging from $2 to $10 per 100, with the exception of American Beauty, which while a little more plentiful than for several weeks are offered at from $3 to $7.50 per dozen. Carnations are arriving in larger numbers and the street fakirs have added them to their stocks of violets and sweet peas and the same may be said of jonquils.

NOTES.

Henry Witt is cutting some of the finest sweet peas seen in the local stores, some with stems two feet long, and the demand exceeds the cut each day.

The demand for green carnations for St. Patrick's day was greater than in former years, some of the stores reporting a sell-out before noon.

John Gutman is at present cutting excellent snapdragons and carnations, which are as good as any seen in this market.

Gude Bros. Co.'s store was resplendent last week with a fine showing of rhododendrons, lilacs and azaleas.

From reports received from growers, the supply of pot plants for Easter will be plentiful and varied. G. C. D.

BRIDGEPORT, CONN.—Robert Hawkins is rapidly recovering from a recent operation.

NEW HAVEN, CONN.—W. C. McIntosh, secretary of the New Haven County Horticultural Society, celebrated the seventieth anniversary of his birthday March 12.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978.

ZECH & MANN

Wholesale Florists

30 East Randolph St., - - Chicago

Telephone Central 3284

A. L. Randall Co.,

LANDO BRAND Wabash Ave. and Lake St., CHICAGO, ILL. LANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

Wholesale Florist

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

WEILAND & RISCH

SHIPMENTS EVERYWHERE GROWERS and SHIPPERS IMMEDIATE DELIVERIES

CUT FLOWERS

154 NO. WABASH AVE. CHICAGO

PHONE CENTRAL 879

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$6 00
" " 36-in.	5 00
" " 30-in.	$3 00@ 4 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short...per 100,	6 00@ 8 00
" Mrs. Chas. Russell..	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	4 00@15 00
" Killarney	4 00@12 00
" White Killarney	4 00@12 00
" Richmond	5 00@15 00
" Prince de Bulgarie	5 00@15 00
" Rhea Reid	5 00@15 00
" My Maryland	4 00@12 00
" Mrs. Geo. Shawyer	5 00@15 00
" Milady	5 00@15 00
" Sunburst	5 00@15 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	5 00@15 00
" Ophelia	5 00@15 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	5 00@15 00
" Tipperary	4 00@12 00
" Francis Scott Key	5 00@15 00
" Bayard Thayer	5 00@20 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	2 00@ 4 00
Cattleyas...per doz.,	6 00
Freesias	2 00@ 3 00
Gardenias....$2 00@$4 00 per doz.	
Sweet Peas	1 00@ 2 00
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons.....$0 75 per doz.	
Violets	50@ 1 00
Lilium Harrisii	12 50@15 00
Valley	4 00@ 6 00
Jonquils	3 00@ 4 00
Daffodils	3 00@ 4 00
Romans	3 00@ 4 00
Mignonette	4 00@ 6 00
Bouvardia	4 00@ 8 00
Pansies.....per bunch, 10c@15c	
Stevia.....per 100	1 50@2 00
Adiantum Croweanum	1 00
Ferns.....per 1000,	3 00@ 3 50
Galax..... "	1 00@ 1 25
Leucothoe	75
Mexican Ivy...per 100	5 00@6 00
Plumosus Strings..each,	60@ 75
Smilax.....per doz.	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case.	8.00
Wild Smilax.....per case,	$5 00

Joseph E. Wiltgen Michael F. Freres

Wiltgen & Freres

WHOLESALE FLORISTS

Long Distance Phone, Randolph 1975

173 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

Mention the American Florist when writing

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.

Evergreen, Ala.

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

Mention the American Florist when writing

Beauties==Gardenias==Roses

Are items that we can recommend to you for your Easter business.

Let us quote you prices on your requirements.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

GOOD DEMAND AT SATISFACTORY PRICES.

There was a great improvement in the market of the past week. Everything appeared to be in demand at fair prices. While roses are not in full crop, there is quite a quantity in sight, of which the quality is fine. American Beauties are not any too plentiful, but there promises to be a big cut in for Easter. Carnations are in fair supply. Sweet peas are now the quantity stock. They are extra fine, nothing any better ever having been seen in this market. Considering the quantity, they move very well. Daffodils and tulips, seen in large quantities, are active when prices favor the buyer. Violets cannot stand up against the sweet pea opposition and rule low in price. Lily of the valley is plentiful. Cattleyas are not overstocked and bring good prices. Easter and calla lilies appear equal to all demand. Asparagus in bunches has taken to itself to climb; stock sized bunches of about 25 sprays sold the past week for 60 cents. Fifty cents has heretofore been the standard, and then scarce, the bunches grew smaller, but now the price is up, helping, no doubt, to pay some growers' excess coal bill.

NOTES.

Warren Harper, of the Angora Nurseries, Chestnut Hill, has been appointed by the judges a county commissioner of Montgomery county. This is an important position and is a case of the office seeking the man, as Mr. Harper only accepted after earnest solicitation.

Many of the craft took a run over to the New York show last week, which was reported very fine. Paul Huebner, Emil Geshick and John Kuhn made up one party, who were delighted with the exhibition. Wm. Kleinheinz was one of the judges.

At this writing, the rose festival hall is in somewhat of a chaotic condition, but much stock is coming in, and everything is rounding up nicely. A. N. Pierson's roses arrived safely, which was a great relief to the committee.

Edward Dornheim has resigned his position with Berger Brothers and purchased a half interest in the greenhouses of Clarence Alvin, at Alden, Delaware county, where they will carry on a general greenhouse business.

American Beauty roses, high grade sweet peas, and lilac are specials this week with the Leo Niessen Co. Prospects for a large Easter trade are very encouraging.

Berger Brothers are featuring fine sweet peas, Maryland roses and bulbous stock. Business has been much better the past week.

Choice sweet peas and Prima Donna roses are leaders with Eugene Bernheimer, who reports a good business the past week.

R. Heron, at 18th and Chestnut street, will put a new Ford car on the street before Easter. A sure sign of prosperity.

Frances Fay, a hustling young man of considerable experience, has opened a cut flower store at 53rd and Market streets.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

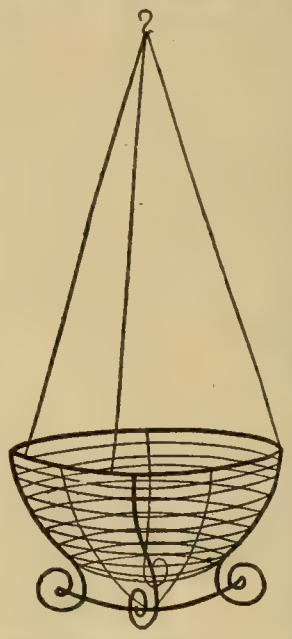
Wholesale Flower Markets

CINCINNATI, Mar. 21.	Per 100
American Beauty, per doz.	1 00@ 6 00
Roses, Killarney	2 00@12 00
" Mrs. Chas. Russell	8 00@10 00
" Ophelia	8 00@12 00
" Richmond	4 00@15 00
" Sunburst	4 00@12 00
Carnations	2 00@ 3 00
Lilium Giganteum	12 50
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Violets	25@ 50
Sweet Peas	25@ 1 00
Jonquils and Daffodils	2 00@ 3 00
Tulips	4 00

BOSTON, Mar. 21.	Per 100
Roses, Beauty	20 00@60 00
" Killarney Queen	4 00@12 00
" White and Pink Killarney	4 00@12 00
" Double White Killarney	4 00@12 00
" Killarney Brilliant	6 00@16 00
" Hadley	6 00@16 00
" Cardinal	4 00@10 00
" Mock	8 00@16 00
" Mrs. Chas. Russell	8 00@16 00
" Sunburst	8 00@16 00
" Taft	4 00@12 00
" Milady	4 00@10 00
" Ward and Hillingdon	4 00@10 00
" My Maryland	3 00@12 00
Cattleyas	35 00@50 00
Lily of the Valley	3 00@ 4 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO, Mar. 21.	Per 100
Beauty Special, per doz.	$7.00
" Fancy "	5.00
" Extra "	4.00
" 1st "	2 00
" 2nd "	50c@1.00
Roses, Killarney	4 00@12 00
" My Maryland	4 00@12 00
" Sunburst	4 00@12 00
" Ward	4 00@ 6 00
" Ophelia	5 00@15 00
" Russell	10 00@20 00
" Stanley	6 00@12 00
" Mock	6 00@ 8 00
" Shawyer	4 00@12 00
Lily of the Valley	5 00@ 6 00
Lilies	10 00@12 00
Cattleyas	40 00@50 00
Carnations	2 00@ 3 00
Violets	30@ 40
Asparagus Sprengeri	35@ 50
Ferns	per 1000, 2 50
Smilax	15 00@20 00

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1.35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order,)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer, Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING, 1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers and Greens

RICE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa

Mention the American Florist when writing

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, VIOLETS, EASTER LILIES and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

A good opening for a few more growers of cut flowers.

1615 Ranstead St., Philadelphia, Pa.

W. Q. Potter Co.

(Successor to McCallum Co.)

—Wholesale Florists—

421 High St., Cleveland, O.

Manufacturers and Importers of Florists' Supplies.

Mention the American Florist when writing

Trade Directory

Containing the Names and Addresses of Florists of the United States and Canada.

PRICE: $3.00 POSTPAID

American Florist Co., 440 S. Dearborn St., Chicago

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., **Milwaukee, Wis.**

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.

Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.

FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN,

Wholesale Florist.

1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Mar. 21.

	Per 100
Roses, Beauty, special	30 00@50 00
" " fancy	20 00@30 00
" " extra	15 00@20 00
" " shorter grades	10 00@12 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	5 00@12 00
" White Killarney	5 00@ 8 00
" Liberty	10 00@30 00
" Hadley	10 00@35 00
" Sunburst	6 00@12 00
" Ophelia	8 00@15 00
" Hoosier Beauty	8 00@15 00
Carnations	2 00@ 4 00
Cattleyas, each, $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	4 00@ 6 00
Calendulas	2 00@ 3 00
Daisies, yellow	1 50@ 2 00
Violets, single and double	50@ 75
Sweet Peas	75@ 2 00
Freesias	3 00@ 4 00

PITTSBURGH, Mar. 21.

	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	3 00@12 00
" My Maryland	3 00@12 00
" Sunburst	3 00@12 00
" Mrs. Aaron Ward	3 00@12 00
Cattleyas	75 00
Lilium Giganteum	12 00
Carnations	3 00
Lily of the Valley	5 00
Snapdragons	5 00
Paper Whites	3 00
Violets	50
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, Mar. 21.

	Per 100
Roses, Killarney and W. Killarney	3 00@ 8 00
" Ward	3 00@ 6 00
" Mrs. Chas. Russell	6 00@25 00
" Ophelia	4 00@10 00
" Hoosier Beauty	4 00@10 00
Lilies, per doz., 1 50@ 2 00	
Cattleyas, per doz., 6 00	
Carnations	2 00@ 3 00
Rubrums	4 00
Valley	4 00@ 6 00
Violets	50@ 75
Sweet Peas	75@ 1 50
Tulips	2 00@ 3 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16-inch	2.90
18-inch	3.70

THE McCALLUM CO.

INC.

Pittsburgh, - Pa.

Mention the American Florist when writing

ST. LOUIS, Mar. 21.

	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	4 00@10 00
Carnations	2 00@ 4 00
Valley	4 00@ 6 00
Lillies	10 00
Orchids	50 00@ 60 00
Ferns	per 1000, 3 00

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

C. Victor Greth, late with J. Wolff, Jr., will open a flower shop, March 31, at 4910 North Broad street. This is in a newly settled neighborhood and should prove a good location.

The Philadelphia Wholesale Forists' Exchange handled a big lot of flowers last week. Bulbous stock and choice roses are features here. Asparagus is now 60 cents a bunch.

K.

New York.

MARKET CONDITIONS QUIET.

Business was quiet in the wholesale district during the past week. Even dyed carnations were slow, for St. Patrick's day, March 17, brought a continuous downpour of rain. The weather was so bad that the intended parade was abandoned. The market is well supplied with all kinds of stock, which moves slowly. If for a few hours there are signs of activity, there is generally a reaction when "nothing doing" is the word of the day. The flower show is creating considerable interest and has brought to the city a number of very interesting visitors from other cities, noteworthy being a number of men prominent in the Society of American Florists. From San Francisco came Ex-President MacRorie, rotund and smiling. George Asmus, of Chicago, is here and when he appears on Broadway is right in the swim, for he carries a handsome cane. Other well-known Chicago men who have dropped in are: Paul Klingsporn, L. R. Bohannon, E. C. Amling and Fred. Lautenschlager. There are a number of others, who, if strictly speaking, are not Chicago men, are near enough when at home, to be a part of its life, one of these being J. F. Ammann, of Edwardsville; C. L. Baum, of Knoxville, Tenn., and D. C. Horgan of Macon, Ga., ably represent the society, while J. H. Dunlop and others represent "Our Lady of Eternal Snows." William F. and Adolphus Gude and George Hess of Washington, D. C., snatched a few hours from their vigilant watch over the nation's affairs and joined the "merrie companie." Ex-president Welch, W. R. Nicholson, S. J. Goddard, Wm. J. Stewart and others, came to represent staid and sober New England. One good feature of the flower show is that it shows us that big as New York is, there is a big world inhabited by many good people outside of it.

NOTES.

March 19.—The great rainstorm of March 17 has been followed by a cold snap; cold for this season, and a hurricane. Early this morning there was 10 degrees of frost. Business in the wholesale district has been fairly active, as there is usually something doing on a Monday morning. American Beauties are now down to 50 cents for the best specials, wholesale rates. The best cattleyas are higher, 75 cents and $1 for a few choice blooms. There is no change worthy of note in tea roses, carnations and bulbous stock, all moving slowly.

John B. Nugent, of Young & Nugent, attended the dinner of the Friendly Sons of St. Patrick at the Hotel Astor, on the night of March 17, and incidentally furnished the shamrocks for the occasion. It was a most successful affair, one thousand persons, among them men of national prominence, being present.

J. W. Hauser, of 571 Madison avenue, had the casket cover and many fine designs for the funeral of ex-Lieut. Governor Wm. F. Sheehan, held at St. Patrick's cathedral, March 16. John Ross, of Mr. Hauser's staff, was in charge of the floral arrangement.

We may here remark for the benefit of the people who denounce street selling, that in this city at least, the ranks of the regular retailers are frequently recruited from among the street boys, who, if they are ambitious and saving, do not stay long on the street.

M. A. Bowe, 332 Fifth avenue, on March 16, placed on exhibition in the booth of tthe Horticultural Society of New York, at the flower show, a handsome basket made up of acacias, cattleyas and A. Farleyense. It was much admired by visitors.

The Lenox Florist, who for some time has conducted a stand at the corner of Lenox avenue and 125th street, opened a fine store at 312 Lenox avenue, March 3, with a cut-price sale of plants and cut flowers, which was well patronized.

J. H. Small & Sons, on March 19, arranged a large number of designs for the funeral of Ferdinand Roebling, of Trenton, N. J., one of the builders of the first bridge connecting Manhattan and Brooklyn.

In addition to good roses the Henshaw Floral Co., Inc., 127 West 28th street, is handling about all the other stocks, in quantity, that the trade calls for.

The Growers' Cut Flower Co., 129 West 28th street, is handling exceptionally fine tulips and narcissi, grown by Peter Beuerlein of Elmhurst, N. Y.

H. E. Froment, 148 West 28th street, continues to receive a particularly fine variety of roses from the range of L. B. Coddington, Murray Hill, N. J.

At the retail store of H. H. Burns, 509 Madison avenue, we have recently noticed fine work in designing and decorating.

J. J. Coan, 115 West 28th street, was very successful in cleaning up his stock of shamrocks.

A. F. F.

New York Bowling.

The following scores were rolled by the New York Florists' Club bowling team, March 8:

W. P. Ford	160	147	165
J. Miesem	180	150	208
Kakuda	157	168	148
Fenrich	162	160	145
R. J. Irwin	148	160	147
P. Jacobson	161	166	152
P. Murray	165	180	155

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" " extra and fancy	20 00@25 00
" " No 1 and No 2	4 00@ 8 00
" September Morn	6 00@20 00
" Prima Donna	4 00@12 00
" Alice Stanley	2 00@ 8 00
" Mrs Geo. Shawyer	2 00@ 8 00
" Double White Killarney	1 00@ 8 00
" Killarney, Special	4 00@ 6 00
" " No 1 and No 2	1 00@ 3 00
" " Queen	2 00@ 8 00
" " Brilliant	2 00@ 8 00
" Aaron Ward	4 00@10 00
" Richmond	1 00@ 8 00
" Sunburst	2 00@10 00
" J L Mock	2 00@10 00
" Ophelia	1 00@10 00
" Mrs. Chas. Russell	2 00@10 00
" Hadley	4 00@50 00
" Hoosier Beauty	1 00@ 8 00
Cattleya Orchids, special	75 00
" inferior grades	25 00@35 00
Rubrums	6 00@ 8 00
Lilies, Longiflorum and Formosum	4 00@ 8 00
Lily of the Valley	4 00@ 5 00
Carnations	1 00@ 3 00
Mingonnette per doz	25@ 35
White Lilac per bunch	50@ 1 00
Gardenias per doz.	1 00@ 4 00
Sweet Peas	25@ 50
Sweet Peas, Spencers	1 00@ 1 50
Snapdragons	8 00@16 00
Violets	15@ 20
Yellow Narcissus	1 00@ 2 00
Darwin Tulips	5 00@ 6 00
Tulips	1 25@ 2 50
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus doz. bchs.	3 00@ 4 00
Smilax doz. strings	75@ 1 25
Freesias	1 00@ 1 50
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Brooklyn Representative of National Florist Corporation.

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FLOWERS

3924 Market Street Both Phones

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CHAS. F. KIRCHNER

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Orders filled for all points in Ohio. Satisfactory Service Assured.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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ESTABLISHED 1849.

DAVID CLARKE'S SONS

2139-2141 Broadway, Cor. 75th St.

ORDERS BY TELEGRAPH PROMPTLY FILLED.

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Orders Sent to **H. H. BURNS,** 509 Madison Ave., NEW YORK

Will receive prompt and careful attention.

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COLONIAL FLORIST

S. E. Cor. 157th St and Broadway

5 STORES NEW YORK

Roses, Violets

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5822 Audubon 1767 Audubon 1125 Morningside

Send your orders for Chicago and Suburbs to

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2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of

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Member of Florists' Telegraph Delivery.

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BROOKLYN'S LARGEST FLORIST

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Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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336 Superior St., Toledo, O.

Both Phones, 527.

Special attention to Mail and Telegraph Orders

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25 Clinton Avenue, N.

Rochester Phone, 506. Long Dist. Bell ph. 2189

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Cleveland, O., and Vicinity.

Bramley & Son

1181 E. 71st St.

The Largest Growers of Flowers in City

Mention the American Florist when writing

Duluth, Minn.

J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Houston, Texas.

Robt C. Kerr Floral Co.

Main and McKinney Phone, Preston 160

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Hession

Madison Ave. and 76th St.

NEW YORK

Quality Flowers

TWO GREENHOUSES ON PREMISES.

Plant Specialists Phones { 107 / 420 / 775 } Lenox

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Denver, Colo.

The Park Floral Co.

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Mention the American Florist when writing

Cincinnati.

Julius Baer

FLOWERS

Mail and Telegraph Orders carefully executed.

138-140 Fourth Street East

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WE SOLICIT TELEGRAPH ORDERS.
Regular Trade Discount.
215 W. FOURTH STREET.

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JOY FLORAL COMPANY

Members of Florists' Telegraph Delivery.

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Cut Flower Merchants.
We solicit telegraph orders. Regular trade disct.
229 WEST THIRD STREET

Kansas City, Mo.

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1017 Grand Avenue

Member of Florists' Telegraph Delivery.

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All orders carefully filled and delivered to all parts of the city, Arkansas and the Southwest.

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F. H. WEBER

Boyle and Maryland Avenues.
Flowers delivered in city and state on short notice
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will take care of all telegraphic orders.

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HENRY SMITH

Wholesale and Retail Florist of GRAND RAPIDS.
Members of Florists' Telegraph Delivery.

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GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan

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1814 Douglas St., OMAHA, NEB.
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150 State St., SPRINGFIELD, MASS.

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Orders Carefully Executed

Pikes Peak Floral Co.

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Huscroft's Flower Shop

173 North Fourth Street
All Orders Promptly Executed

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The Smith & Fetters Co.,

LEADING FLORISTS.
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Friedman

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522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

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Miami Floral Co.,

Orders promptly filled.

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FLORISTS
2953 Broadway, Opp. Columbia College
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Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.
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1303 Main Street
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No Orders too large, none too small.

Mention the American Florist when writing

E. W. PEARSON

47 State St., NEWBURYPORT, MASS.,
Covers all New England points.

KANSAS CITY, MISSOURI.

Rock's Flowers

Members Florists' Telegraph Delivery Ass'n.

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The Palmer House Florist
17 E. MONROE ST.

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class. stock.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

THE DOMINION FLORAL CO.

484 St. Catherines St., West
Montreal, Que., Canada
Every order receives prompt and careful attention

C. Frauenfelder

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3343 W. MADISON ST.
NEAR GARFIELD PARK
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For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN.
Member of Florists' Telegraph Delivery.

GUDE BROS. CO.
FLORISTS
1214 F. ST. N.W.
WASHINGTON, D.C.

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Members of Florists' Telegraph Delivery.
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DES MOINES IOWA

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

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853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

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Randall's Flower Shop,

13 Pleasant Street.

Member of Florists' Telegraph Delivery.

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Successor to A. Sunderbruch's Sons

128 W. Fourth St., Phones, Main 1874–1875

Member of Florists' Telegraph Delivery.

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761 Fifth Avenue

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VAN METER FLOWER SHOP

SPRING and HIGH, **Springfield, O.**

BEST FLOWERS for EVERY OCCASION.

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

Members of Florists' Telegraph Delivery.

Boston, Mass.

HENRY R. COMLEY, Florist, 6 Park St.

50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, State St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffmans, N. Y.

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FREY & FREY,

1338 O Street, LINCOLN, NEB.

WHOLESALE AND RETAIL.

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El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

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Penn, The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Chicago Detroit

CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.

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Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

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Wholesale and Retail.

414½ S. Broadway.

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Wedding Decorations

Funeral Designs Cut Flowers

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis

DULUTH, MINN.

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

TERRE HAUTE, IND.

THINK OF **HEINL'S**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

St. Louis, Mo.

WIRE

Grimm & Gorly

Mention the American Florist when writing

PROVIDENCE, R. I.

and all NEW ENGLAND POINTS.

T. J. JOHNSTON & CO.

107 WASHINGTON ST., PROVIDENCE

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TELEPHONE—SCHUYLER 1069

PAPPAS BROS.

FLORISTS

2216 Broadway, Bet. 78th and 79th Sts.

BRANCH:

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Phone—Cathedral 8041. NEW YORK

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AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

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A. Graham & Son

5523 Euclid Ave.

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HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

Randolph & McClements

Floral Experts

5936 Penn Av., PITTSBURGH, PA.

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

CELERY of the self-blanching type is said to be losing favor with growers.

ARNOLD RINGIER, of the W. W. Barnard Co., Chicago, is expected home March 22.

VISITED CHICAGO: N. B. Keeney, of N. B. Keeney & Son, LeRoy, N. Y., westbound.

TOMATO seed, ground and pressed into loaves, is coming into considerable favor as a cattle fodder.

GLADIOLUS stocks are moving out fast and the price of America has been advanced by those who have the bulbs.

CHICAGO.—Prices for grass seed on the Board of Trade, March 21, were as follows: Timothy, $4.25 to $5.75 per 100 pounds.

PRESIDENT KIRBY B. WHITE, of the American Seed Trade Association, predicts a record breaking attendance at the Detroit meeting in June.

THE department of agriculture, at Washington, is reported having distributed all its free seeds for this season and is now turning down requests.

ONION SETS at Chicago are up again to former prices, $4.75 for colors and $5.50 for whites. Buyers fearing result of a railroad strike are asking that sets be forwarded by express.

AN advance in Pacific steamship rates is reported. Lack of eastbound tonnage is said to exist and freight rates on cheap bulky stocks like Chinese narcissus and lily bulbs are likely to be affected.

ST. LOUIS, MO.—The St. Louis Seed Co. is having a very satisfactory spring trade. Interest in home gardens indicates brisk business in this department, which is well stocked with seeds and garden accessories.

IF buyers of French bulbs are required to pay in August the present high rates, 15 per cent, for marine insurance, this alone will add about $1 per thousand to the cost of Narcissus Paper White Grandiflora.

SEEDSMEN with heavy mail trade are beginning to fear that the extraordinary demand will exhaust their stocks before counter trade begins and that counter buyers will be limited both in kinds and quality obtainable at the end of the season.

ILLINOIS SEED LAW.—At Pontiac, Ill., March 17, a committee of seedsmen met with two county agents in an attempt to so modify the proposed seed law as to make it workable. Several changes were made which will be put before the agricultural committees of both houses.

MINNEAPOLIS, MINN.—C. C. Massie, of Northrup, King & Co., says, all conditions considered, business holds up remarkably well. He believes the season at its close will prove entirely satisfactory. L. M. King, of this firm, and wife are rejoicing in the arrival of a baby boy last week.

Field Notes on Sweet Peas.

Lester L. Morse has rendered sweet pea growers a great service by the publication of a revised and extended edition of his "Field Notes on Sweet Peas." The following from the preface to the present book shows the great value of this work: "Our first edition of 'Field Notes' was published with a total of 100 or so varieties listed. The second edition was published in 1905 with the addition of 100 or more varieties. The third edition was published in 1907, with 309 varieties listed, and to this was added in 1909 the appendix with 154 more, or a grand total of 463 names. This present issue, which covers the season of 1916, lists a grand total of all varieties, of all classes and types, of 1,870 names. These names do not represent so many distinct varieties by any means, but are names that have been given to a sweet pea by some dealer and have appeared in some printed list, either in America, Great Britain or Australia."

The new book contains 220 pages, half of which, in the large section devoted to names and descriptions of varieties, are blank for additional names and data. About a dozen names have been added on these blank pages since the appearance of the book. The contents include: "Classes or Types and History of Each;" "Color Classification and Preferred List;" "Complete List of Spencers and Grandifloras with Descriptions;" "Complete List of Early Flowering Varieties with Descriptions;" "List of Cupids;" "Mendelism;" "Culture for Exhibition;" "Culture for Ordinary Garden Use;" "Culture for East;" "Insect Troubles;" "Hints for Exhibitors."

Bean Shipments from British China.

While the volume of exports of beans from Hongkong is such as to constitute the port an independent market, it seems unlikely that this city will be of any importance in trade in beans with the United States. There are no statistics of the local imports and exports of this product, but the volume is considerable. It is confined, however, to trade in beans imported from North China and the Yangtse valley for sale to South China, Indo-China, Formosa, the Philippines, and various other portions of southeast Asia.

Since the product handled here is almost exclusively from North China, northern Chinese ports have the advantage in exports to the United States. This advantage may often be overcome by superior trade machinery and facility in financing transactions afforded by Hongkong, but as a rule the trade is likely to be direct from a northern port to the United States. At none of these places usually is there difficulty in packing beans properly for export. As a rule they are shipped in gunny bags holding 100 pounds each.

Most of the beans handled in Hongkong are of grades far inferior to those demanded in the American market. It is likely that some trade could be done in the Chinese white bean as a substitute for the American navy bean, and in the Chinese red bean as a substitute for the American red kidney bean. There are also on the market varieties known as the yellow, the black, and the green or Mongo bean. The last-mentioned class is a notable item in the export trade from Hongkong to the Philippines, shipments to the islands at present running at the rate of about $75,000 annually in value. Some beans are now shipped from Hongkong to the United States, amounting in 1915 to about $31,000, but they are imported into the United States chiefly for the use of Chinese residents.

Practically no beans of exportable varieties are produced in South China. Beans grown locally are used green, little of the ripened product getting into other than local markets.

Seeds For Factory Employes.

Prof. F. A. Waugh, of the horticultural department of the Massachusetts Agricultural College, stopped over at Chicago a few hours on St. Patrick's day on his way home from Urbana. He stated that the owners of large factories employing many hands in Massachusetts are asking the college to suggest collections of garden seeds for factory employes to plant in their yards. He is preparing such, one suitable for one-eighth acre, the other suitable for one-twentieth acre, and will take bids on 1,000 lots of each. It is expected that the factory owners will donate these seeds or supply them at cost.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Dwarf Tuberoses

Dwarf Double Pearl Tuberoses—
Special prices on application.

Caladium Esculentum Bulbs.

LILIUM MULTIFLORUM

7 to 9, 9 to 10, and 10 to 11.
Attractive prices on application.

LILIUM FORMOSUM

7 to 9, 9 to 10—(**Black Stem.**)

Please tell us how many you can use and we shall make prices accordingly.

Selected strains of **Ageratum, Alyssum Aster, Begonia Erfordii, Calendula Meteor, Prince of Orange, Candytuft, Celosia, Centaurea, Cobaea Scandens, Cosmos, Lobelia, Gypsophila, Petunia** and **Verbena.** Special prices on above on application.

J. M. THORBURN & CO.
53 Barclay Street, through to 54 Park Place
NEW YORK CITY.

Mention the American Florist when writing

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade
CARPINTERIA, CALIF.

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.
Correspondence Solicited.
George R. Pedrick & Son,
PEDRICKTOWN, N J.

Mention the American Florist when writing

Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS
The Albert Dickinson Co.,
CHICAGO, ILL.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.
Branches: Michigan, Wisconsin and Idaho. **MILFORD, CONN.**

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia
Wholesale Price List for Florists and Market Gardeners.

Mention the American Florist when writing

Tuberous-Rooted Begonias

SINGLE-FLOWERING.

Crimson, Scarlet, Pure White, Rose, Light Pink, Yellow, Salmon, Orange, Copper or Mixed, all colors.

	Doz.	100	1000
Bulbs, 1¼ in. diam. and up	$0.35	$2.25	$20.00

DOUBLE-FLOWERING.

Crimson, Scarlet, Rose, Pure White, Copper-Bronze, Salmon, Yellow, Orange, Light Pink, or Mixed, all colors.

	Doz.	100	1000
Bulbs, 1¼ in. diam. and up	$0.50	$3.50	$30.00

Fancy-Leaved Caladiums

The English collection containing twelve varieties of the very finest transparent leaf sorts. Extra fine bulbs. $2.25 per doz., $15.00 per 100.
Brazilian Collection of 12 varieties. $1.50 per doz., $12.00 per 100.
Mixed Brazilian Varieties. $1.25 per doz., $10.00 per 100.

Madeira Vines

Large bulbs, $2.00 per 100, $18.00 per 1,000.

Tuberoses

	100	1000
Double Pearl. Bulbs, 4 to 6 in. in circumference	$1.00	$7.50

Arthur T. Boddington Co., Inc.

128 Chambers Street, **NEW YORK.**

KELWAY'S

SEEDS--Flower, Vegetable and Farm

For present delivery or on contract. Wholesale only.
Special quotations for next season and from 1917 harvest now ready.

Langport, - England.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE
226-230 W. Kinzie St.. Telephone Main 2762. **CHICAGO**

The L. D. Waller Seed Co.

Guadalupe, California
Wholesale Growers of
FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS
Correspondence Solicited.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Western Seed & Irrigation Co.

Wholesale Seed Growers and Dealers
SPECIALTIES:
Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, **NEBRASKA.**

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA.

Lily Bulbs

Shipment from Storage

Giganteum,	7-9 in.	$14.50	per case of	300
"	8-10 in.	16.50	"	250
"	9-10 in.	16.50	"	200
Multiflorum,	7-9 in.	15.00	"	300
"	8-10 in.	17.50	"	250
Auratum,	7-9 in.	9.50	"	180
"	8-10 in.	10.50	"	150
"	9-11 in.	9.00	"	100
Rubrum,	7-9 in.	11.50	"	220
"	8-10 in.	12.50	"	170
"	9-11 in.	12.50	"	120

Giganteum shipped from Chicago as well as New York.

McHutchison & Co. The Import House
95 Chambers St., **NEW YORK**

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

THE

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.
Rocky Ford, Colorado.
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Mention the American Florist when writing

EASTER LILIES

50,000 FANCY LILIES FOR EASTER.

Well grown, clean stock, best quality. No small buds counted.

Medium.....$12.50 per 100 **Long.....$15.00 per 100**

LILAC

Each.....$3.00

CYCLAMEN

Dark colors, full of flowers, exceptionally good.

Each.....25c, 35c, 50c and 75c

SPIRAEA

Short stocky plants, full of bloom.

Each.....35c to 75c

BABY ROSES

Best varieties, well grown, full of buds and flowers, each, 50c to 75c

All stock guaranteed satisfactory in every respect. Well grown in our modern range of 150,000 square feet of glass.

PYFER & OLSEM, WILMETTE, ILL.

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

American Bulb Co.
A. Miller, President.
WHOLESALE DEALERS IN
Bulbs, Seeds, Supplies, Etc.
178 N. Wabash Ave., Chicago, Ill.

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale Farm. **Bristol, Pa.**

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER.
Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.
Correspondence Solicited.

R. & M. GODINEAU
SEED GROWERS
Angers, - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

TOMATO SEED
Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.
EDGAR F. HURFF,
Correspondence Solicited. **SWEDESBORO, N. J.**

Mention the American Florist when writing

CEDAR ACRES
Gladioli Exclusively
Catalogue giving full cultural directions and attractive prices on all varieties. It is free.
B. HAMMOND TRACY, **Box A, Wenham, Mass.**

My New PRICE LIST of
Winter Orchid-Flowering Sweet Pea Seed
Has been mailed. If you have not received a copy, send Postal for it.
Part of new crop is ready now.
Ant. C. Zvolanek, Lompoc, Calif.

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
CONTRACT GROWERS OF
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

GERANIUMS
Delivery April 3rd and after at $10 00 per 1000 for **S. A. Nutt** and **Buchner,** and $12.50 per 1000 for **Ricard** and **Poitevine.**
Asparagus Plumosus, fine stock at $27.50 per 1000. **Asparagus Sprengeri,** $20.00 per 1000.
ALBERT M. HERR, LANCASTER, PA.

We carry a reserve stock of all the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply.
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Mention the American Florist when writing

GARDEN SEED
Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK and ORANGE, CONN.

Mention the American Florist when writing

Trade Directory
OF THE
Florists, Nurserymen, Seedsmen
OF THE
United States and Canada.

PRICE: $3.00 POSTPAID

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

FERNS IN FLATS
In Best Varieties For Fern Dishes.
$1.50 per 100. 100,000 READY NOW.
Write for Wholesale Catalogue of
FERNS, KENTIAS, ETC. to
H. PLATH
"THE FERNERIES"
Lawrence and Winnepeg Avenues.
SAN FRANCISCO, CALIFORNIA.

Mention the American Florist when writing

SPRING BULBS For Planting NOW.

Tuberous Rooted Begonias

Single—scarlet, white, crimson, orange, pink, yellow, per doz., 50c; per 100, $3.00; per 1000, $25.00.

Fancy Leaved Caladiums

Extra fine large bulbs, in ten named varieties, per doz., $1.75; per 100, $12.00.

Choice mixed varieties, per doz., $1.50; per 100, $10.00.

Caladium Esculentum

Well cured with live shoots.

	Doz.	100	1000		Doz.	100	1000
5 to 7 in..	$0.25	$1.75	$15.00	9 to 11 in.	$0.85	$6.00	$55.00
7 to 9 in..	.40	3.00	25.00	12 in. up.	2.00	14.00	

Cannas, 2 to 3 Eye Roots

	100	1000
Alphonse Bouvier, dark crimson	$2.25	$20.00
Austria, canary yellow	1.90	17.00
Chas. Henderson, bright crimson	2.00	18.00
Empress, scarlet crimson	3.25	30.00
Florence Vaughan, yellow spotted crimson	2.25	20.00
Louisiana, scarlet	2.00	18.00
Mme. Berat, pink	2.25	20.00
J. D. Eisle, vermilion scarlet	1.90	17.00

Dielytra Spectabilis

(Bleeding Heart)

Strong roots, $1.25 per doz., $8.00 per 100; $75.00 per 1000.

Lily of the Valley

Large clumps for outside planting, $2.25 per doz.; $16.00 per 100.

Cold Storage Giganteum

	To case	Per case		To case	Per case
7 to 9 in.,	100	$ 5.50	8 to 9 in.,	250	$15.50
7 to 9 in.,	200	10.50	8 to 10 in.,	225	18.00
7 to 9 in.,	300	14.00	9 to 10 in.,	200	18.00

Hardy Lilies

	Doz.	100	1000
Lilium Auratum.			
8 to 9-in., 150 bulbs to case	$0.85	$6.00	$55.00
9 to 11-in., 125 bulbs to case	1.60	9.00	85.00
Lilium Rubrum, Melpomene or Magnificum.			
8 to 9-in , 200 bulbs to case	.85	6.00	55.00
9 to 11-in., 140 bulbs to case	1.60	9.00	85.00
Lilium Speciosum Album.			
8 to 9 in., 200 bulbs to case	1.50	8.50	80.00
9 to 11 in., 140 bulbs to case	1.75	12.00	

Case lots at 1000 rate.

Gladioli, 1½ to 2-in.

	100	1000
America, pink	$1.75	$15.00
Augusta, white	1.65	14.00
Brenchleyensis, scarlet	1.35	11.00
Francis King, scarlet	1.65	14.00
Klondyke, yellow	1.80	16.00
Panama, pink	3.00	25.00
Peace, white	5.00	40.00
Pendleton, 2nd size	5.00	45.00
Pendleton, 3rd size	4.00	35.00
Princeps, scarlet	1.75	16.00
Princepine	2.00	18.00
Primulinus species, yellow	3.25	27.00
Mixed, all colors	1.00	8.50

Ismene Calathina Grandiflora

The flowers are like an Amaryllis, pure white and very fragrant, 85c per doz.; $6.00 per 100.

Tuberoses

	100	1000
Double Pearl, bulbs 4 to 6 in. in circumference	$1.00	$8.50
3 to 4 in. in circumference	.75	5.00

Asparagus Plumosus Nanus

Greenhouse grown seed..100, 50c; 1000, $3.25; 5000, $15.00

Asparagus Sprengeri.....100, 15c; 1000, .85; 5000, 3.50

Velvet Green Lawn Grass

Well balanced mixture, that will give your customers satisfaction, 10 lbs., $1.75; 25 lbs., $4.25; 100 lbs., $16.50.

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ABUTILON SAVITZI

2-in., $3.00 per 100; 3-in., $4.00 per 100.

Algonquin, a true deep blue single Petunia. fills a long felt want for something blue for window boxes, vases, etc.; propagated by cuttings, $3.00 per 100.

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Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.

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Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

Prices of Indoor Fruits and Vegetables.

Chicago, March 20.—Mushrooms, home grown, 50 to 60 cents per pound; lettuce, small cases, 27½ to 30 cents; radishes, 50 to 75 cents, dozen bunches; celery, 75 cents to $1.50, open crate; tomatoes, six baskets, $4.00 to $4.50; cucumbers, per 2 dozen box, $2.00 to $3.00.

New York, March 20.—Celery, per crate, $2.50 to $5.00; cucumbers, 60 cents to $1.50 per dozen; mushrooms, 75 cents to $1.75 per 4-lb. basket; tomatoes, per lb., 10 to 25 cents; radishes, per 100 bunches, $2.00 to $4.00; lettuce, per strap, $3.00 to $5.50.

Cabbage Worm Control.

The common cabbage worm makes its appearnace as early as March and continues until severe frosts. Its eggs are laid on cabbage and related plants, where they hatch in from four to eight days. To control this pest, Farmers' Bulletin 776 of the United States department of agriculture advises spraying the plants with a solution composed of two pounds of powdered arsenate of lead, four pounds of arsenate of lead in paste form or one pound of Paris green to fifty gallons of water, commencing as soon as the plants are set out and repeated as necessary.

Potato Disease in East.

A potato disease appearing on certain soils and apparently associated with the lack of potash in the commercial fertilizers used was prevalent last summer in various sections of the east. According to specialists of the Bureau of Plant Industry, United States department of agriculture, the trouble was largely controlled by the use of stable manure. The disease may be expected to appear again with increased severity during the coming season in many potato-growing sections, from Maine to Virginia, and probably also farther south. It was first noted in scattered fields in 1915. In 1916 it became serious and general over considerable areas. Last year the disease was first observed late in June in Maryland and Virginia, and during the latter part of July in Maine. The affected plants first develop a downward rolling of the leaf margins, accompanied by a peculiar bronzing of the surface, sometimes mistaken for spray injury. Since it occurs on unsprayed as well as on sprayed plants, it cannot be due to the corrosive action of sprays. The foliage gradually turns brown—not yellow—and the plants ripen prematurely. Death of the leaves and sudden collapse of the stems at the ground level follow. The yield, of course, is much reduced.

The disease is found more commonly on fields of early-maturing varieties, but is not restricted to them. It also appears first on early planted fields.

What is more striking is the very apparent association of the trouble with certain soil types, at least in Maine, where this relation, as well as other features of the trouble, are being investigated by the department experts in co-operation with the Maine agricultural experiment station.

Soils which originally supported the growth of soft woods, or "mixed-growth lands," developed the diseased condition in its most severe type, while the hardwood ridges showed it least or not at all. The trouble appeared first in the swales or lowlands, where the natural drainage was not so good as on the higher ridge land. When the disease appeared at all on the higher ground, it was of a less severe type.

Specific fungi are frequently found on the stems of the collapsing plants, and some of these most constantly seen belong to disease-producing groups. Their relation to the trouble is being investigated, but the present indications suggest that they are not the primary cause but have attacked the plants already seriously weakened by other agencies.

Fertilizer experiments in progress on affected fields demonstrated that the plots receiving potash showed little or no signs of the trouble, even where the other plots were entirely dead. Stable manure also held the disease in almost complete control.

Investigations of the trouble by the department are incomplete, but the present indications are that it is due to insufficient potash, or, perhaps, in some soils at least, to an excess of nitrates in the presence of a minimum potash supply. Farmers who are unable to secure potash fertilizer for their potato fields but who have stable manure may insure their crops against attack by its use. In sections where certain types of soil have been observed to suffer from the disease under discussion, and it is advisable to plant potatoes on these types next year, it is strongly recommended that potash fertilizers or stable manure be applied if either are obtainable.

Vegetables at New York.

Various causes brought about some reduction in the prices of potatoes and onions the latter part of the past week, but these reductions may be only temporary. On March 3, onions sold at from $5.50 to $7.50 per 100 pounds; retail price, 9 and 10 cents per pound. There was a considerable reduction in the lower grades of potatoes. Wholesale prices ranged from $5 to $9 for 180 pounds; the cheaper grades retailing at 5½ and 6 cents per pound. In addition to potatoes in storage in this city, March 3, there were at least 350 carloads in the New York Central and Harlem River yards. The reduction in prices is probably due to the large stock on hand; to the city-wide agitation and to the substitution of rice and other foods. A threatened embargo on the shipment of potatoes by the Canadian government is said to have given some of the Maine dealers "cold feet." They are said to have large stores of potatoes in New Brunswick, and if an embargo is enforced, they will have to be sold there. A. F. F.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 cents.

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HENRY METTE'S TRIUMPH OF THE GREAT PANSIES—(mixed), the most perfect and most beautiful in the world, $6.00 per oz., or $1.75 per ¼ oz., $1.00 per ⅛ oz., postage paid. Cash with order.

All seeds offered are grown under my personal supervision on my own vast grounds, and are warranted true to name, of strongest growth, finest stocks and best quality.

ALSO GROW LARGELY ON CONTRACT.

This young stock is ready now.

Grafted ROSES Own Root

Ophelia, Hoosier Beauty, Hadley, Pink Killarney, White Killarney, Killarney Brilliant, Richmond. Grafted on best Manetti, 2¼-in., 100, $12.50; 1000, $120.00.

Mrs. Chas. Russell, 2¼-in. grafted, 100, $16.00; 1000, $150.00.

All of the above named and many other varieties on own roots. For full list see our Spring Book for Florists. Ask for prices.

CLIMBING ROSES—Dormant

3-YEAR OLD.

Excelsa—"Red Dorothy Perkins"
Delight—Bright carmine flowers; base of petals, white.
Dorothy Perkins—Beautiful shell-pink.
Flower of Fairfield—Everblooming Crimson Rambler.
Hiawatha—Single crimson, lighter center.
Lady Gay—Beautiful cherry pink.
Price: Doz., $3.00; 100, $22.00; 1,000, $200.00.

2-YEAR OLD.

Crimson Rambler.
Dorothy Perkins.
Excelsa.
Flower of Fairfield.
White Dorothy Perkins.
Price: Doz., $2.00; 100, $15.00; 1000, $140.00.

TWO-YEAR OLD ROSES—Dormant

	Doz.	100
Anna de Diesbach	$2.00	$15.00
Baroness Rothschild	2.25	16.00
Captain Christy	2.50	18.00
Caroline Testout	2.50	18.00
Frau Karl Druschki	2.50	18.00
Magna Charta	2.00	15.00
Mrs. John Laing	2.00	15.00
Paul Neyron	2.00	15.00
George Arends	$2.50	$18.00
General Jacqueminot	2.00	15.00
General McArthur	2.50	18.00
Gruss an Teplitz	2.25	16.00
Jonkheer J. L. Mock	2.50	18.00
J. B. Clark	2.25	16.00
Prince C. De Rohan	2.00	15.00

Asparagus Plumosus Seedlings

Per 100, 80c; per 1000, $7.00.

Caladiums

Fancy Leaved

Rare and new varieties; each, 40c; doz., $3.50; 100, $25.00.
Choice standard varieties; each, 20c; doz., $2.00; 100, $15.00.

Well-Rooted—CARNATION—Cuttings

WHITE	100	1000
Matchless	$3.00	$25.00
White Enchantress	3.00	25.00
White Wonder	3.00	25.00
FLESH PINK		
Alice	3.00	25.00
Enchantress	3.00	25.00
Enchantress Supreme	3.00	25.00
Superb	12.00	100.00
MEDIUM PINK		
Akehurst	$3.00	$25.00
Pink Sensation	3.50	30.00
DARK PINK		
Good Cheer	4.00	35.00
Mrs. C. W. Ward	3.00	25.00
Peerless Pink	3.00	25.00
VARIEGATED		
Benora	3.00	25.00
RED		
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Belle Washburn	6.00	50.00
Champion	3.00	25.00
Nebraska	6.00	50.00
Thenanthos	12.00	100.00
MAROON		
Pocahontas	3.00	25.00

CHRYSANTHEMUMS—New and Standard Varieties. "Pompon Specials" Ask for.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

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Rooted Carnation Cuttings Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches, are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. **$6.00 per 100; $50.00 per 1000.**

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
DARK PINK		
Peerless Pink	2.50	20.00
C. W. Ward	2.50	20.00
FLESH PINK.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00
RED		
Aviator	$6.00	$50.00
Champion	3.00	25.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

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The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

YOUNGSTOWN, O.—John Walker has been in the Isle of Pines for the past two months looking after his citrus fruit interests there.

California Lemons Injured.

OXNARD, March 13.—Lemon growers of this section fear that the frosts of the past three nights have killed some of the lemon blossoms. The extent of the damage cannot be ascertained for several days. The citrus growers in the Santa Paula sections have burned their smudge pots 32 nights this season. The smudges were used only 29 nights in 1913, the year of the big freeze.

Witch Hazels.

The earliest of the witch hazels, Hamamelias vernalis, a native of southern Missouri and of Arkansas, opened its first flowers during the last week of December and these were followed in January and February by the flowers of the Chinese and Japanese species which were not affected by a temperature of several degrees below zero. In the size and color of its flowers and in foliage, the Chinese H. mollis is the handsomest of these winter-flowering shrubs. It is hardy, fast-growing and free-flowering, and might well find a place in every garden where it can be seen from the windows of country or city houses. Unfortunately this shrub is still difficult to obtain from American nurseries.—Arnold Arboretum Bulletin, May 5, 1916.

Pruning Shade Trees.

Because fruit trees are pruned and there is a tendency to prune all trees, it is inadvisable in many cases, according to R. B. Cruickshank of the Ohio State University College of Agriculture. Except when trees are just planted or when dead or broken wood should be removed, hard maples, various oaks, hickories, ashes, elms and other hardwood trees require no pruning and are better off without it. The poplar, soft maple, box-elder and other soft woods are the ones generally topped, in an effort to prevent breaking of the limbs. In some cases this is a good practice. The danger arises from the fact that the work is often improperly done.

Pruning back too far means that wounds are made which do not heal over and which become a point of decay. Heavy cutting also causes slender, sappy growth which is liable to be more injured by wind and snow than the limbs which are cut off.

Where it seems necessary to prune trees, make the wounds as small as possible and do not leave stubs. Large cuts may be avoided and the same end achieved by cutting a little farther out on the branch and making two or three small wounds instead of one large one. Pruning is best done before the buds swell in the spring.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
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FIRST AID TO BUYERS
SPRING LIST **ROSES** 2¼ and 4-inch
400 Best Sorts Old, New, Tried, True
THE LEEDLE FLORAL COMPANY SPRINGFIELD-OHIO

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BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

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For both the practical man and the teacher.

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DAHLIAS
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Specialists in Specimen Stock
FOR LANDSCAPE WORK.
Hardy Rhododendro s, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
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Shrubbery
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West Grove, Penna.

ROSES From 2½ inch pots.
From last summer's propagation. Strong stock, ready for shifting into 3½ and 4 inch.

	Per 100	1000
Baby Tausendschon, pink	$4.00	$35.00
Baby Rambler, crimson	4.00	35.00
Clothilde Soupert, flesh pink	3.50	30.00
Ellen Poulsen, deep pink	5.00	40.00
Erna Teschendorf, red	4.00	
Jessie, red	3.50	
Mme. Jules Gouchault, pink	4.00	
Mrs. W. H. Cutbush, pink	3.00	
Meteor, red	4.00	35.00
Yvonne Rabier, white	4.00	35.00

Also good assortment of **Climbers, Hybrid Teas** and **Hybrid Perpetuals.**
Send for complete list.
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Miscellaneous Plants

Coleus, Beckwith's Gem, Golden Crown, Cecil Brown (Trailing Queen), Her Majesty, and other standard varieties, rooted cuttings, 80c per 100; $7.00 per 1000; 2¼-in. $2.50 per 100, $20.00 per 1000.

Daisy, Nicholson White, finest long stem; White Marguerite, $4.00 per 100, 2½-in.

Ageratum, White Cap, Blue Star, Topis Blue, $2.50 per 100.

Begonia, Glorie de Chatelaine, 2½-in., $5.00 per 100; 3-in. $10.00 per 100.

Achyranthes Herbsti, Dwarf bright red, fine for border and edging. 2¼-in., $4.00 per 100.

Buddleia, Asiatica, winter-flowering white, 2½-in., $6.00 per 100.

Calla Elliotiana, dormant bulbs, 2-in., $10.00 per 100.
" Spotted, dormant bulbs, 2-in., $4.00 per 100.

Heliotrope, best market varieties of purple, 2¼-in., $3.00 per 100.

Kentia Belmoreana, 5-in. pots, 18 to 20 in. high, at $1.00.
" " 6-in. pots, 22 to 24 in. high, at $1.50.

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Our 2 to 3 Feet Privet.

California Privet

Over two million California Privet of finest quality; in all sizes, from one to four feet. Send for our new spring Trade List giving revised and reduced prices. Especially attractive prices in carload lots. The illustration shows the make up of our best grade of 2 to 3 feet size. We have the largest and best stock of California Privet of any nursery upon this planet.

Polish or Iron Clad Privet

We offer a nice lot of this, in sizes from 6 inches up to 3 feet.

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Grown on bench only one year; elegant stock for further forcing. Will give much quicker and better results than by planting pot plants, $9.00 per 100; $80.00 per 1000. Cash please.

Albert F. Amling Co.
MAYWOOD, - - ILLINOIS

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1000
Vinca Variegata, 2-in., $2.00 per 100	$20.00
S. A. Nutt, 2-in.	16.00
Rex Begonias, 3-in. per dozen	1.00

Satisfaction guaranteed.

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ALLEGANY, NEW YORK

CHAS. H. TOTTY
MADISON, NEW JERSEY
Wholesale Florist
Chrysanthemum Novelties my Specialty

VINCAS

	Per 100	Per 1000
Rooted cuttings		$10.00
Strong field rooted tips, one to three leads, 2¼ in. pots	$3.00	25.00
Carnations, rooted cuttings. White Enchantress and Beacon	2.50	20.00
Table Ferns, fine stock, 2¼ in	3.50	30.00

JAMES VICK'S SONS, Rochester, N. Y.

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Carnations Carnations

As Carnation lovers well know, I have always had a penchant for growing fancy Carnations, and am

AT IT AGAIN

in a small way, but the quality we are growing at Eureka, Calif., is

BETTER THAN EVER.

Only a few varieties to offer but these are all right with us.

Matchless (Ward)	$3.00 per 100	$25.00 per 1000
Mrs. C. W. Ward (Ward)	3.00 per 100	25.00 per 1000
Alice (Fisher)	3 00 per 100	25.00 per 1000
Belle Washburn (Bassett & Washburn)	6.00 per 100	50.00 per 1000

NOVELTY FOR 1917 DELIVERY

Cottage Maid (Ward) $12.00 per 100 $100.00 per 1000
Beautiful sport of Mrs. C. W. Ward; rivals Pink Sensation in size and more brilliant in color

NOVELTY FOR 1918 DELIVERY

Crystal White (Ward) $12.00 per 100 $100.00 per 1000

As it grows with us at Eureka, Crystal White is all one can desire for a Fancy White Carnation. The color is there, the stem is there, the size is there, the substance is there, the fragrance, (pure strong Clove) is there, the vigor of growth, blooming, keeping and shipping qualities are all there and it is **PURE WHITE.**

Advance orders will be booked for 1918 delivery. Send your orders early. Pacific Coast Stock Is Limited.

We solicit orders from points west of Chicago only. Eastern territory can be better served from our Queens Carnation Houses.

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C. W. WARD, President
EUREKA, ... CALIFORNIA.

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REMEMBER! If it's a **hardy perennial** or so-called **old fashioned fl wer** worth growing, we have it in one shape or another the year round. We have the largest stock in this country, all Made in America, and our prices are reasonable Why say more here? Send for our Wholesale Price List of varieties and benefit from the opportunities this affords you.

We are also headquarters in this country for **ROCK & WALL PLANTS.** **Our Motto: "Maximum Quality, Minimum Cost."**

Address R. W. Clucas. Mgr. **Palisades Nurseries, Inc.,** **Sparkill, N. Y.**

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

ROOTED

Carnation Cuttings

600,000 Ready For Immediate Shipment

Finest rooted cuttings obtainable at remarkably low prices until we are sold out. Peter Reinberg's stock is known for it's supreme quality everywhere and is the best kind for you to buy. Look over our list of offerings — all money makers, and order what you need immediately. Do it right now. **HURRY.**

	Per 100	Per 1000
White Enchantress	$2.00	$16.00
White Perfection	2.00	16.00
Enchantress	2.00	16.00
Rose Pink Enchantress	2.00	16.00
Ward	2.00	16.00
Beacon	2.00	18.00
Herald	2.00	16.00
Joy	2.00	16.00
Belle Washburn	4.00	30.00
Champion	2.00	18.00

OWN ROOT ROSES—2½ INCH

	Per 100	Per 1000		Per 100	Per 1000
Richmond	$3.50	$30.00	Sunburst	$5.00	$45.00
White Killarney	4.50	40.00	Maryland	4.50	40.00
Pink Killarney	4.50	40.00	Mrs. Chas. Russell	8.50	80.00

SPECIFY PLANTS WHEN ORDERING.

Peter Reinberg

30 East Randolph Street, Chicago, Ill.

Mention the American Florist when writing

Jos. Heacock Co.,
Wyncote, Pa.
Grower of Kentias.

Providence, R. I.

GOOD ST. PATRICK'S DAY TRADE.

Business the early part of last week was marked by the usual Lenten dullness, but St. Patrick's day trade was very brisk during the last three days. Shamrocks in one-inch pots sold well and more could have been disposed of had they been available. Notwithstanding a rainy day it was a profitable one for the florists. Stock is bringing somewhat better prices than a week ago and wholesalers feel that the worst of the slump is over. Roses are excellent in quality and nearly all varieties sell well. Carnations are holding up, and as they are slowly going off crop prices hold firm. The supply of bulbous flowers is excessively large and they sell cheaply. Lily of the valley meets poor demand. The call for pot plants is good.

NOTES.

The St. Patrick's day windows were quite attractive this year, those in some of the stores being rather elaborate. Spring decorations in the department stores have kept some of the trade busy.

Cassidy & Co. are doing well in their new store. Their excellent window displays are much admired.

The greenhouses of James B. Canning were slightly damaged by fire last week. H. A. T.

If You Are Interested in Mid-Winter

Blooming Plants

—or anything in—

Soft Wooded Plants

—Write—

Geo. A. Kuhl, Wholesale Grower, PEKIN, ILL.

Mention the American Florist when writing

100,000 GERANIUMS

Ready now, 2 and 2¼ in. pots. Poitevine, Ricard, Nutt, Doyle, Viaud, Oberle, Buchner, etc., $2.50 per 100; $22.50 per 1,000.

2¼ in. Fuchsias, 15 varieties; Double Petunias, 12 varieties; Marguerites, 3 varieties; Lantanas, 8 varieties; $2.75 per 100; $25.00 per 1,000.

Alonzo J. Bryan, Wholesale Florist
Washington, New Jersey.

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

"Horticultural Advertiser"

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."
CHILWELL NURSERIES, LOWDHAM, Notts, England.

Mention the American Florist when writing

Ready Reference Section.

10 CENTS PER LINE, NET.

AGERATUMS.

Argeratum, White Cap, Blue Star, Topis Blue, $2.50 per 100. The Storrs & Harrison Co., Painesville, O.

AMARYLLIS.

TAIT'S SEEDLINGS, 2½ to 2¾ in. diameter, $20 per 100; 25 at same rate. 1¼ to 1¾ in. diameter, for growing on, $10 per 100; 50 at same rate. This is a cross bred strain from English, Holland and American stock. Send orders quick. Cash, please.
C. S. TAIT,
Brunswick, Ga.

ASPARAGUS.

Asparagus plumosus, 2½-in., $3.50 per 100; 3-in., $8 per 100; 6-in., made up, $35 per 100. Sprengeri, 3-in., $7 per 100; 4-in., $10 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.00 per 1,000. VAUGHAN'S GREENHOUSES, Western Springs, Ill.

Asparagus plumosus, fine stock, $27.50 per 1,000; Sprengeri, $20 per 1,000. Albert M. Herr, Lancaster, Pa.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BARBERRY.

100,000 Berberis Thunbergii, $1.00 per 100 and up. 2-year, 18 to 24-in., $2.50 per 100. Get complete list of florists' stock for spring. BENJAMIN CONNELL, Merchantville, N. J.

BAY TREES.

BAY TREES—Write for wholesale price list. JULIUS ROEHRS CO., Rutherford, N. J.

BEGONIAS.

Begonias, tuberous rooted, fine stock, just received. Single, separate colors, $2.75 per 100; $25 per 1,000; single mixed, $2.50 per 100, $22.50 per 1,000. Double, separate colors, $4.25 per 100, $37.50 per 1,000; double mixed, $4 per 100, $33 per 1,000; 250 at 1,000 rates. S. S. Skidelsky & Company, 1004 Lincoln Bldg., Philadelphia, Pa.

Begonias, Glory of Cincinnati, Melior and Mrs. J. A. Peterson. Price list on application. J. A. Peterson & Sons, Westwood, Cincinnati, O.

REX BEGONIAS, mixed varieties, 3-in., $10 per 100; 4-in., 15c to 25c each; 6-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BLEEDING HEART.

Bleeding Heart roots, $15 per 100. ERNEST ROBER, Wilmette, Ill.

BOXWOOD.

BOXWOODS.

PYRAMIDS, Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b., Dundee, Ill. Write for prices on larger sizes.

BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.

THE D. HILL NURSERY CO., INC.,
Box 404. Dundee, Ill.

Boxwoods, bush, standards, pyramids and globes. For sizes and prices see advertisement elsewhere in this issue. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

For varieties and prices see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BOX TREES—Standards, Pyramids and Bush. Price list on demand. JULIUS ROEHRS CO., Rutherford, N. J.

BULBS.

Spring bulbs for planting now. Tuberous rooted Begonias, fancy leaved Caladiums, Caladium Esculentum, Cannas, Dielytra Spectabilis, Giganteum, hardy Lilies, Gladioli and Tuberoses. For varieties, sizes and prices, see advertisement elsewhere in this issue. A. Henderson & Co., 211 N State St., Chicago.

Lily bulbs, Giganteum, Multiflorum, Auratum and Rubrum. For sizes and prices see advertisement elsewhere in this issue. Shipment from storage. McHutchison & Co., 95 Chambers St., New York.

Dwarf double pearl tuberoses, Cladium Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Lily bulbs from cold storage; Giganteum, all sizes; Auratum, Album, Rubrum, two sizes. Write for Florists' catalogue. VAUGHAN'S SEED STORE, Chicago and New York.

Bulbs, Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Bulbs, Caladiums and tuberoses. For sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIAS.

CALCEOLARIA HYBRIDS.

2¼-inch	$ 6.00 per 100
3-inch	10.00 per 100

CINERARIA, COLUMBIAN MIXTURE.

2½-inch	$ 3.00 per 100
3-inch	6.00 per 100
4-inch	10.00 per 100

ERNEST ROBER, WILMETTE, ILL.

CANNAS.

Cannas, King Humbert, 3 cents. Firebird, 12c. Yellow King Humbert, 35c. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

THENANTHOS

has an ancestry to be proud of.

Its parentage is
ENCHANTRESS x RED SEEDLING

The Red Seedling was a cross of
NELSON x LAWSON

Brilliant Scarlet—Large flower.
Very strong growth—prolific bloomer.
Fine strong cold grown cuttings.
Ready for immediate shipment.

$12.00 PER 100.
$100.00 PER 1,000.
250 at 1,000 rate.

A. L. RANDALL CO.,
(Plant Department).
Wabash Ave., at Lake St., Chicago, Ill.

ROOTED CARNATION CUTTINGS, A1 STOCK.

	100	1,000
White Enchantress	$2.00	$15.00
Pink Enchantress	2.00	15.00
Aviator (best Red)	6.00	50.00
Superb (flesh Pink)	12.00	100.00

ZECH & MANN,
30 East Randolph Street, Chicago.

CARNATIONS.

CARNATIONS.
Standard and New Varieties.

	Per 100	Per 1000
White.		
Matchless	$2.50	$20.00
White Enchantress	2.50	20.00
White Wonder	3.00	25.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Enchantress Supreme	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
Peerless Pink	$2.50	$20.00
C. W. Ward	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Champion	3.00	25.00
Variegated.		
Benora	$3.00	$25.00

J. D. THOMPSON CARNATION CO.,
Joliet, Illinois

FOR IMMEDIATE SHIPMENT.

We can save you money on strong rooted carnation cuttings.

	100	1,000
White Enchantress	$2.00	$17.50
White Wonder	2.00	17.50
Joy, red	2.00	14.00
C. W. Ward, dark pink	2.00	15.00
Afterglow, dark pink	2.00	14.00
Washington, rose pink	2.00	14.00
Dorothy Gordon, rose pink	2.00	14.00
Winsor, rose pink	2.00	13.00
Enchantress, light pink	2.00	13.00
Aviator	5.00	45.00

Look over your wants and send in your orders now while low prices are prevailing.

J. A. BUDLONG,
184 North Wabash Ave., Chicago.

ROOTED CARNATION CUTTINGS.

Large supply of extra fine stock ready now. Our carnation cuttings are recognized everywhere as the best obtainable and are big value at the prices quoted.

	100	1,000
Champion	$2.00	$18.00
Victory	2.00	18.00
Bonfire	2.50	20.00
Carnegie	2.00	18.00
Enchantress	2.50	20.00
White Enchantress	2.50	20.00
Alice	3.00	25.00
Rosette	2.50	20.00
Nebraska	5.00	45.00
Mrs. C. W. Ward	2.00	18.00

WEITOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

CARNATIONS, STRONG, WELL ROOTED CUTTINGS.

RED—Beacon, Victory, Joy, Champion.
$20.00 per 1,000.
Aviator, Belle Washburn, Red Wing.
$50.00 per 1,000.
PINK—Winsor, Peerless, Enchantress, Philadelphia, C. W. Ward.
$20.00 per 1,000.
Sensation, Alice.
$30.00 per 1,000.
Superb.
$100.00 per 1,000.
WHITE—Matchless, Enchantress, White Wonder, White Perfection.
$20.00 per 1,000.
30 days on approved credit.
2% discount for cash with order.
KENNICOTT BROS. CO.
165 N. Wabash Ave., Chicago, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CARNATIONS.

Carnation cuttings. We are offering the following varieties of the best quality: Matchless, Mrs. C. W. Ward. Alice $3 per 100, $25 per 1,000; Belle Washburn, $6 per 100, $50 per 1,000; Cottage Maid, $12 per 100, $100 per 1,000; Crystal White, (1918 delivery), $12 per 100, $100 per 1,000. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Rooted carnation cuttings, A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

Carnation Cuttings. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Carnations, rooted cuttings, 600,000 ready for immediate shipment. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation Superb. Fine new flesh pink. Rooted cuttings. Delivery now. $12.00 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnations, rooted cuttings, White Enchantress and Beacon, $2.50 per 100; $20 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CENTAUREA.

CENTAUREAS (Dusty Miller), gymnocarpa, strong transplanted seedlings. $1.10 per 100, prepaid. BRILL CELERY GARDEN, Kalamazoo, Mich.

CHESTNUT, AM. SWEET.

Immense stock, absolutely no blight. Straight, well rooted; cultivated in nursery rows.

	1,000	10,000
5 to 10-in. Am. Sweet Chestnut..	$ 8.00	$ 75.00
12 to 18-in. Am. Sweet Chestnut..	15.00	135.00
18 to 24-in. Am. Sweet Chestnut..	25.00	225.00
2 to 3-ft. Am. Sweet Chestnut...	40.00	350.00
3 to 4-ft. Am. Sweet Chestnut...	50.00	450.00

Send for special trade price list of Tree Seedlings, Evergreens and Shrubbery.

J. JENKINS & SON,
Winona, Col. Co., Ohio.

CHRYSANTHEMUMS

Immediate delivery.
CHRYSANTHEMUMS—ROOTED CUTTINGS.
Varieties listed in order in which they bloom.

	White. 100	1,000
Smith's Advance	$2.00	$15.00
Crystal Gem	2.50	20.00
Early Frost	2.50	20.00
Oconto	2.50	20.00
V. Poehlmann	2.00	15.00
Alice Byron	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00
Yellow.		
Golden Glow	2.00	15.00
Golden Queen	2.50	20.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Odessa	2.50	20.00
Yellow Bonnaffon	2.00	15.00
Nagoya	2.00	15.00
Dolly Dimple	2.50	20.00
Pink.		
Amorita	2.00	15.00
Chieftain	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00
Red and Bronze.		
Shrimpton	2.50	20.00
H. E. Converse	3.50	30.00

Twenty-five at the 100 rate.
250 or more at the 1,000 rate.
J. D. THOMPSON CARNATION CO.
Joliet, Illinois

Chrysanthemum Hamburg Late White. A pure white under all weather conditions. Is a sport of Maud Dean, white, but has no trace of pink, as the original. Plants will be ready April 1st, 1917. Rooted cuttings, $12 per 100, $100 per 1,000; 2-in. pots, $15 per 100, $125 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Daisy chrysanthemums, fine plants from soil, $2.50 per 100 sprays; fine for floral work. MRS. CLARENCE BOURDIER, Main St., Patterson P. O., Louisiana.

CINERARIA.

CINERARIAS, COLUMBIAN MIXTURE.
2¼-inch ..... $ 3.00 per 100
3-inch ..... 6.00 per 100
4-inch ..... 10.00 per 100
CALCEOLARIA HYBRIDS.
2¼-inch ..... $ 6.00 per 100
3-inch ..... 10.00 per 100
ERNEST ROBER, WILMETTE, ILL.

CHRYSANTHEMUMS.

CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus, in beauty, as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it. $1.50 per doz., $10.00 per 100 from 2½ in., with plenty of fine cuttings on them.
C. Winterich, Cyclamen Specialist, Defiance, O.

Coleus. For varieties and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Coleus, 3-in. stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

Cyclamen giganteum, Improved Wandsbek type, strong seedlings, in 8 varieties, equally divided, $4.00 per 100; $30.00 per 1,000; transplanted, $5.00 per 100; $40.00 per 1,000.

Rococo Erecta (new), finest ever introduced (not to compare with the old Rococo), to be well recommended for commercial growing. Strong seedlings, $5.00 per 100; $40.00 per 1,000; transplanted, $6.00 per 100; $50.00 per 1,000.

2½ and 3-in. stock ready May 15. Orders booked in advance. We grow over 350,000 and can show many testimonials as to the quality of our strain and stock.

Ernest Rober, Wilmette, Ill.

CYCLAMEN, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c, 6-in., 50c to 75c, 7-in., $1.00 to $1.50 each; full of buds and blooms, HENRY SMITH, Grand Rapids, Mich.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DRACAENAS.

DRACAENAS.

	Each	Doz.	100
5 inch Amabilis	$0.90	$10.00	$80.00
5 inch Imperialis	1.00	12.00	
4 inch "	.40	4.20	
3 inch "	.25		22.00
5 inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

POEHLMANN BROS CO.,
Morton Grove, Illinois.

DRACAENA INDIVISA, 6-in. pots, $25 per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

ERICAS.

ERICAS—Young stock for growing on strong plants out of 2½-in., 3-in. and 3½-in. pots. Fragrans Melanthera. $15.00 per 100; Regerminans, $15.00 per 100; Cupressina, $20.00 per 100; Gracilis Autumnalis, $15.00 per 100; Globularia, $15.00 per 100; Persoluta Rosea, $15.00 per 100; Persoluta alba, $15.00 per 100. Cash with order, please. Anton Schultheis, 316 19th St., College Point, L. I., N. Y.

FERNS.

Hardy ferns, wholesale price.

	100	10	each
Adiantum pedatum, Maidenhair.	$6.00	$0.70	$0.10
Aspidium cristatum, Evergreen.	6.00	.70	.10
Aspidium goldiana	7.00	.80	.10
Aspidium spinulosum, Wood Fern	6.00	.70	.10
Asplenium felix foemina, hardy	6.00	.70	.10
Aspl. Thily. Silver Spleenworth	7.00	.80	.10
Dryopteris thelypteris, Shield..	5.00	.60	.10
Onoclea sensibilis	4.00	.50	.10
Onoclea strutiopteris, Ostrich..	7.00	.80	.10
Osmunda cinamomea	8.00	.90	.10
Osmunda claytoniana	8.00	.90	.10

Full 100 ferns, your selection, at 100 rate.
LUDWIG MOSBAK, OSKOV, MINN.

BOSTON AND ROOSEVELT FERNS.
4-in., 12c; 6-in, 40c.
These ferns are all pot-grown, and in A-1 condition, and guaranteed to be as good as any on the market. Cash with order.
FELIX KRAMER.
Blaine St.,
NILES, OHIO

Ferns in flats, in best varieties, for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

FERNS, BOSTON. Fine heavy 4-in., $15.00 per 100; 5-in., $20.00 per 100; heavy 6-in. specimens, $5.00 per dozen. THE WAGNER PARK NURSERY CO., Sidney, Ohio.

FERNS

Fine Nephrolepis ferns. For varieties and prices see advertisement elsewhere in this issue. F. R. Pierson Co., Tarrytown, N. Y.

TABLE FERNS, best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

Table ferns, fine stock, 2¼ in., $3.50 per 100; $30 per 1,000. Jas. Vick's Sons, Rochester, N. Y.

FUCHSIAS.

FUCHSIAS. Mixed varieties, 6-in. pots, 25c; 7-in. 50c each. HENRY SMITH, Grand Rapids, Mich.

FUNKIA.

FUNKIA, undulata variegated, strong clumps, 8 to 15 eyes, $15 per 100. Ernest Rober, Wilmette, Ill.

GENISTAS.

GENISTAS, 4-in., 35c, 6-in., 50c, 7-in., 75c each. Nice stocky plants, ready for bloom. HENRY SMITH, Grand Rapids, Mich.

Genistas, 5-in., very husky and well set with buds; just right for Easter; $4 per doz. A. L. Miller, Jamaica, N. Y.

GERANIUMS.

Geraniums, fine lot of 3-in. plants, fall propagated, topped and branching. For varieties and prices see advertisement on front cover of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums, S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Delivery April 3rd and later. Albert M. Herr, Lancaster, Pa.

GERANIUMS, 3-inch, ready for shifting to 4-inch pots, S. A. Nutt, $6.00 per 100; $50.00 per 1,000. J. A. BUDLONG, 184 North Wabash Avenue, Chicago.

Geraniums. Large 2 and 2¼-inch, ready to shift to 3½ or 4-inch pots. For varieties and prices see advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

GLADIOLI.

Gladiolus planting stock, black bulblets of Mrs. Francis King, America Augusta, peck $4.50. VAUGHAN'S SEED STORE, Chicago and N. Y.

GREENS.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

Southern Wild Smilax, $2.00 per case. WINTERGREEN GARDENS, Marion, Ala.

HYACINTHS.

Hyacinths, daffodils and tulips, 3½-in. pots, $6.50 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

HYDRANGEAS.

HYDRANGEA—Pot grown, one year old varieties as Mme. Riveraine, General de Vibraye, Radiant, Mme. Harvard, Bouquet Rose, 8 to 10 flowering branches, $30.00 per 100; Mme. Mouillere and Avalanche, 7-in. to 8-in. pots, $12.00 to $18.00 per doz.; Otaksa, for garden planting in 10-in., 11-in. and 12-in. pots, $18.00, $24.00 and $30.00 per doz. Shipped out of pots. Cash with order, please. Anton Schultheis, 316 19th St., College Point, N. Y.

HYDRANGEAS OTAKSA, 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

IVIES.

English Ivy, R. C., 90c per 100; extra strong, from soil, 6 to 8-in. long, $1.25, prepaid. CHAS. FROST, Kenilworth, N. J.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

LILY OF THE VALLEY.

From Storage.

Lily of the valley. Orders taken now for 1917 crop of German, Swedish and Dutch pips. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHID PLANTS FOR SALE.

We offer to sell out the following lot of Orchid plants in prime condition:

150 C. Labiata.
80 C. Trianae.
70 C. Schroederi.
25 C. Percivaliana.

Bargain price of $1.50 per plant or the lot of 325 plants for $400.

J. F. AMMANN CO.,
Edwardsville, Illinois.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

OXALIS.

OXALIS. Lovely pink flowers in bud and bloom, $1.00 per 100. No orders filled for less than 50 plants. Cash, please. MRS. CLARENCE BOURDIER, Main St., Patterson P. O., Louisiana.

PALMS.

KENTIA FORSTERIANA SINGLE PLANTS.

2¼ inch pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves			Each
6 inch pots	5-6	26-28	inches high	$ 1.25
6 inch pots	6-7	30-32	inches high	1.50
6 inch pots	6-7	34-36	inches high	2.00
8 inch tubs	6-7	40-42	inches high	3.50
8 inch tubs	6-7	42-46	inches high	4.00
8 inch tubs	6-7	50	inches high	5.00
9 inch tubs	6-7	52-54	inches high, hv.	7.00
10 inch tubs	6-7	54-60	inches high, hv.	8.00
10 inch tubs	6-7	60-64	inches high, hv.	12.00
15 inch tubs	6-7	8	feet high	40.00
15 inch tubs	6-7	9-10	feet high	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots			$1.50	$12	$100
3 inch pots	5	10-12 ins. high	2.50	18	150

				Each
4 inch pots	5-6	16	ins. high	5.00 40.00 .45
6 inch pots	5-6	22	inches high	$1.25
6 inch pots	5-6	26-28	inches high	1.50
8 inch tubs	5-6	42	inches high	5.00

Specimen plants, 15 inch tubs, $75.00 each.

KENTIA FOSTERIANA MADE UP PLANTS.

	Plants			Each
6 inch pots	3	26	inches high	$ 2.00
8 inch tubs	4	44-46	inches high	5.00
9 inch tubs	4	48-50	inches high	6.00
10 inch tubs	4	50-54	inches high	8.00
12 inch tubs	4	55-60	inches high	12.00
12 inch tubs	4	66	inches high	15.00
15 inch tubs	4	72-78	inches high, hv.	25.00
15 inch tubs	4	75-80	inches high, hv.	30.00

ARECA LUTECENS.

	Plants			Each
6 inch pots	4 bushy	24-26	inches high	$1.25
7 inch tubs	4	30	inches high	2.50

POEHLMANN BROS CO.,
Morton Grove, Illinois.

Kentias. Our stock is larger than usual; all bright, clean stock. Kentia Belmoreana, Kentia Forsteriana. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

PANSIES.

PANSIES. Nice pansy plants from cold frame; fall transplanted, $1.00 per 100; $9.00 per 1,000. Cash, please. EDGAR EASTERDAY, Nokomis, Illinois.

PANDANUS.

Pandanus veitchii, 4-in., 35c; 5-in., 60c and 75c; 6-in., $1; 7-in., $1.50; 8-in., $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15. 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PEPPERS.

Peppers, Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.

Peppers, Celestial, 4-in., $12.00 per 100; $100 per 1,000.

Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.

PYFER & OLSEM, Wilmette, Ill.

PETUNIAS.

Petunia, single fringed, fine strain, strong transplanted seedlings, $1.10 per 100, prepaid. BRILL CELERY GARDEN, Kalamazoo, Mich.

PRIMULAS.

PRIMULA MALACOIDES.

Extra fine stock.	100	1,000
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM, Wilmette, Ill.

PRIMULAS, Obconica and Malacoides, 2¼-in., $3, 3-in., $5, 4-in., $12.50, 6-in., $25 per 100. Chinensis, 4-in., $12.50, 6-in., $25 per 100; 4 and 6-in. in bloom. HENRY SMITH, Grand Rapids, Mich.

PRIMULA MALACOIDES, 4-in., pink, in bloom, $15, and extra select $20 per 100. Chinensis, 3-in., $6 per 100; in bloom, $8 per 100. Ernest Rober, Wilmette, Ill.

PRIVET.

California Privet. Finest quality in all sizes, from one to four feet. Polish or Iron Clad Privet in sizes from six inches to three feet. Write for spring trade list. J. T. Lovett, Inc., Little Silver, N. J.

Amoor River Privet, 2 to 3 ft., $2.00 per 100; $15.00 per 1,000. REYNOLDS NURSERY COMPANY, Winston-Salem, N. C.

ROSES.

Roses for planting out, semi-dormant condition, 2¼-inch.

	Per 100		Per 100
La France	$4.00	Baby Rambler	$4.00
Mrs. Chas. Russell	12.00	Baby Tausendschoen	4.00
My Maryland	5.00	Clothilde Soupert	3.50
Prince E. C. d'Arenberg	5.00	Kaiserin A. Victoria	4.00
Rhea Reid	4.50	Aaron Ward	5.50
Richmond	4.50	Mrs. Geo. Shawyer	5.00
Sunburst	5.00	Radiance	4.50
Dorothy Perkins	3.50	The Bride	3.50
Ellen Poulson	4.50	Bridesmaid	3.50
Erna Teschendorff	4.00	Crimson Rambler	3.50
Gen. Jacqueminot	4.00	Francis Scott Key	5.00
Hadley	5.50	Golden Gate	4.50
Hoosier Beauty	6.00	Hermosa	4.00
Killarney	4.50	Irish Fire Flame	3.50
Killarney Brilliant	5.00	Lady Hillingdon	4.50
White Killarney	4.50	American Beauty	6.50
Dbl. Pk. Killarney	4.50	Antoine Rivoire (Mrs. Taft)	4.00
Dbl. Wh. Killarney	4.50	Gruss an Teplitz	4.00
Ophelia	5.00	Paul Neyron	4.00

AMERICAN BULB CO.,
172 North Wabash Ave., Chicago, Ill.

ROSE PLANTS
Grafted and Own Root
The Poehlmann Quality. Known Favorably Throughout the Land.

GRAFTED—2½-inch Russell...$150.00 per 1,000
Lots of 5,000 or more..... 145.00 per 1,000
GRAFTED—2½-inch Ophelia, Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond...$120.00 per 1,000
Lots of 5,000 or more..... 110.00 per 1,000
These prices are absolutely net cash.
For 3½-inch stock an additional $50.00 per 1,000 will be charged.
OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner, $7.00 per 100; ..... $60.00 per 1,000
Lots of 5,000 or more..... 62.50 per 1,000
Sunburst, own root, $10.00 per 100 ..... 90.00 per 1,000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

2½-INCH GRAFTED ROSES.
Mrs. Chas. Russell and Ophelia.

Our potted stock of Mrs. Chas. Russell roses is exceptionally fine and compares in quality to the fancy cut blooms we have been supplying the past season and which are without question the finest obtainable in the Chicago market. You can get no better grafted 2½-inch Russell elsewhere no matter how hard you try, so play safe by sending your order direct to us. Special discount on quantity lots.

$16.00 per 100; $150.00 per 1000.

Our Ophelia are fully as good as our Mrs. Chas. Russell and we can supply you with fine 2½-inch grafted stock at

$12.50 per 100; $120.00 per 1000.

J. A. Budlong.
184 North Wabash Ave., Chicago, Ill.

ROSES.

ROSE PLANTS—2½-in. STOCK.

	100	1,000
Pink Killarney	$4.00	$35.00
White Killarney	4.00	35.00
Ophelia	6.00	50.00
Sunburst	5.00	45.00
Richmond	3.00	25.00
Old Bench Plants.		
Sunburst	$6.00	$60.00

WIETOR BROS.
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

Roses. Extra strong, field-grown climbing roses to bloom for Easter; also hybrid perpetual roses. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

ROSE BENCH PLANTS.
Sunburst, $6.00 per 100; $50.00 per 1,000.
GEORGE REINBERG,
162 North Wabash Avenue, Chicago.

Roses. Strong, healthy bench plants of Mrs. Aaron Ward. Elegant stock for forcing. $9 per 100, $80 per 1,000. Albert F. Amling Co., Maywood, Ill.

ROSES, American Beauty and other varieties. 6-in. pots for Easter forcing, 35c to 50c each. Kaiserin and Maryland, 2-in., $4, 3-in., $8 per 100. HENRY SMITH, Grand Rapids, Mich.

BABY ROSES. Well-rooted; started in pots; in bud, $4 per dozen. Ernest Rober, Wilmette, Ill.

SNAPDRAGONS.

Snapdragons—White, yellow and pink, from seed, pinched, well branched, 2-in., extra good stock, $2.00 per 100. Cash.
BROWN'S GREENHOUSES, CLYDE, OHIO

SNAPDRAGONS. White, pink and yellow, 2-in. pots, $3 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Seed. Asparagus plumosus nanus, greenhouse grown, 100, 50c; 1,000, $3.25; 5,000, $15.00. Asparagus Sprengeri, 100, 15c; 1,000, 85c; 5,000, $3.50. A. Henderson & Co., 211 N. State St., Chicago.

Seed. Asparagus Sprengeri, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

Clean seeds per pound: Ampelopsis Veitchii, $1.00; Berberis Thunbergii, $1.35; Viburnum Opulus, $1.25. FRANCIS N. HADDEN, 326 Washington St., Providence, R. I.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, sweet peas, Spencers grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Winter Orchid Flowering Sweet Pea. Price list now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Elliott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet, pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Beet, sweet corn, garden bean, onion sets and seed potatoes. S. D. Woodruff & Sons, 82 Dey St., New York.

SEEDS.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Vegetable, flower and farm. Henry Mette, Quedlinburg, Germany.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SPIREAS.

Strong 3-in. Sprengeri at $5.00 per 100; ready for shift. Cash or reference.
C. C. WONNEMAN, "Florist"
Mexico, Mo.

Spiraea. Peach Blossom and Gladstone, $5 and $6 per doz. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Spirea Gladstone, Queen Alexandra, strong clumps, $12 per 100. ERNEST ROBER, Wilmette, Ill.

Spiraea, short, stocky plants, full of blooms, 35c to 75c each. Pyfer & Olsem, Wilmette, Ill.

STOCK WANTED.

Bench grown roses, Mrs. Chas. Russell; state how old the plants are and when delivery can be made. In the market for 300 plants.
A. T. MILLER,
Jamaica, N. Y.

VEGETABLE PLANTS.

Tomato Plants. Northern grown Bonnie Best, John Baer and Earliana, transplanted and hardened. $1 per 100, postpaid; $6 per 1,000, by express. W. L. Rogers, Ransomville, N. Y.

VINCAS.

Vincas, rooted cuttings, $10 per 100; strong field-rooted tips, one to three leads, 2¼-in., $3 per 100, $25 per 1,000. James Vick's Sons, Rochester, N. Y.

Vinca variegata, 2-in., $2 per 100; $20 per 1,000. Elmer Rawlings, Allegany, N. Y.

MISCELLANEOUS.

Green hyacinth stakes, 12-in. length, lots of 5,000, 90c per 1,000; lots of 10,000, 85c per 1,000. 18-in. length, lots of 5,000, $1.20 per 1,000; lots of 10,000, $1.10 per 1,000. Jos. G. Neidinger Co., 1309-11 N. 2nd St., Philadelphia, Pa.

Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

California Redwood. Resists rot, will not shrink, swell or warp. See advertisement elsewhere in this issue. California Redwood Association, 750 New Call Building, San Francisco, Calif.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Paper boxes for cut flowers in popular mist gray shade. 18x5x3—3-in. lid, $28 per 1,000; 24x5x3½—3½-in. lid, $30 per 1,000. Printed free in lots of 1,000. Lindley Flower Box Co., Marion, Ind.

White wood easels. Very desirable for mounting floral designs. Sizes 36 inches to 66 inches, 50c to $1.15 each. Geo. H. Angermueller, 1324 Pine St., St. Louis, Mo.

Choice landscape, decorative and forcing stock for florists' trade. For varieties see advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

Heavy hanging baskets with extra heavy hangers. For sizes and prices see advertisement elsewhere in this issue. The McCallum Co., Pittsburgh, Pa.

MISCELLANEOUS.

Window boxes, also a full line of flower pots, azalea pots and clay specialties. Write for prices and discounts. The Logan Pottery Co., Logan, Ohio.

Wire wreaths and hanging baskets. For sizes and prices see advertisement elsewhere in this issue. Canavan's Iron and Wire Works, 6124 Wentworth Ave., Chicago.

Hanging baskets. Enameled green, extra well made. For sizes and prices see advertisement elsewhere in this issue. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Munson, 1353 N. Clark St., Chicago.

Clay's fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Aetna Brand Tankage Fertilizer. Write for prices. Farmers' and Florists' Fertilizer Co., 809 Exchange Ave., Room 5, Chicago, Ill.

Use Evans' Challenge Vent Machine. Write for catalog. John A. Evans Co., Richmond, Ind.

Japanese miniature gardens, fern dishes, vases, flower pots, jardinieres, etc. Nippon Garden, Inc., 259 Fifth Ave., New York.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works, 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

Shrubs, vines, trees. Grown at Western Springs, 120 acres. VAUGHAN'S SEED STORE, Chicago and New York.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogues. Giblin & Co., Utica, N. Y.

Wizard brand manures. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $1.85; 50,000, $8.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

CYCLONE INSURANCE.

CYCLONE AND HAIL INSURANCE. To get it at reasonable prices write The Hoosier Mutual, Farmland, Ind.

GREENHOUSE INSURANCE.

Cyclone and hail insurance; also insurance on growing crops while in the fields. The American Mutual Cyclone and Hail Insurance Co., Muncie, Ind.

HAIL INSURANCE.

CYCLONE AND HAIL INSURANCE. To get it at reasonable prices write The Hoosier Mutual, Farmland, Ind.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. We design, manufacture and build greenhouses of every style and size. Building material of all kinds. American Greenhouse Mfg. Co., 1000 Masonic Temple, Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Greenhouse construction. Builders of greenhouses and conservatories of every description. Lord & Burnham Co., 42nd Street Bldg., New York.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. Estimates on request. The Foley Greenhouse Mfg. Co., 31st and Spaulding Ave., Chicago.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, 75c per qt.; $2 per gal. Vermine, $1 per qt.; $3 per gal. Scaline, 75c per qt.; $1.50 per gal. Nikotiana, $1.50 per qt.; $4.50 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

POTS AND PANS.

Kramer's pot hangers, $1 per doz., by express. I. N. Kramer & Sons, Cedar Rapids, Iowa.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Pots. Hew's standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

Red pots. Geo. Keller & Sons, 2614-22 Herndon St., Chicago.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for $1, postage paid.
MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 85c; 500, $3; $5.50 per 1,000.
Pipe stems, about 6 feet, per 100, 60c; per 1,000, $5. Vaughan's Seed Store, Chicago.

Cane stakes, 4-6-8-10 ft. W. R. CRADDOCK, Humboldt, Tennessee.

WIRE WORK.

Florists' wire designs and fancy wire lamp shades. NORTHWESTERN WIRE WORKS, 228 13th Ave., N. E., Minneapolis, Minn.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

American Greenhouse Manufacturing Co., Chicago

"Be sure you're right-- then go ahead"

So said Admiral Dewey to Gridley on that never-to-be-forgotten day in May 1898.

Just seven small words--all the wisdom of the ages compressed into seven small words.

Make it your motto—W. A. Rowe did.

That's why the W. A. Rowe Floral Company, of Kirkwood, Missouri, ranks as one of the twelve cylinder greenhouse establishments of the middle west. When he wanted to build last summer he looked, found and examined—**he made sure he was right,** then **went ahead** and put in his order for AGMCO houses.

And then?

He **went ahead** and grew stock in them that made his office ring with the Cash Register Rag and took the first prize at the St. Louis Spring Flower Show last week.

And **then?**

Knowing **beyond a doubt** that he was right, he put in a REPEAT ORDER March 16, for **two more** AGMCO houses.

These new houses will be of the improved AGMCO pipe frame construction, 36x300 feet each.

Yesterday is gone forever—tomorrow never comes. So get busy and write TODAY—it's the ONLY time of which you're SURE.

Pronounced Agemco AGMCO Every House A Gem

Office: Masonic Temple, Chicago

Just around the corner from the Wholesale Flower Market

FACTORY: CICERO, ILL.

Pronounced Agemco AGMCO Every House A Gem

Split Carnations
Easily Mended with
Pillsbury Carnation Staple

We find it very satisfactory. J. L. Dillon.
Can't get along without them. J. L. Johnson.
1000 for 35c; 3000 for $1.

I. L. PILLSBURY,
Galesburg, Ill.

Mention the American Florist when writing

Tacoma, Wash.

BEST TRADE IN SEVERAL YEARS.

This practically is the first season in three years that local florists are reporting satisfactory business and proving it with a smile. Stock is none too plentiful and it keeps many in the trade on the jump trying to get enough flowers to take care of orders." Where can I get a few hundred carnations?" or "Do you know where I can find a thousand or two thousand calceolarias?" are daily questions. Never before has there been a better promise of good business conditions. With the assurance that this city is to have a permanent army post which will add at least 15,000 soldiers to the population there is bound to be an increase in trade in all lines and the florists will benefit in proportion, if not to as great an extent as the fellow who supplies potatoes to the garrison. Still we are satisfied that we are able to trade a dozen carnations for some cash to hand over to someone else for a pound of beans, two slices of bacon or a few eggs. Carnations are selling well this season and the same can be said of roses, the local grown stock of the latter coming in first class, disproving the old theory that good roses could not be grown here. Plants are selling exceptionally well at fairly good prices. Bulbous stock is plentiful and of good quality. Crocuses are seen in bloom in several places. All roses, shrubs and fruit trees have come through the winter unharmed. Shipping business has been very good since the first of the year, with not enough stock at times to satisfy buyers, some of whom have been adding the following postscript: "Please try to fill this order complete." The annual rose show promises to eclipse all former similar events. Remember you are invited to join us in enjoying this fete.

S. L. H.

Detroit Bowling.

The regular weekly practice games of the Detroit Florist Club bowlers were rolled Thursday night, March 15. The results were as follows:

R. Rahaley	140	167	128
E. Sullivan	157	149	155
A. Ralston	141	141	134
J. F. Sullivan	98	112	126
Robt. Jean	122	125	122
E. A. Fetters	148	117	172
A. Sylvester	191	121	151
W. Taepke	150	127	197
H. Forster	101	149	133
F. Holznagle	163	185	174
T. Browne	122	134	106
P. Pape	132	121	178
J. F. McHugh	126	161	125
J. K. Stock	156	158	171
H. Taylor	156	146	176
J. Streit	136	201	144
F. Dolsky	80	184	115
J. McHugh	152	140	134
F. Pautke	147	170	135
Kirkpatrick	136	158	141

J. F. S.

CHEBOYGAN, MICH.—The florists here are without coal and have to do their firing by use of wood. The weather is still below zero and it is all they can do to keep the houses from freezing.

LATEST EDITION

ISSUED AUGUST 1916

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Trade Directory

FOR 1916

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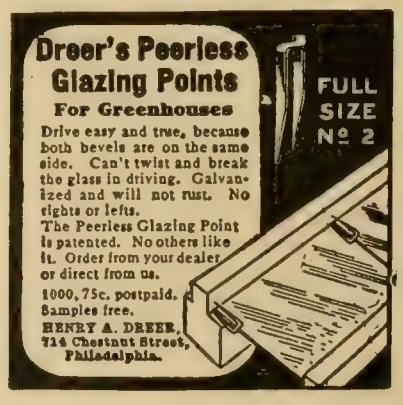

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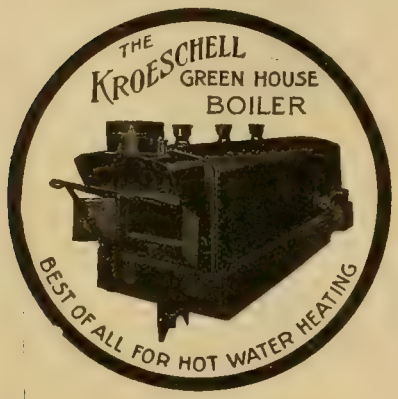

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR. Houston, Texas. President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., 1918. W. J. VESEY, JR., Ft. Wayne, Ind., President; CHAS. S. STROUT, Biddeford, Me., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition St. Louis, Mo., April 6-15, 1918. BENJAMIN HAMMOND, Beacon, N. Y., President; WM. L. ROCK, Kansas City, Mo., Vice-President; PROF. E. A WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y. Secretary.

BOSTON SPRING SHOW.

Massachusetts Horticultural Society Exhibition, March 21-25, 1917.

Successful Beyond All Expectations.

Horticultural hall, Boston, Mass., elegant as it is in its many appointments, has its limitations, which was demonstrated in the housing of this year's great spring show, which opened Wednesday, March 21, taxing the building to its utmost, a large room in the basement, called the banquet hall, being used for a portion of the bulb and fruit display. With such a wealth of material, it was one of the best, in quality and perfection, in a number of various classes, as compared with the other recent exhibitions.

The features were the large acacia exhibit of Thomas Roland, Nahant, Mass., the Flemish garden of R. & J. Farquhar & Co., Boston, the orchid displays and the splendid quality and variety of the spring flowering bulbs. These, together with the general excellence of the entries in all the classes, made this one of the best exhibitions ever held by the Massachusetts Horticultural Society.

Thos. Roland's acacias occupied the stage and space in front. All the varieties were well flowered, a number being quite tall; the most conspicuous were three fine specimen pubescens. The group was beautifully arranged, forming an exhibition in itself.

The Flemish garden of R. & J. Farquhar & Co., arranged in the rear of the hall, was a simple but beautiful garden. Tall arbor vitæs formed a dark green background. In a lattice rose-covered arch, in the rear, an electric fountain was in operation. A bank of flowering shrubs, Azaleas mollis, rhododendrons, lilacs, forsythias and genistas formed the sides and rear, while the front was enclosed with a low, white picket fence. A wide path around a center grass plot was paved with large, square red tile, Inside this path was a heavy border of hyacinths. In the center was a Winged Mercury. In front of the shrubbery in the borders, were hyacinths, daffodils and tulips. Four good-sized figures of cupids were features of this artistic garden. This was awarded the sociey's gold medal.

The orchids were displayed in the room to the right of the main hall. While the quality was superb, they were, for the most part, crowded; these exhibits filled all the side tables around the room, and while very beautifully arranged in the conventional manner of raised banks on tables, interspersed with ferns, there were enough to have filled the whole room had the space been given them. To have turned this room into a miniature tropical wood or forest, with the aid of tree trunks, tree ferns, mossy mounds and a few artificial or natural pools, and exhibited the orchid plants as they grow in their native habitat, would add much to their beauty and effectiveness as a feature of the show. Frank J. Dolansky's first prize orchid group contained many splendid cattleyas, phalænopsis, dendrobiums, odontoglossums, etc., all arranged with Farleyense—an exhibit well deserving the first prize it received. The Julius Roehr's Co., Rutherford, N. J., displayed their orchids in a large, velvet-covered frame, illuminated with concealed electric lights, odontoglossums, cattleyas and C-Brassia, cypripediums, lælias, miltonias, etc., all arranged as if in a picture. A gold medal was awarded this fine collection. Ernest B. Dane won second with display of orchid plants, a very rich and beautiful group, in which Mardevilla coccinnea, with its brilliant red flowers, was conspicuous. Phalænopsis, odontoglossums, cypripediums and cattleyas were also features. Smithii ferns made a pretty border. J. W. Butterworth won first for the best six with well flowered specimens in which a large, white Lælia anceps was noteworthy. Mrs. C. G. Weld also staged a group of orchids, mostly cattleyas, which made a fine showing and won a silver medal.

In the cut orchid classes, the T. J. Dolansky entry, displayed in vases and baskets, won first, while Ernest B. Dane's exhibit, arranged in glass

vases, mostly cattleyas, came second.

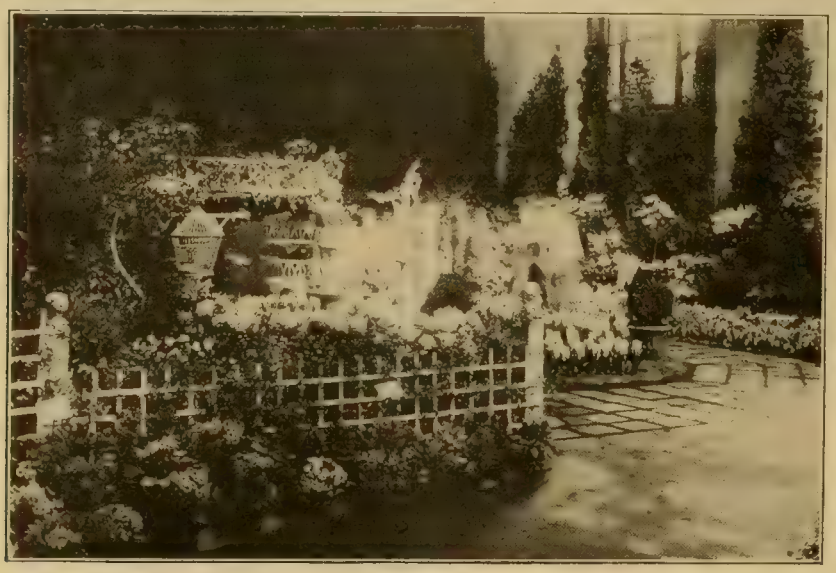
Specimen plants of well flowered orchids were staged by F. J. Dolansky, a cattleya with 20 blooms; also a Cymbidium traicyanum with fine spikes of chocolate colored stripes on a green ground. A. W. Preston staged an orange colored lælia. Miss Cornelia Warren exhibited a Dendrobium nobile with 18 flower spikes and a cattleya with 18 blooms; also a Cœlogyne cristata with quantities of flowers.

Thos. Roland had a large table filled with ericas in four- and six-inch pots, were large exhibitors in these private grower classes. Faulkner Farm staged splendidly flowered lilac and a superb strain of schizanthus. The special prize offered by Zandhergen Bros., Valdenburg, Holland, for collection of bulbs in pots or pans, was won by the Weld Garden. Wm. Sim, Cliftondale, Mass., won a silver medal for his bed of ariculas, old favorites made new, which showed unique and rich colorings. His collection of English primulas, polyanthus hybrids, with their large clusters of flowers in various

There were several exhibits of Primulas, obconica and Malacoides, very well flowered and showy.

In the Flemish Garden was a pan of a new daffodil of the Emperor type, named Farquharii, quite distinct and beautiful, named in honor of this famous firm by M. Van Waveren & Sons, of Holland.

The display of cyclamens, which filled a large, low table, showed high culture and the finest strains in cultivation. A fringed lilac was remarkable for size and beauty of flower. These were all from private growers. Specimen genistas, azaleas, fuchsias, amaryllis, cinerarias, hybrid and stellata, the latter in collections of six and twelve, were all splendidly grown and made beauty spots everywhere.



FARQUHAR'S GARDEN AT THE BOSTON SPRING SHOW.

exceptionally well flowered. This exhibit won a silver medal.

Two large tables of spring flowering plants were very attractive. The Weld Garden's exhibit contained all the spring bulbs, Darwin tulips being a feature. Pheonix Roebelenii was used as a background. This won first prize. Mrs. J. L. Gardner won second with a fine collection of similar spring flowering plants. A row of pots of bushy asparagus was the background. These were two beautiful and strong features of this section. Bulbous stock in pans filled several low tables. The quality of the various entries was superb, the judges having hard work to make their decisions.

The large groups of foliage and flowering plants are always features of the main hall. They cover 200 square feet each. A. M. Davenport, Watertown, Mass., won first, and second was awarded to W. W. Edgar Co., Waverley, Mass. These groups contained the best of everything in seasonable flowering and foliage plants, and both were a great credit to the firms who entered them. There were a number of other groups, A. N. Davenport winning in the forced shrubs display covering 100 square feet. First for 100 square feet of astilbes, white and pink, six varieties, was won by the W. W. Edgar Co., who also won first for a 100 foot space of French hydrangeas. First for a group of azaleas, 200 square feet, was won by A. W. Davenport, W. W. Edgar Co., second. There were a number of similar groups staged by private growers, which contained high quality plants. Miss Cornelia Warren, Faulkner Farm, Mrs. C. G. Weld and Weld Garden shades of yellow and red were very striking. These were in low beds in front of the Flemish garden. A first prize for six plants, and a silver medal for the entire display was his reward.

Statice Suworowi, a very valuable florist plant, was exhibited by Mrs. Chas. Van Brunt. This bore, completely flowered, long, slender spikes of bloom, which would be ideal in plant basket work. It was awarded a gratuity.

The Cut Flowers.

A table of carnations, of which vases of Pink Sensation and Laddie were features, was much admired; the quality of these was exceptional. A silver medal was awarded F. Dorner & Sons Co., Lafayette, Ind., for Carnation Laddie, which was grown and staged by S. J. Goddard, Framingham, Mass., who also exhibited a vase of his Doris. Littlefield & Wyman, North Abington, Mass., won first for red with Belle Washburn, introduced by Bassett & Washburn, Chicago. Eastern Beauty, a bright, suffused pink on white ground, a medium-sized flower, looks to be every grower's flower. It has all the earmarks of a good variety in the store. Greenfield, a cerise pink, from E. A. Richards, Greenfield, Mass., is a striking color. A. A. Pembroke's vases of 50 each of Pink Sensation, Rosette, and Delight, and James Wheeler's 50 Benora were exceptionally fine. Strout's, of Biddeford, Me., staged very fine Matchless, winning first, and was awarded honorable mention for seedling Snow White, while Littlefield & Wyman's Miss Theo was at its best. Some cut roses of good quality were seen. Waban Rose Conservatories, Natick, Mass., won first for vases of Mrs. Bayard Thayer, Lady Alice Stanley and Hadley. A. N. Pierson's Cromwell Gardens captured first with Ophelia and Hoosier Beauty, and a

DAVENPORT'S PRIZE PLANT GROUP AT THE BOSTON SPRING SHOW.

GENERAL VIEW OF THE BOSTON SPRING SHOW.

first class certificate for Rose Elizabeth Zeigler. McAlpine Bros, Exeter, N. H., staged a vase of high quality American Beauty. A pretty seedling pink rose from C. Holbrow, Brighton. Mass., received honorable mention.

M. A. Patten & Co., Tewksbury, Mass., staged a vase of Godfrey callas, flowers as large as C. Aethiopica, but perfect in shape and color. There were also fine vases of mignonette and snapdragons staged by Wm. R. Nicholson, Framingham, Mass. Mrs. C. G. Weld was also a large exhibitor of mignonette, snapdragons, freesias, and in other cut flower classes. James Wheeler, Natick, Mass., won first with his unapproachable yellow daisies.

The sweet pea exhibit was rather meagre, Thos. Roland winning first with three entries; Burt, The Florist, taking three firsts and one second. Edward Bingham and Wm. Sim competed for the 100 Princess of Wales violets, and won in the order named.

The retail florists made a number of quite elaborate displays of their work in floral arrangements, baskets of plants and cut flowers, among them Penn, The Florist, the Boston Cutflower Co., H. R. Comley, Houghton & Gorney Co., Caplan, The Florist, and Iristhorpe Farm. Penn's great variety of arranged baskets and boxes was up to date. The Houghton & Gorney Co. featured baskets of colonial bouquets. The Boston Cutflower Co. staged baskets and vases of flowers and decorated a table, while the feature of H. R. Comley's space was a decorated table, vases and baskets of flowers. Iristhorpe Farm's table contained baskets and vases of cut flowers.

The attendance at the show broke all records, except those of the national exhibition. Four times as many visitors as ever attended any individual display of the society paid their way into this show. This is due to the publicity work of Mr. Campbell, an advertising expert. Previously $300 was the publicity fund for an exhibition. Mr. Campbell threw up his hands at this—nothing less than $2,000 would do. Finally he made the proposition that as their best receipts had been $1,700 he would put up the $2,000 himself, the society to receive the first $2,000 of the receipts; the next $2,000, if taken in, to pay the advertising bills and after that anything over to be paid to Mr. Campbell for his services and risk in guaranteeing the advertising fund. By Thursday night all expenses, including the advertising bills, had been met, so that all the money received Friday, Saturday and Sunday, estimated as nearly $4,000, will go to Mr. Campbell. Everybody is delighted with the result, as there never has been such interest aroused in a local exhibition before. What a glorious opportunity is offered to the florists of the country by this exhibition of what can be done by well managed publicity. The same result is possible in every large city of the land, followed by a wave of enthusiasm and interest in flowers and plants, the vaule of which is incalculable.

The Dinner.

President R. M. Saltonstall, of the Massachusetts Horticultural Society, gave the judges, workers and visitors a luncheon at the Hotel Somerset on Thursday of show week which was much enjoyed. There were about 50 present, many leading lights and all earnest workers in the cause. President Saltonstall voiced his appreciation of the great success of the exhibition from every standpoint and the brilliant future ahead for the society if all pulled together as they had done this time. He praised the work of Superintendent Wheeler and all who had done so much to make the show a success. Superintendent Wheeler said that this great success was due as much to the little fellows as well as the big ones, as all fitted in to make the best foundation.

John K. M. L. Farquhar praised the president, who was anything but a figurehead, stating he was a hustler, and by his enthusiasm, inspired others. He spoke of great things to be done in Boston special flower shows to be held in the near future. He praised the work of Mr. Campbell of publicity fame, whose work in this respect had brought the large attendance. Mr. Campbell gave a short talk on the possibilities of telling people what you had as proved in the present case, when four times that of any previous attendance would be the record of this show. Mothers' day was referred to as a great possibility, but nothing worth while was being done to exploit it. He is certainly a leader of the live-wire brethren. Chas. S. Strout told of the popularity of the national carnation shows and their educational value to all who attend. Next year's convention and exhibition at Boston, he predicted, would be the best ever. Wm. N. Craig said he believed the spring show the most successful of the year. Members who wore the red information badge had been kept busy answering questions, to the great satisfaction of the visitors. P. Rich, Henry Penn and President Methven of the Gardeners' and Florists' Club, also spoke. K.

New York Flower Show.

CONTINUED FROM LAST WEEK'S ISSUE.

There was a large attendance on Sunday, March 18, to view the general display. No entries were staged on that day. The attendance on the remaining days of the show was good.

There was an interesting competition in cut roses March 19, much good stock being shown. L. A. Noe, Madison, N. J., took first prize for 100 American Beauty, while F. R. Pierson Co., Tarrytown, N. Y., was awarded first for 100 Killarney Queen, first for 50 Mrs. Chas. Russell, first for 50 Ophelia, first for 50 Francis Scott Key and first for 50 Richmond.

A. N. Pierson, Inc., Cromwell, Conn., took first for 50 Mrs. Geo. Shawyer, first for 50 Pink Killarney, first for 50 White Killarney, first for 50 Sunburst and first for 50 Mrs. Aaron Ward. A. S. Burns, Jr., Spring Valley, N. Y., won first for 50 Hadley. L. B. Coddington, Murray Hill, N. J., won the blue ribbon for 50 Jonkheer J. L. Mock. F. R. Pierson Co. took a silver medal for 25 of an undisseminated variety and first for the best new rose not in commerce January, 1917, both captured by Rosalind, an Ophelia sport. Considering other features of the show, the number of entries in cut flowers was small. W. E. Jackson, West Summit, N. J., secured second honors for 50 Ophelia, also for 50 Jonkheer J. L. Mock.

CARNATIONS.

The Cottage Gardens Co., Queens, N. Y., took first for 100 whites with Crystal White, first for 100 light pink with Cottage Maid and first for 100 dark pink. On the foregoing entries there were no seconds. The same firm also took first for 100 scarlet, M. Matheron, Baldwin, N. Y., winning second. W. D. Howard, Milford, Mass., was first for 100 crimson. Emil F. Lieker, Lansdowne, Pa., took first honors for 100 variegated. Herman Schwarz, Central Park, L. I., N. Y., captured first for 50 light pink; Alfred Demeusey, Brooklyn, second. G. F. Neipp, Chatham, N. J., was first for 50 dark pink with C. H. Totty, Madison, N. J., second. W. R. Nicholson, Framingham, Mass., took first for 50 red, with C. H. Totty second. The latter won first for 50 white and W. R. Nicholson was awarded a silver medal for new variety not in commerce.

For table decorations by New York retail florists, A. T. Bunyard, 413 Madison avenue, was first; Max Schling, 22 West 59th street, second, and Alfred Kottmiller, 426 Madison avenue, third.

The New York Sun gave to the Horticultural Society of New York and the New York Florists' Club a silver trophy to be offered for the exhibit most helpful to amateur gardeners. The trophy was made by the Gorham Company, is 18¾ inches long, 8¾ inches wide, 9 inches high, of sterling silver, of substantial weight, with applied border, hand engraved, and was won by Max Schling with a meritorious exhibit, showing table and vase arrangements.

For most artistic dinner table decoration set for eight arranged by private growers, decoration to be renewed on second day, first honors went to Mrs. H. Darlington, Mamaroneck, N. Y.; Mrs. N. Strauss, also of Mamaroneck, being second, and W. B. Thompson, Yonkers, N. Y., third. Sweet peas were not permitted in this decoration.

In the trade section gold medals were awarded to F. R. Pierson Co., Tarrytown, N. Y., for general display; George E. M. Stumpp and Max Schling, New York, for retail displays; Clement Moore, Hackensack, N. Y., for orchids. The following received silver medals: A. L. Randall Co., Chicago, supplies; A. T. Boddington Co., Inc., New York, seeds, bulbs and plants; A. N. Pierson, Inc., Cromwell, Conn., general display; Robert Craig Co., Philadelphia, plants; Bobbink & Atkins, Rutherford, N. J., general display; Julius Roehrs Co., Rutherford, general display; Joseph Manda, West Orange, N. J., orchids; Weeber & Don, New York, seeds, bulbs and plants; Stumpp & Walter Co., New York, seeds, bulbs and plants; Alois Frey, Crown Point, Ind., Rainbow freesias. Certificates of merit were awarded to R. J. Irwin, New York, and H. Fred Byxbee, Norwalk, Conn.

The following received honorable mention for various exhibits: Ralph Pulitzer, Manhasset, N. Y.; Bobbink & Atkins, Rutherford, N. J.; Hon. Paul Warburg, Washington, D. C.; H. Fred Byxbee, Norwalk, Conn.; Chas. L. Doerrer, Westfield, N. J.; Mrs. Payne Whitney, Manhasset, N. Y.; A. N. Cooley, Pittsfield, Mass.; Marius Mutillod, Secaucus, N. J.; Mrs. N. Strauss, Mamaroneck, N. Y.; E. F. Hutton, Bay Shore, N. Y.; Clement Moore, Hackensack, N. J., and Col. H. H. Rogers, Tuxedo Park, N. Y.

In the competition among private estates with carnations, on March 20, three first prizes were taken by D. G. Reid, Irvington, N. Y.; one first by Mrs. E. C. Converse, Greenwich, Conn.; one first by S. M. & A. Colgate, Orange, N. J.; one first by W. E. Reis, Greenwich, Conn.; one first by Mrs. S. Hermann, Tarrytown, N. Y., and one first by Mrs. Payne Whitney, Manhassett, N. Y. Percy Chubb, Glen Cove, N. Y., took first for vase of 150 blooms, with decorative green.

Other awards for various plants were as follows: J. R. De Lamar, Glen Cove, L. I., gold medal; New York Park Department, J. Cabot Ward, commissioner, gold medal; Brooklyn Park Department, R. V. Ingersoll, gold medal. Certificates of merit to F. E. Lewis, Ridgefield, Conn.; Hon. Paul Warburg, Washington, D. C.; Frederick N. Dressel, Weehawken, N. J.; Renee Parker New York; Robert Craig Co., Philadelphia, Pa.; Elm Court Farm, Lenox, Mass.; Mrs. H. Darlington, Marmaroneck, N. Y.; Col. H. H. Rogers, Tuxedo Park, N. Y. For artistic dinner table decoration, table and accessories supplied by exhibitor, table set for twelve—prize offered by members of the New York Horticultural Society—first prize, A. Kottmiller, Vanderbilt Hotel, New York City.

JOS. HEACOCK CO.'S PRIZE HADLEYS AT THE PHILADELPHIA ROSE SHOW.

American Rose Society.

GREAT ADVANCE IN FLORAL EXHIBITIONS.

All of the visiting craft were unanimous in their favorable impressions of the exhibition of the American Rose Society, held at Philadelphia, Pa., March 20-23, a preliminary account of which was given in our issue of March 24, pages 459-460, the consensus of opinion being that it was the most finished and complete display of roses ever seen in this country, the garden-like effect in the arrangement of the exhibition spaces, uniform wicker-covered vases, magnificent rose garden, retail florists' tastefully arranged booths and the exceptional quality of the cut blooms all combining to make a distinct step in advance in floral exhibitions.

A distinct and much admired feature was the small exhibit of the hybrid tea rose, Golden Emblem, as shown by Henry A. Dreer, Inc., Philadelphia. This is sensational in the bright yellow color of its well formed flowers and the glossy, varnished effect of its foliage. It is from the nurseries of Alex. McGready & Son, Portadown, Ireland. Henry A. Dreer, Inc., will introduce it in this country next season.

The Joseph Heacock Co.'s prize winning vase of 100 Hadley was given the place of honor in the main aisle at the entrance and was wonderfully effective. Referring to this exhibit, Robert Craig said: "Nothing to equal these magnificent roses has ever been seen in this country."

George Burton's vase of American Beauty, H. O. May's Mrs. Charles Russell, A. N. Pierson's Ophelia, Hoosier Beauty and White Killarney, John Andre's Killarney and John Stephenson's Son's Sunburst, each vase containing 100 blooms, were all notable for their wonderful perfection, and as they opened out, growing to immense size the second and third days, were truly gorgeous.

The rose garden of Henry A. Dreer, Inc., containing over 171 varieties of roses, all prominently labeled, was at all times surrounded by admiring visitors, many of them taking notes of the varieties.

The decoration of the hall, covering the side walls and canopying the arched ceiling with light blue cheese cloth and southern smilax, completely transformed the dingy interior and made a most satisfactory setting for the exhibits.

Covering the floor spaces as laid out in the plan with green sheet moss and outlining the edges with 6-inch Scotti ferns in pots made a fine setting for the vases of roses, all of which were placed directly on the floor. After judging, the vases were arranged so that each space presented an attractive group.

NOTES.

It has been demonstrated in this show, that for such an elaborate display, the hall must be at least twice as large. To insure an attendance that will provide a sufficient revenue to defray expenses, there should be sufficient room to accommodate them. On Thursday, with an attendance of 7,000 there was not room to accommodate more than half this number, in the evening the congestion being very uncomfortable.

The greatest interest appeared to be in the feature displays such as the H. A. Dreer garden, the rose garden and the retailers' exhibits, which were crowded at all times. The cut rose displays were grand looking, even more beautiful the last day than on the first as they had gradually opened out and were many of them of extraordinary size.

As everything was in such good shape on Friday, it was decided to extend the exhibition over Saturday. It was indeed fortunate that the time set for the show was last week instead of this, as the order calling out the militia would have required the use of the armory and a very quick selection of another hall would have had to be made.

The smoker, in honor of the visitors, at the Adelphi hotel, Wednesday, March 20, was a great success. About 300 of the local brethren, together with some 75 guests, spent several happy hours. Chairman Grakelow was in his element as toastmaster and manager. After a good vaudeville programme speeches were made by Wm F. Gude, Wallace Pierson, A. Farenwald, S. S. Pennock and others. Martin Gannon was the pianist, while Chas. Marabella sang several songs. It was a great night. K.

ROSE GOLDEN EMBLEM.
Exhibited by Henry A. Dreer, Inc., at the Philadelphia Rose Show.

Credit Man's Hard Lines.

When the credit man makes a mistake it is good-night. But when a plumber makes a mistake he charges twice for it; when the lawyer makes a mistake it's just what he wanted, because he has a chance to try the case again; when the carpenter makes a mistake it's just what he expected, because the chances are 10 to 1 he never learned his trade; when a doctor makes a mistake he buries it; when a judge makes a mistake it becomes the law of the land; when a preacher makes a mistake nobody knows the difference, and when an electrician makes a mistake he blames it on the induction, the meaning of which nobody knows. But the poor credit man has no excuse.—Pittsburgh Credit Bulletin.

TORONTO, ONT.—Local retailers at a meeting March 12 appointed a committee to draw up a constitution to be presented at a meeting at J. H. Dunlop's, March 26, at which officers will be elected and a social and protective organization formed.

Society of American Florists.

EXECUTIVE BOARD MEETING.

The mid-Lent meeting of the board of directors of this society was held at the Hotel Biltmore, New York, Friday and Saturday, March 16-17. The following directors were present:

R. C. Kerr, Houston, Texas, president; A. L. Miller, Jamaica, N. Y., vice-president; John Young, New York, secretary; J. J. Hess, Omaha, Nebraska, treasurer; Wm. R. Nicholson, Framingham, Mass.; Wm. J. Keimel, Elmhurst, Ill.; William F. Gude, Washington, D. C., Washington representative; Charles L. Baum, Knoxville, Tenn.; Frank X. Stuppy, St. Joseph, Mo.; George W. Hess, Washington, D. C.; George Asmus, Chicago; S. S. Pennock, Philadelphia, Pa.; J. F. Ammann, Edwardsville, Ill.; George E. M. Stumpp, New York; A. Farenwald, Roslyn, Pa.; Daniel MacRorie, San Francisco, Calif.; Paul R. Klingsporn, Chicago, and Ex-President Patrick Welch, Boston, Mass., who was present on the invitation of President Kerr. William H. Amling, of Chicago, director through his office as president of the Chicago Florists' Club, through illness, was unable to be present and the club's credentials delegating Paul R. Klingsporn as a substitute director were, on motion, accepted. Credentials from the various affiliated bodies covering the directors appointed by them were presented and, on motion, accepted, and the directors duly seated. President Kerr announced that he had exercised the privilege of inviting the members of the National Flower Show Committee to sit at the meetings of the board.

Secretary Young reported that O. J. Olson, St. Paul, Minn., had agreed to act as chairman of the committee on Mothers' day. He also read a letter from E. J. Fancourt, a member of the committee, reporting an interview recently had with Miss Jarvis in Philadelphia, and that she had arranged to consider the matter of the best assistance the committee could render to advance the Mothers' day movement. Mr. Fancourt expressed the opinion that if a proper campaign was started, at least $5,000 could be raised for the work, and suggested that the society might be willing to advance the sum of $1,000 to start such a campaign, which could not be started without considerable opening expenses. Some discussion ensued, which very generally endorsed the idea of supporting Miss Jarvis in her work, and finally the board directed that an advance of $1,000 be made to the committee, or as much thereof as might be necessary.

The project of the establishment of a national credit and collection bureau was discussed at some length and, in order that the committee in charge of the project might have something definite upon which to work, on motion of J. J. Hess, the president was directed to appoint a committee of three to draft suggestions in the matter, to be endorsed by the board, if found acceptable. President Kerr appointed the following as such committee: S. S. Pennock, W. J. Keimel and G. E. M. Stumpp, with the latter as chairman.

There was no report from the committee on development of American products. The committee on school gardens reported progress.

The report of the committee on tariff and legislation being called for, was presented by James McHutchison of the committee, who was introduced by Mr. Gude, the chairman, in an address in which he appealed for prompt action by the board on the recommendations embodied in the report. The report was practically a "brief" on the proposed legislation to prohibit imports of plants, plant products and bulbs from all sources. The committee on the bill seeking this prohibition had, the report stated, agreed to defer legislative action pending a conference with the florists' and nurserymen's legislative committees, to be held probably next June or July. The details of the proposed legislation had, said the report, been published in the trade papers, consequently need not be further commented upon, but the committee requested from the board full power to represent the S. A. F. at the conference, and that power be extended to the committee to add to its body three members, and to share with the nurserymen the expense of employing a qualified man to assist in the protection of the interests of both bodies. A number of letters from interested growers and much printed matter was presented with the report.

The following resolutions were then offered by Mr. Gude:

Whereas, It has come to our notice that an effort is to be made to introduce legislation into Congress, seeking to prohibit at some future time the importation of plants, bulbs, plant products and nursery stock of all kinds from every source; and

Whereas, The executive committee of the Society of American Florists consider such measures not only unnecessary but injurious to the welfare of its members and of the whole horticultural trade of the United States; therefore

Be it resolved, That the chairman of the legislative committee of the S. A. F. be empowered, and he is hereby empowered, to oppose the proposed legislation, to act according to his judgment in the interests of our organization at the forthcoming conference, to get what assistance he can from any of its members, and to share with the nurserymen's legislative committee the expense of employing a trained man to help protect our joint interests."

The resolutions were, after a hard discussion, adopted without change.

Secretary Young presented correspondence regarding movements in Ohio and Maine requiring the licensing of firemen employed in greenhouse establishments. Mr. Gude criticised such requirements as absolutely nonsensical and believed they should be opposed by the society. Maine was following the precedent set by Ohio, and a bill was before a committee of its legislature seeking the licensing of firemen in charge of low pressure heating plants. He offered the following resolution, which was passed:

Resolved, That the Society of American Florists absolutely oppose the legislation proposed in the state of Maine compelling the employment of a licensed fireman for the firing of greenhouse boilers carrying less than 10 pounds' pressure, as being injurious to the welfare of the horticultural trade; and that this society deprecates the laws already passed in Ohio or other states, as highly detrimental to the horticultural interests affected by them.

Mr. Gude also offered the following resolution:

Whereas, Several of the states of the United States have enacted statutes relative to the inspection of stock, which renders it practically impossible to send commercial shipments into such states; it is therefore

Resolved, That the Society of American Florists through its tariff and legislative committee use its power and influence to secure the enactment of uniform inspection laws throughout the United States.

This resolution was also carried.

The report of the committee on trade directory which, at the Houston convention, was referred to the board of directors for action, was taken up for discussion, and the board decided that the matter should be deferred until after some system had been established by the proposed bureau of national credits and collections.

Secretary Young presented his financial report for the year 1916. The report showed that $7,794.63 had been received during the year, and the accompanying report of the auditors, Edmonds & Bouton, Inc., New York, showed that this money had all been properly accounted for. It was seen that 293 new annual members had been secured and 41 life members. A financial statement for 1917, to March 10, showed receipts of $2,714.75; the addition of 59 new annual members and 32 life members. The secretary also presented the report of the auditors on the National Flower Show accounts, covering receipts, as shown by the secretary's books, amounting to $62,301.

President Kerr asked Mr. Young whether he had noticed any increase or decrease in the society's membership in the last two months. The secretary stated that the society had more members in good standing than it ever had, as could be seen by the records, which spoke very well for the conventions held in the west and south.

The secretary then made a report on the arrangements made for the convention to be held in New York next

DREER'S ROSE GARDEN AT THE PHILADELPHIA ROSE SHOW.

August. The main hall of the Grand Central Palace had been secured for the trade exhibition, at the low rental of $500, and the meeting hall for $100, a total of $600. As a comparison, he instanced the cost of similar accommodations at Minneapolis, which was $1,200. Orders for space in the trade exhibition already booked approximated $3,000, but the floor plans showed available space to the amount of $8,000, all of which space he believed would be disposed of. The floor plans had been sent out, and copies would be sent to anyone interested.

ERNEST B. DANE'S PRIZE GROUP OF ORCHIDS AT THE BOSTON SPRING SHOW.

Through the kind offices of the New York Botanical Society, the Convention Garden had been laid out in the Botanical Garden, Bronx park. Blueprints of the planting space had been prepared, and would be distributed within a few days. He predicted a great success for the garden. Already about 20 applications for planting space had been received. The members of the board, later, inspected the convention quarters.

At this point a motion was carried unanimously thanking Secretary Young for his efficient conduct of the secretary's office during the past year.

A petition from the St. Louis Florists' Club asking that the board of directors change the convention date for 1918 to the period in spring when the National Flower Show would be held, was considered, and the change, by motion, approved, in accordance with power conferred under the amended by-laws. Mr. Gude stated that he had obtained the opinion of counsel in Washington on the legality of this procedure, and it was confirmed.

It was, on motion, decided to recommend to the incoming president the reappointment of the entomologist for the next ensuing year, in order that he may complete the special work enumerated in his report to the Houston convention.

On motion, Dr. Britton, on whom the superintendence of the Convention Garden devolved, was authorized to draw upon the society for money required for the prosecution of the work on the garden, as needed, to the extent of $1,000; the same to be deducted from the income from space.

A letter from Theodore Wirth, chairman of the convention garden committee, asking that, in the event of National Flower Show dates being adopted for the St. Louis convention, he be authorized to arrange, if possible, for an "inside" garden, was discussed and the required authority ordered to be granted.

After votes of thanks to the botanist, pathologist and entomologist, adjournment was taken for the luncheon tendered by the New York Florists' Club.

The board reconvened at 2:00 p. m.

Secretary Young was excused, so that he could attend to some pressing business at the flower show.

Appreciating the greatly increased duties of the secretary in connection with the work of the society, the board ordered an increase in his salary amounting to $500. The question of a stipend to be paid the chairman of the National Flower Show Committee for his services in connection with the Fourth National Flower Show, Philadelphia, referred to the board at the Houston convention, it was directed that the same be $1,000. It was also resolved that such officer hereafter be granted 10 per cent of the net proceeds of a National Flower Show and that members of the committee be allowed $5 per day as subsistence from the time they leave home until they return, when on national flower show business.

Adjournment was here taken until Saturday morning at 9:30.

The meeting opened on Saturday morning promptly at 9:30. Thomas Roland, of the national flower show committee, was in attendance at this session.

Treasurer J. J. Hess presented his report covering the period July 15 to December 31, 1916; also the auditor's certification of audit.

The board authorized the treasurer to invest as much of the general and permanent funds, and all other funds he could consistently spare at this time in gilt-edge first mortgages on real estate; such investments to be made with the approval of the president and the secretary.

On motion, the bond of the treasurer was increased to $30,000, and that of the secretary to $10,000.

The appropriations of last year were continued, excepting that the appropriation for the stenographic report of the convention was left in the hands of the secretary. The appropriation for the tariff and legislative committee was already decided upon.

A prolonged discussion took place as to the advisability of so amending the by-laws that the secretary be elected by the board of directors instead of by the convention as at present. Pros and cons were very carefully considered, and there appeared to be much unanimity of opinion. Finally, the following resolution was passed by a unanimous vote:

Whereas, This board of directors is held responsible for the government of the affairs of the society, and

Whereas, The constitution and by-laws have been amended that all directors be elected to office by the members at large instead of appointment by the president, therefore

Be it resolved, That Section 2 of the constitution and by-laws be amended so that the secretary be elected by the board of directors for a term of one year at the mid-Lent meeting of the board.

The term "mileage" employed in the constitution and by-laws was discussed in order that a proper construction should be placed on it by the board. After the views of each member had been taken, it was, on motion, decided that the definition of "mileage" should be the nearest distance between the place where a director lived and where a meeting was to be held, and that the compensation or rate be seven cents per mile one way.

DOLANSKY'S FIRST PRIZE ORCHID GROUP AT THE BOSTON SPRING SHOW

After consideration of the matter of procuring essays for reading at the next convention, it was decided that the convention programme be left in the hands of the vice-president and secretary.

An appropriation of $1,000 was made to the Florists' Telegraph Delivery for publicity purposes.

The balance of the session was devoted to a discussion of the working conditions of the national flower show committee, the individual efforts of its members, the absence of a proper appreciation of the time expended on the project by them, and the sacrifices of personal interests incurred during the progress of such work. The discussion was led by Mr. Asmus, who made a lengthy address dealing with the subject in various details. The board then adjourned for luncheon, the guests of the New York Florists' Club, to meet again at 3:00 p. m.

President Kerr called the afternoon meeting to order promptly. The report of the sub-committee on national credits and collections bureau was called for, but the committee could only report progress. The work to be done in starting the bureau was, however, discussed at some length, and the matter of the election of a chairman of the standing committee was settled by the appointment by President Kerr of Patrick Welch, of Boston, to be the chairman.

The board, at the request of Chairman Asmus, of the national flower show committee, authorized payment of mileage of representatives of the rose and carnation societies when called to meetings of the committee.

The committee on final resolutions, George W. Hess, chairman, William R. Nicholson and Daniel MacRorie, then presented the following resolution, which was adopted by a rising and unanimous vote:

Whereas, At the Mid-Lent session of the executive board of the S. A. F., the visiting members and others in attendance have enjoyed the greatest courtesy and hospitality at the hands of the New York Florists' Club; therefore

Be it resolved, That we tender to our hosts our most heartfelt thanks for all the attention paid to us. We also thank the management of the flower show for courtesies extended. We further desire to heartily thank Vice-President Miller for his kind invitation to visit the Long Island florists on Sunday.

After further discussion of a few matters informally, the board adjourned sine die. The members of the board in the evening were again the guests of the New York Florists' Club, at the club's banquet at the Hotel Biltmore.

JOHN YOUNG, Sec'y.

Boston Florists' Visit to W. W Edgar Co.

Quite a good contingent of the Boston Florists' and Gardeners' Club paid their annual visit to the greenhouses of the Wm. W. Edgar Co., at Waverley, Mass. Easter stock is a specialty, the houses being filled with well finished lilies, azaleas, hydrangeas, tulips, spiræas and hybrid and baby rambler roses. Fifteen thousand pots of lilies looked timed to the day; nothing could be better leaved or budded. Easter Greeting pelargoniums were a feature. After an inspection of the houses and stock, all gathered in the large shed where after a generous luncheon Mrs. Edgar welcomed the members and hoped these annual visits would be continued as it gave her so much pleasure to see them. President Methven called on a number present to voice their sentiments. Mr. Wheeler attributed the success of the Boston show to the work of all; the trade was a necessity on account of their practical ideas. Three-fourths of the present show was commercial.

W. N. Craig praised the general excellence of the Easter stock and spoke of the pleasure it gave the members to come in a body to see it. Mr. Kennedy said that if the members worked together in the future as this year, no city in the United States could beat Boston in the excellence of its flower shows. W. J. Stewart said that the press, like all other agencies in the business, could not stand still and were keeping well up, and in fact forging ahead. Nothing that stood still could progress; the society was taking on new life and he felt sure would keep up the good work. Robert Cameron thought that artistic arrangement should count for a higher number of points in the judging scale than was usually given. Superintendent Borsch said he hoped the visit had been beneficial to the members, whom he was always glad to see, and hoped they would take home pleasant recollections of their visit.

Peter Fisher, Fred Lautenschlager and others also made short addresses.

K.

GENERAL VIEW OF THE PHILADELPHIA ROSE SHOW.

St. Louis, Mo.

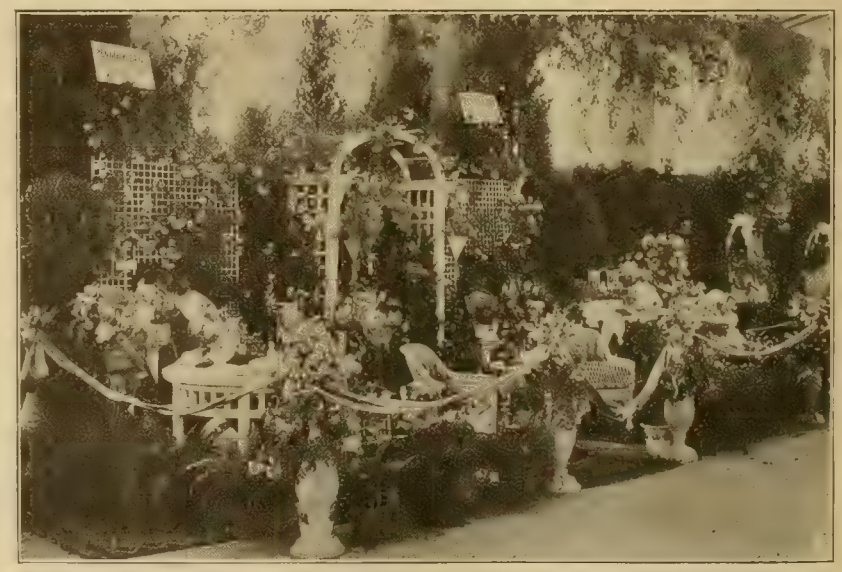
BUSINESS SLOW, WITH STOCK PLENTIFUL.

Business during the past week has been quiet, with the exception of funeral work, which, however, was not enough to clean up the crowded conditions of the market. Sweet peas and bulbous stock particularly are being received in large quantities and move only at clean-up prices. Roses hold up fairly well, with the quality very good. Violets are coming in soft and, if the warm weather continues, will have very little market value for Easter. Callas and Easter lilies are coming in pretty heavily, but seem to clean up well. Quite a few snapdragons are seen, of exceptional quality, and are bringing very good prices. Greens of all kinds clean up well, with fancy ferns becoming poorer as the season advances.

NOTES.

Al Gumz eyed Marion Uhlschmidt's "flivver" with envy and immediately hied himself to a Ford agency and bought himself one. He is taking a nerve tonic until he learns to control its gyrations.

It's a pleasure to go into H. G. Berning's establishment to buy, where



PENNOCK BROS'. DISPLAY AT THE PHILADELPHIA ROSE SHOW.

you are greeted by his pleasant personality and a varied assortment of flowers such as he always has on hand.

The Windler Wholesale Floral Co. says they are going to have an extra large cut of sweet peas for Easter. This is one of the biggest sellers in cut flowers for this season.

A. Brix Floral Co. bought up the rustic work used in the flower show decorations for one of the popular summer gardens which makes a specialty of such atmosphere.

Phil Goebel, Jr., of Des Peres, Mo., is buying up all the second-hand Fords and making new ones out of them, which he sells to his friends—and enemies.

The writer made a round of the growers of pot plants and finds a lot of extra fine stock coming on. The only scarcity seems to be in pot lilies.

W. C. Smith Wholesale Floral Co. and the St. Louis Wholesale Cut Flower Co. report a good cut of Russell roses coming on for Easter.

The St. Louis Retail Florist Association meeting will be held this week, with some big questions coming up.

Flower show matters are at a rest now and will be taken up to a conclusion after Easter.

C. A. Kuehn always manages to have some novelty to attract the retailer's pocketbook. J. J. W.

Cleveland, O.

GOOD SUPPLY AND SATISFACTORY SALES.

The past week's business has been very satisfactory; stock of all kinds was in good supply, and the demand all that could be asked for, with several good-sized funerals on Saturday and Sunday to help dispose of the surplus. Street fakirs, too, had considerable stock to sell, the unusual accumulation and left-overs throughout the week. Some of the following were leaders and favorites: Snapdragons, all colors; long American Beauties, pink stocks, Easter lilies, lily of the valley, orchids, sweet peas and violets. Bulbous stock remains plentiful. Carnations, roses, etc., are in big supply. Asparagus arrives only in limited quantity. Adiantum is plentiful.

NOTES.

Walter Rokusek, formerly with the J. M. Gasser Co.'s wholesale store, is now one of the sales force of the Cleveland Florists Exchange. Van Fisk, of the Gasser Co.'s retail store, is now with the Schoen Floral Co., 1268 Euclid avenue.

The Schoen Floral Co. will hold its formal opening Thursday, March 29.

C. F. B.

Oklahoma City.

BUSINESS VERY SATISFACTORY.

The flower trade has been very good this year in all branches, the stores having all the business they can possibly attend to. Bulbous stock and azaleas are the chief objects of attraction, and it might be addded that the quality of the hyacinths coming in is far superior to the general run seen in previous years. Spring is very backward this year, and all gardening operations are held up in consequence. Florists report much landscape work on hand, but the work is held up by winds and cold weather.

NOTES.

This city was visited by a severe hailstorm March 21 and much greenhouse glass was broken, among the principal sufferers being the Stiles Co., who lost about 10,000 feet. This was fully covered by insurance, however.

Clyde Batten, of the Stiles Co.'s staff, has been doing jury duty this week. He thinks there should be a law passed to exempt florists from such service.

S. S. B.

Cincinnati.

PLENTIFUL EASTER SUPPLY IN SIGHT.

Although typical changeable March weather prevails at this writing, still the supply for Easter promises to be heavy. Many large orders have been booked and more are coming in from day to day. Easter lilies and callas are each in a good supply although some of the local growers of lilies will scarcely get their crop in in time for the holiday. Carnations have become more plentiful than they were. Roses are in a fair supply. Sweet peas are plentiful and most of them are of high quality. Excellent tulips, jonquils, daffodils and hyacinths may be had. Some good snapdragons are coming into the market. Other offerings include lily of the valley and single violets. Green goods are plentiful.

The Late Lawrence Cotter.

NOTES.

C. E. Critchell has been getting in some excellent Ophelia roses. He also has been shipping many supplies for Easter.

The Wm. Murphy Co. has already booked a large number of orders for carnations, lilies and sweet peas for Easter.

E. G. Gillett has been getting large shipments of excellent plumosus from C. J. Ohmer, at West Palm Beach, Fla.

Gus Adrian Jr. and wife have purchased a home on Wood avenue in Clifton.

Visitors: G. A. Beckman and wife, Middletown, O.; Henry Ehrhardt, Sidney, O.; Wm. Rodgers, manager of the Miami Floral Co., Dayton, O.; Wm. Gardner, Richmond, Ind., and Julius Dilloff, New York.

H.

New York Federation of Societies.

A meeting of the New York Federation of Horticultural Societies and Floral Clubs was held at 101 Park avenue, New York, Monday, March 19, at four o'clock. President F. R. Pierson presided at this meeting. The following clubs were represented by delegates: New York Florists' Club, New York Horticultural Society, New York and New Jersey Plant Growers' Association, Albany Horticultural Society, Rochester Florists' Club, Buffalo Florists' Club, Tarrytown Horticultural Society, Syracuse Florists' Association.

A report of the last meeting was read and approved. President F. R. Pierson reported regarding a joint meeting of delegates from the federation and from the New York Vegetable Growers' Association, which was held in Albany, February 22. This joint committee had a conference with the lieutenant-governor, the chairman of the finance committee and the chairman of the ways and means committee regarding an appropriation for a horticultural building at the New York state fair grounds. President Pierson reported that the governor was keenly interested in the building and that the committee was anxious to do everything possible to obtain it, but changing the race track and the necessity for new buildings for horses and swine, together with the financial situation in the state this year, seemed to make it impossible that an appropriation be made for the whole amount. It was hoped that a sufficient appropriation at least might be made to have the plans drawn and the construction on part of the building begun. The committee discussed plans with the state architect and these plans provided for a building large enough to accommodate the exhibits of fruits, vegetables, flowers and farm crops.

President Pierson also reported that his committee had decided that because of the financial situation in the state this year, the money for the investigational range of greenhouses at Cornell University should not be asked for.

Charles Vick, of Rochester, Anton Schultheis, of College Point, and Fred Danker, of Albany, were appointed on a committee to confer with the commissioner of agriculture and the superintendent of the flower exhibit at the New York state fair regarding the adjustment of a more satisfactory premium list for flowers and plants.

E. A. WHITE, Sec'y.

The Late Lawrence Cotter.

Lawrence Cotter, of Jamestown, N. Y., died at his home in that city, March 24, after a prolonged illness. The passing of this accomplished plantsman leaves a vacancy which will be hard to fill, as he possessed a large store of practical knowledge of the business which was ever free to those who sought it. His sterling character, keen wit and genial companionship made him a host of friends, by whom he was greatly beloved. For upwards of 30 years he held a prominent place among the commercial growers of the east and most of the originators of novelties in his line felt safe only when their products had secured the approval of his well trained eye and unfailing judgment. He was very successful as a rose grower and among the first to grow Crimson Rambler and other rose plants in fine form for spring business.

Mr. Cotter was a native of Ireland and served at Besborough and other famous gardens in that country. Coming to the United States while still a young man, he located in the vicinity of Boston, Mass., being for a number of years with T. W. Dee, at Mt. Auburn and later had charge of Wm. E. Doyle's Cambridge greenhouses. He then made the Whitten establishment at Dorchester famous for its roses and high grade plant stock and during his later years was manager of the Lakeview Rose Gardens at Jamestown, where he is succeeded by his son Charles. Another son, William Cotter, is the well known manager of the Montreal Florists' Exchange, in Canada.

MONTREAL, QUE.—The annual meeting of the Canadian Horticultural Society will be held in this city August 7-9.

THE AMERICAN FLORIST

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From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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"PUSHING up the daisies now," said a soldier of his dead comrade.

GINSENG is said to be on the decline, the demand from China having fallen off.

GERMAN authorities are said to have purchased 200,000 spirea clumps in Holland after learning that the same had a chemical value, though none of the food value in some other bulbs bought.

THE Boston show last week was a great financial success due to the publicity campaign well managed by an expert advertising man. For details see account of the exhibition elsewhere in this issue.

WHEN in need of stock or supplies of any kind in a hurry it will be a great advantage to have a copy of the latest edition of our Trade Directory at hand for names and addresses. The price for the latest (1916) edition is $3 per copy, postpaid.

THE level of prices paid producers of principal crops in the United States during February increased 5.6 per cent. On March 1 the index figure of prices was 49 per cent higher than a year ago and 57.2 per cent higher than the average for the past nine years.

An Offset.

"I suppose you smell the lilies as you near Bermuda."

"No. Bermuda has two crops. Onions are also largely raised."—Louisville Courier-Journal.

Protest Against Plant Imports Legislation.

Information regarding legislation relating to proposed prohibition of imports of plants, plant products and bulbs from all sources.

At the regular meeting of the New York Florists' Club March 12 the following resolution was adopted unanimously:

That the New York Florists' Club protests against the proposed legislation which seeks to stop imports of plants, plant products and bulbs, as being injurious to business, without giving any benefit to the public welfare, and that it looks to the legislative committee of the S. A. F. to oppose it.

That the secretary be instructed to send a copy of this resolution to the executive committee of the S. A. F. prior to their meeting on March 16, asking them to give full power to the legislative committee.

On March 12 at their regular meeting the New York and New Jersey Plant Growers' Association adopted practically the same resolution as the above.

At the special meeting of the legislative committee of the S. A. F., held at the Hotel Biltmore March 15, the subject was discussed from all angles. A few representative growers, such as Julius Roehrs, J. D. Eisele, Wallace R. Pierson, A. L. Miller, Adolph Gude and others, were invited and a course of action was decided upon, one of the members being delegated to present the matter to the executive committee of the S. A. F.

On March 16 the executive committee of the S. A. F. adopted unanimously the following resolution:

Whereas, It has come to our notice that an effort is to be made to introduce legislation into congress seeking to prohibit at some future time the importation of plants, bulbs, plant products and nursery stock of all kinds from every source, and

Whereas, The executive committee of the S. A. F. considers such measures not only unnecessary, but injurious to the welfare of its members and to the whole horticultural trade of the United States; therefore, be it

Resolved, That the chairman of the legislative committee of the S. A. F. be empowered and is hereby empowered to oppose the proposed legislation, to act acording to his judgment in the interests of our organization at the forthcoming conference, to get what assistance he can from any of its members, and to share with the nurserymen's legislative committee the expense of employing a trained man to help protect our joint interests.

The legislative commitee of the S. A. F. is now empowered and prepared to meet the committee in charge of the proposed measure at a conference which will probably be called late in June.

J. MCHUTCHISON,
Member Legislative Committee.

New Albany Cyclone.

A terrific cyclone, which visited New Albany, Ind., about three o'clock on the afternoon of March 23, resulting in great loss of life and much property damage, wrecked the establishments of many of the growers of that city and vicinity.

Anders Rasmussen, the leading grower in the locality, had three-fourths of his range completely demolished and chimneys blown down, so that the houses that survived the storm could not be heated. Over 200,000 feet of glass were broken. The total loss at this establishment is estimated to be nearly $100,000.

At the range of the F. Walker Co., the property damage was comparatively small, but Earl C. Walker and his wife were both severely hurt, the two-story house in which they resided being completely wrecked and blown away, even the piano being carried off by the gale.

F. H. Hustedt was in his greenhouses at the time of the storm and while the range was not injured, the heavy wind blew the rain through the laps of the glass with sufficient force to break off carnation buds.

The following ranges were totally wrecked: D. L. Swift, 10,000 feet of glass; A. F. Aebersold, 8,000 feet; Louis Gueltieg, 5,000 feet; Frank Pontrich and John Laden, 2,000 feet each.

H. G. W.

Thrift Gardens.

The National Clean-Up and Paint-Up Campaign Bureau, St. Louis, Mo., has added "Thrift Gardens" to its activities to enable its seven thousand communities to fight "H. C. L."—high cost of living. The February bulletin of the Missouri Botanical gardens, or Shaw's Gardens, as they are more widely known, gives cultural directions, best vegetables, amount and variety of seeds required for these "thrift" or home-yard gardens. A space 25x50 or its equivalent in square feet, that gets the sun, is sufficient ground to raise vegetables for a family of six, cash value of products ranging from $50 to $100, depending on the intensive culture.

Gladiolus Bulletins.

Two bulletins just issued by the Cornell University Experiment Station at Ithaca, N. Y., contain much information of interest to gladiolus growers. One of the bulletins by Alvin C. Beal is entitled, "Botany, History and Evolution of the Gladiolus" and the other, "Culture and Hybridization of the Gladiolus," is by Alfred C. Hottes. We hope to refer to these bulletins again at greater length, but we may say in passing that a hurried perusal conveys the idea that much of the very important work of the late E. V. Hallock in the crossing and selection of the gladiolus has been overlooked.

Pittsburgh Flower Show.

The preliminary schedule of the Pittsburgh flower show, which will be held under the auspices of the Garden Club of Allegheny county, in Motor Square Garden, Baum boulevard, June 13-16, has been issued. Arthur Herrington of Madison, N. J., who has successfully managed a number of large exhibitions, including the recent New York spring show, will be in charge of the Pittsburgh show and has already prepared the plans. Premium lists may be had upon application to Miss Priscilla Guthrie, 537 William Penn place, Pittsburgh.

American Rose Annual.

The annual of the American Rose Society for 1917, edited by J. Horace McFarland, is an attractive volume of 159 pages, handsomely illustrated, with interesting and valuable information for rosarians, amateur as well as commercial. Lovers of the rose who have not received a copy should do so before the supply is exhausted, by sending $1 for associate membership to Prof. E. A. White, Ithaca, N. Y.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Man with experience in green house and nursery work, $15 per week. Send references.
H. G. W., 312 W. Chestnut St., Louisville, Ky.

Help Wanted—First-class pot plant grower. Must know his business. $18 per week to start. Apply at
F. J. MUNZING, 6101 Broadway, Chicago.

Help Wanted. An A No 1 gardener for private estate; good wages and steady job for good man. Please state wages in first letter and apply to
R. R. MCGEORGE, Wampum, Pa.

Help Wanted—Two good potters for plant department. Steady position. Wages $14 per week. Apply
J. S. WILSON FLORAL CO., Des Moines, Ia.

Help Wanted—Girl with some experience to work in a retail flower store. State experience, age and wages expected. Address
Key 766, care American Florist.

Help Wanted—Two men, one for store; one for greenhouse with knowledge in all branches; hustlers only; state wages and references.
J. B. GOETZ SONS, Saginaw, Mich.

Help Wanted—Rose house helpers and section men who have done some grafting. Apply
POEHLMANN BROS. CO.,
Plant B. Morton Grove, Ill.

Help Wanted—Two men experienced in greenhouse work. One in retail sales department, one good potter. $16.00 per week to start.
F. HOLZNAGLE, Detroit, Mich.

Help Wanted—Good all around greenhouse man as assistant to foreman. Must be a good potter and be able to handle hose, $65 per month and room. KLIMMER GREENHOUSE CO.,
Forest Park, Ill.

Help Wanted—An experienced general gardener; single; must know how to raise vegetables outside flowers and shrubbery. Wages, $50.00 per month, board and lodging. Apply
DR. J. H. VOJE, Oconomowoc, Wis.

Help Wanted—At once thoroughly experienced unmarried man for fruit, flowers, vegetables under glass. Country estate. Wages $70 per month with room. Address
Key 764, care American Florist.

Help Wanted—Immediately, energetic girl with thorough knowledge of hardy ornamental nursery stock and capable of advising customers on planting. Good saleswoman. Apply
SHERIDAN NURSERIES,
34 North Street, Toronto, Ont., Canada.

Situation Wanted. On private place; experienced gardener and caretaker. Address
Key 774, care American Florist.

For Sale or Rent—Greenhouses in good condition and good location; 23,000 sq. ft. of glass.
T. A. GROSSMANN,
5038 Lincoln Ave., Chicago, Ill.

For Sale—Glass, 6 x 8 to 10 x 12, single thick, $1.85; double thick, $2.85 per box.
METROPOLITAN MATERIAL CO.,
1303 1319 Flushing Ave., Brooklyn, N. Y.

For Sale—9 000 feet of glass with 7-room house in good location; retail and wholesale; five acres good land, in good condition. Address
Key 775, care American Florist.

FOR SALE—TWO GREENHOUSES.

One of an area approximating 14,000 square feet of glass, brick stack, heater and piping.

The other of an area approximating 1000 square feet of glass, headhouse 30 feet by 40 feet, heater and piping.

Write or apply to
SUPERINTENDENT OF BUILDINGS AND GROUNDS,
CORNELL UNIVERSITY, Ithaca, N. Y.

Situation Wanted

Head gardener, country estate superintendent or manager seeks position; competent, intelligent, temperate, steady; excellent greenhouse manager, life experience in growing all cut flowers, fruits and vegetables; landscape artist expert with orchard and farm crops, live stock and engines. Best references. **A. PAWLITZ.**
Pipestave Hill Farm, R.D. 97, W. Newbury, Mass.

SITUATION WANTED.

As working foreman or manager on a large commercial, public or private place. Good practical experienced grower and propagator of all cut flowers, pot and bedding plants for Easter and Christmas forcing; landscape gardening, good vegetable grower, etc. German; married; no children. 34 years' experience in Germany and America. Honest, sober and steady; best of references. Please state particulars in first letter. Address
E. J., 625 Ivy Street, E. E. Pittsburgh, Pa.

HELP WANTED

Laborers to work around our greenhouses. Steady employment at $2.50 per day. Apply at

BASSETT & WASHBURN,
HINSDALE, ILLINOIS.

Help Wanted

Salesman, designer and all around storeman. Permanent position and good wages to the right party.
W. W. Adams, 1021 Rush St., Chicago

Help Wanted

Designer and General Salesman to take charge of Floral Department in a Seed Store. Give full particulars in first letter. Address
Key 770, care American Florist.

Help Wanted

A competent and thoroughly trained florist and landscape gardener to take charge of the gardening at the Topeka (Kansas) State Hospital for insane. Salary $50.00 per month, together with board, room and laundry. Applicants will please describe fully, qualifications, personality and experience. Address Superintendent,
Topeka State Hospital, Topeka, Kans.

Help Wanted

We need two men for potting; good wages and steady work, apply to
Bassett & Wasburn
Hinsdale, - - - Illinois.

FOR SALE

Wholesale and Retail Greenhouse Establishment, located 17 miles from Minneapolis; 45,000 feet of glass; houses and stock in A-1-condition. Acre and one half of open fields, living house, barn, chicken coop and a fine orchard. $5,000 or more down, balance on easy terms, interested party take possession June 1. For full particulars write
Victor Peterson, Anoka, Minn.

To Seed Growers.

Advertisers, leading wholesale European Seed House, wish to get in touch with actual growers of Seeds, Farm and Garden, with a view to contracts. Please send terms and full particulars of special lines to
Key 769, care American Florist.

FOR SALE

Good paying retail store in leading Iowa city; modern in every respect. Great proposition for the right party. For further particulars, address
Key 771, care American Florist.

FOR SALE

5 greenhouses in good repair, 18x100 feet, and well stocked with about 4000 spring and bedding plants. The houses are heated by hot water. This is the finest business stand in this vicinity. 8 acres of fine garden from May, which may be sold with two houses if required. For further particulars apply to the
FENSING PARK NURSERY,
Mount Pleasant Avenue, LONDON, ONT.

FOR RENT

100,000 feet of glass in Chicago. Excellent location. Reasonable rent. Dissolving partnership.
Key 765, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $2.85; per 1000 $4.50. Samples on request. Electro of leaf, postpaid, $1.25. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

NEW EDITION—Issued August, 1916.

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen
OF THE
UNITED STATES AND CANADA.
Price $3.00, Postpaid.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO.

The Florists' Supply House of America

WE ARE READY FOR LAST CALL EASTER ORDERS

Plenty Crepe Paper in all Good Colors

Orders big or little supplied at once.

New arrival of Chiffons, all Colors, 4-in., 6-in. and 10-in.

Orders filled as long as it lasts.

Art Lustre Ribbon Will Help You Sell Your Easter Baskets

Also Good for Corsages. Plain and Combination Two-Tone Color Effects.

Get our Easter folder for your Basket selections and other supplies. A postal will bring it.

H. BAYERSDORFER & CO., 1127-1129 Arch Street, PHILADELPHIA, PA.

Columbus, O.

BIG EASTER TRADE ANTICIPATED.

With stock of all kinds coming on in splendid shape, the trade is looking forward to a great Easter business. Should anything be needed in addition to the sentiment of the day to stimulate buying, it will be found in the unusual fine quality. One of the old-time growing firms, which has over 4,000 pot lilies, states that never before in its experience has this flower been so beautiful. Former prices of 25 cents a bloom will prevail. In every variety of pot plants quality is exceptionally high. If anything, the weather has been too favorable, and the retarding process is being used. The more fashionable shops have laid in big stocks of baskets, which include new designs of rare attractiveness. Business has improved somewhat during the past week. Bulbous stock is the mainstay. A threatened glut has caused florists to push sales, even at a sacrifice of price. Some few losses of stock have occurred. That aristocrat of pot plants, the hydrangea, is making its first appearance, and seems as near perfection as could be desired. Prices are from $2 to $3. In cut flowers, the several fancy varieties of sweet peas, notably the orchid flowering, are the easy favorite, selling for 50 cents a bunch. With their luxuriance and wide range of colors, they form the most conspicuous feature of florists' displays. Carnations at 75 cents a dozen, and roses at $1.50 a dozen and upward, are somewhat in excess of demand. Church decorations, incident to confirmation services, have helped to liven up business.

CLUB MEETING.

Another enthusiastic meeting of the Columbus Florists' Association was held at the Neil house, the evening of March 26. The chief feature was an address by Walter Engle, greenhouse manager of the Munk Floral Company, giving an account of what he saw at the big ranges in Chicago and Milwaukee during a trip of several weeks from which he had just returned. His description of the magnitude and characteristics of floriculture in those markets awoke large interest, and brought out questions and discussions. Another star card, but one not down on the bills, was an address from Mr. Klyn, of the well-known firm of Westerbik & Klyn, Holland, who happened to be in Columbus on a business errand, and who was brought to the meeting by one of the members. He went into the intricacies of bulb-growboth from the cultural and commercial standpoints, and answered many questions put to him by his audience. It was the belief of the speaker that owing to uncertainty of vessel service, a number of varieties would be out of the market in this country next season. As the next regular meeting night falls on the day after Easter, it was decided to postpone it.

FOR EASTER

A heavy supply of

Easter Lilies, Carnations, Roses,

Violets, Sweet Peas

And All Other Varieties of Flowers.

FLORISTS' SUPPLIES

Place Your Orders Early.

David & Edward J. Welch

280-282 Devonshire St., Boston, Mass.

Telephone Fort Hill { 1964 / 1965

NOTES.

James McKeller, for a number of years manager of the retail department of the Fifth Avenue Floral Company, will start in business under his own name. He takes over the room at 44 North High street, to be vacated by the company mentioned April 1, the latter company combining its retail activities at the new quarters, 120 East Broad street, recently opened. Mr. McKeller will dispose of his interest in the Fifth Avenue Floral Company, and there will be no connection

BEGONIA BULBS

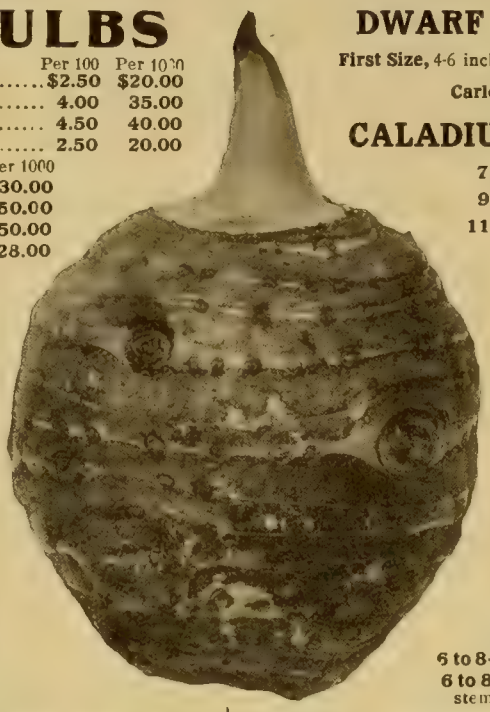
	Per 100	Per 1000
SINGLE—White, Scarlet, Yellow, Pink	$2.50	$20.00
Single Frilled	4.00	35.00
Single Butterfly	4.50	40.00
Single Mixed Colors	2.50	20.00
DOUBLE—White, Scarlet, Yellow, Pink	$3.50	$30.00
Double Frilled	5.50	50.00
Double Butterfly	5.50	50.00
Double Mixed Colors	3.00	28.00

AMERICAN GROWN (Vaughan's Farms)

GLADIOLUS BULBS

Double your returns by planting as a catch crop.

	Per 1000
Mrs. Francis King, 1st Size	$15.00
" " " Medium Size	10.00
Augusta, Medium Size	15.00
America, Medium Size	17.00
Chicago White, First Early	20.00
" " Medium Size	15.00
Florist XXX Mixed, 1st Size	15.00
Panama, 1st Size	30.00
Niagara, 1st Size	40.00
" Medium Size	35.00
Europa	90.00
Mrs. F. Pendleton....Per 100,	7.50
Myrtle.....Per 100,	10.00



See our Spring "Book for Florists" for Complete Named List.

Spiraea (Clumps)

Best kinds grown. Prices reduced. (F. O. B. Chicago.)

	Per 100
America, Lilac Rose	$8.50
Avalanche, White	9.00
Gladstone, White	8.00
Queen Alexandra, Pink	8.50

CALADIUMS, Fancy Leaved

Rare and new varieties.....each, 40c; doz., $3.50; 100, $25.00
Choice standard varieties.... each, 20c; doz., 2.00; 100, 15.00

DWARF PEARL TUBEROSES

First Size, 4-6 inches..... Per 1000 $8.00

Carload Lots—Frost Free—Ready

CALADIUM ESCULENTUM

	Per 1000
7 to 9-inch	30.00
9 to 11-inch	55.00
11 to 12-inch	85.00

10% discount if shipped from New York City.

Lily of the Valley

Per 1000

Pips, Hamburg, Holland Grown.$20.00

LILY BULBS

Lilium Giganteum

(NEW CROP)	Per 1000
6 to 8-inch (Case of 400, $12.50)	$30.00
7 to 9-inch (Case of 300, 15.00)	45.00
8 to 9-inch (Case of 250, 15.00)	58.00
9 to 10-inch (Case of 200, $16.00).	77.50

Lilium Formosum

Per 1000

6 to 8-inch, (350 to case) regular strain...$35.00
6 to 8-inch, (350 to case) true black stem variety..... 40.00

Hardy Lilies—Splendid Solid Bulbs

	Per 100	Per 1000
Lilium Auratum (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)..	8.00	75.00
Lilium Rubrum, 8-9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)..	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00

LILY OF THE VALLEY CLUMPS

Special Packed-Cold Storage.

Case of 25 clumps.....$5.50

NEW YORK **VAUGHAN'S SEED STORE** CHICAGO

Our Spring "BOOK FOR FLORISTS" Should Hang at Your Desk.

VIOLETS Our Specialty

We can supply any quantity for Easter.

Carnations. Sweet Peas and Snapdragons.

SHIPPING ORDERS GIVEN PERSONAL ATTENTION AND SATISFACTION GUARANTEED.

CLARENCE SLINN, WHOLESALE FLORIST. 112 W. 28th St., Phone Farragut 2453, New York City

between the two stores. Part of the fixtures already on the premises will be utilized by him, and some new ones are to be added.

Frank Miller, of the Columbus Floral Company, is confined to Lawrence hospital, but his condition is reported to be improving. He is receiving treatment for injuries sustained at the company's plant two weeks ago.

Under the initiative of the Columbus Florists' Association, quite a pretentious co-operative newspaper advertising campaign will be put in force Easter week.

The Munk Floral Company, the largest local rose growers, have still a larger and better stock than even a month ago.

Joe Katona, the Olentangy Park florist, is showing the most beautiful hydrangeas in Columbus.

E. D. Ludwig, of the T. J. Ludwig store, is in Chicago this week buying stock for Easter trade.

J.

Carnation Cuttings

For Immediate Shipment.

We can save you money on strong rooted carnation cuttings.

	100	1000
White Enchantress	$2.00	$17.50
White Perfection	2.00	15.00
Victory, red	2.00	15.00
Joy, red	2.00	15.00
C. W. Ward, dark pink	2.00	15.00
Afterglow, dark pink	2.00	15.00
Washington, rose pink	$2.00	$15.00
Dorothy Gordon, rose pink	2.00	15.00
Winsor, rose pink	2.00	13.00
Enchantress, light pink	2.00	13.00
Aviator	5.00	40.00
Nebraska	5.00	40.00

Look over your wants and send in your orders now while low prices are prevailing.

S. A. NUTT GERANIUMS

3 inch ready for shifting to 4 inch.....$6.00 per 100; $50.00 per 1000

ROSES, GRAFTED STOCK, A1 QUALITY

	100	1000
Mrs. Chas. Russell	$16.00	$150.00
Ophelia	$12.50	$120.00

Special discount on quantity lots.

J. A. BUDLONG, 184 North Wabash Avenue, CHICAGO, ILL.

New Chrysanthemums

READY NOW.

YELLOW TURNER.

This yellow sport from the famous Wm. Turner is identical with its parent in every respect, except color.

40c per plant **$4.00 per dozen**
$30.00 per 100.

NOVELTY SINGLES.

Mrs. Albert Phillips, Vivian Cook, Rose Walker, Carlotta and Veronica

25c per plant **$2.50 per dozen**
$16.00 per 100.

JAPANESE ANEMONES

Wee Wah Graf von Fleming Yellow Prince

50c per plant **$5.00 per dozen**

LILIAN DOTY, $4.00 per 100; $30.00 per 1000.

All the above ready for immediate delivery from 2½-inch pots.

CHAS. H. TOTTY, MADISON, NEW JERSEY.

Canna YELLOW KING HUMBERT

(Emund's Queen Helen)

The Best Canna Novelty

This sport of King Humbert has the same habit of growth in the plants but with very dark green foliage and flower stalks excelling those of the King Humbert. The flowers are rich deep yellow, well spotted with red. Some plants occasionally give a scarlet or a scarlet-striped flower which is an effective and striking variation. In a bed or border the mass of trusses excel those of any other variety we know of.

We give below the opinion of Canna experts on this novelty:

W. W. COLES says: "This variety at a distance of one-half mile loomed up above everything else, and it was at first difficult to believe that a Canna could make such a beautiful showing at that distance. When this variety becomes known, I feel sure it will fill a place among the Yellow Cannas fully as important as King Humbert has among the reds."

STORRS & HARRISON say: "This is a wonderful new "sport" from King Humbert, bearing the same graceful heart-shaped leaves, but richly all-green instead of bronze; the same regal type and immense size of flower, but a brilliant Yellow instead of red, and produced much more abundantly. We predict for it a career fully equal to its red-flowered, dark-leaved parent."

GOOD & REESE say: "Immense flowers that are as large as the Orchid-flowering Cannas. Color golden-yellow evenly and distinctly spotted red. This Canna ranks right up with King Humbert. We have no hesitancy in saying there is no better Canna grown."

Price $20.00 per 100; $3.00 per doz.

VAUGHAN'S SEED STORE

CHICAGO 31-33 W. Randolph Street
NEW YORK 43 Barclay Street
Greenhouses, Nurseries and Trial Grounds, Western Springs, Ill.

Sensational New American Bedding Rose

"Los Angeles"

(Howard & Smith, 1917)

NEW HYBRID-TEA ROSE, LOS ANGELES.

It is a great pleasure to be able to offer such a meritorious new Rose, particularly so, one of American origin, and we believe that this splendid variety is only the forerunner of other equally good sorts "Made in America".

We have not only seen the originators' great field of it in California, but have also had the opportunity of watching the behavior of a dozen plants in our own trial beds the past Summer, under what has been one of the most trying seasons we have ever experienced and it has given a most satisfactory account of itself in strong, vigorous growth and in freedom of bloom, in which it was not equalled by any other variety in its first season after planting.

Following is the originators' description:

"Los Angeles is, by all odds, one of the finest Roses ever introduced. The growth is very vigorous and produces a continuous succession of long stemmed flowers of a luminous flame pink toned with coral and shaded with translucent gold at the base of the petals. In richness of fragrance it equals in intensity the finest Marechal Neil. The buds are long and pointed and expand into a flower of mammoth proportions, while the beauty of form and ever increasing wealth of color is maintained from the incipient bud until the last petal drops."

Unlike many of the new imported Roses, the plants are extra heavy two year old stock, which should give a full crop of flowers this season. Price, heavy two year budded plants, $1.50 each.

We make a specialty of two-year-old Roses, budded plants and such that will please your customers for spring planting. Our stock has all been potted up during the winter months, stored cool, and will be in prime condition for April and May Planting. Our list contains not only all the select standard sorts, but many new sorts offered by us exclusively in the United States. For complete list of varieties see our current Wholesale List, January to June issue, which will be mailed upon request, only to persons engaged in horticulture commercially.

HENRY A. DREER, 714 Chestnut Street, Philadelphia, Pa.

The above prices are intended for the Trade only

Over a Million Green Hyacinth Stakes

at the following special low prices:

	Lots of 5,000	Lots of 10,000
12-inch length	$0.90 per 1000	$0.85 per 1000
18-inch length	1.20 per 1000	1.10 per 1000

These prices only hold good until present stock is sold.
Write for prices in case lots, 25,000.

THE HOUSE OF MERIT

JOS. G. NEIDINGER CO.

FLORISTS' SUPPLIES

1309-11 N. 2nd Street, PHILADELPHIA, PA.

Mention the American Florist when writing

Your path to real economy

RAPID RAPPER

—a quicker, cheaper, better wrapper

Pat. May, 1916—Trade Mark Registered

THE **Rapid Rapper** has no drawbacks, no disadvantages one way or another to impede its function as a money-saving, time-saving and thoroughly efficient wrapping device for retail florists, wholesalers and growers.

The **Rapid Rapper** is made to solve florists' wrapping problems—and it does.

By means of the **Rapid Rapper** any inexperienced boy or girl can wrap your plants and baskets—rapidly, neatly, and use less than one-half the paper required by the old method. No more time wasting here! Moreover, when you use the **Rapid Rapper**, you may rest assured that the package delivered is attractive, that plant or basket has perfect protection and last, but not least. that you give your customer satisfaction.

"THE ART OF WRAPPING."

An interesting booklet, illustrated and with full prices, is ready for you. Send for it, while the spirit is strong. But do it now.

The Rapid Wrapper Co.,

56 East Randolph Street, Chicago.

FRANK H. TRAENDLY CHARLES SCHENCK

TRAENDLY & SCHENCK

436 6TH AVENUE, Bet. 26th and 27th Sts.,

WE LEAD IN QUALITY.

Phones: 797-798-799 Farragut

American Beauties
Hadley
Hoosier Beauties
Ophelia
Ward
Sunburst
Stanley
Mock
Shawyer
Radiance

Our Carnations are the real thing—all the good selling varieties.

CATTLEYAS

We will have a large supply of
Extra Fine Schroderae
And All the Varieties in Season.

SPENCER PEAS

All the good varieties.

VIOLETS

All good varieties of
Tulips and Bulbous Stock

TRAENDLY & SCHENCK

PHONES:
797-798-799 FARRAGUT.

436 6th Avenue
Bet. 26th and 27th Sts.

NEW YORK CITY

EASTER FLOWERS

Beauties, Roses, Fancy Russell, Carnations and Bulb Stock.

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

EASTER PRICE LIST In Effect April 3rd.

AMERICAN BEAUTIES

Our cut mostly medium and short length stems, but very fine flowers. Per doz.

Specials, extra long stems	$6.00 to $8.00
Stems 24 to 30 inches	4.00 to 5.00
Stems 18 to 24 inches	2.00 to 3.00
Stems 12 to 18 inches	1.25 to 1.50
Shorter lengths	.75 to 1.00

RUSSELL—The best in this market. Per doz.

Specials, extra long	$3.00
Long	2.50
Good medium	1.50 to 2.00
Good short	.75 to 1.00

RED ROSES

Rhea Reid, Richmond and Hoosier Beauty Per 100

Long	$12.00
Good medium	8.00
Good short	5.00 to 6.00

Ophelia, Shawyer and Sunburst Per 100

Long	$12.00 to $15.00
Good medium stems	8.00
Good short stems	5.00 to 6.00

Pink and White Killarney, Brilliant Per 100

Long	$8.00 to $10.00
Good medium	6.00 to 7.00
Good short	4.00 to 5.00

OUR SELECTION. Assorted Roses not over half white in lots of 200 or more, at the rate of $4.00 per 100.

CARNATIONS

Red, extra fancy **Belle Washburn**	$5.00 to $6.00
Pink and White, extra fancy	5.00

BULB STOCK

A large supply at market prices, depending on quality.

	Per 100
TULIPS	$2.00 to $4.00
PAPER WHITES	3.00
JONQUILS AND DAFFODILS	2.00 to 3.00
VALLEY	6.00

GREENS

ASPARAGUS and SPRENGERI Per 100,	3.00 to 4.00
GALAX, Green or Bronze Per 1000,	1.25
CHOICE COMMON FERNS Per 1000,	3.50

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

Plants and Rooted Cuttings

CARNATIONS

Belle Washburn, from soil...per 100, $5.00; per 1000, $45.00 **Matchless,** from soil.. ....per 100, $3.50; per 1000; $30.00

Chrysanthemum Rooted Cuttings

These are the very best commercial varieties. Prices unless noted different are $3.00 per 100.

WHITE VARIETIES
Crystal Gem **Oconto**
White Chieftain
Josephine Foley, per 100, $4.00.
October Queen, per 100, $4.00.

YELLOW VARIETIES
Golden Queen
Bonnaffon
Marigold
Mrs. Morgan

PINK VARIETIES
McNiece
Wells Late Pink
Chieftain

Rooted Rose Cuttings

Russell	per 100, $5 00	**Shawyer**	per 100, $4.00
Hoosier Beauty	" 5.00	**Richmond**	" 3.50

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Cut Easter Lilies

ORCHIDS

EASTER

AMERICAN BEAUTIES

Carnations - Tulips - Jonquils - Darwins - Sweet Peas

MRS. CHAS. RUSSELL

EASTER LILIES

Long	per 100	$15.00 to $18.00
Medium	" "	12.50
Short	" "	10.00

Carnations, Best		per 100	5.00 to $6.00
" Medium		" "	4.00
" Splits	Our Selection	" "	2.50
" "	Selected	" "	3.00

ROSES, Good Short, Our Selection, $40.00, 100

ROSES

Ophelia, Milady, Richmond, Kill Brilliant, Sunburst, Killarney, White Killarney, Aaron Ward		Per 100
	Specials	$15.00
	Long	$10.00 to $12.00
	Medium	8.00
	Short	4.00 to 6.00

ORCHIDS.	Per doz.
Cattleyas, large	$6.00 to $7.50
" medium	5.00
Phalaenopsis, Pink and White	2.50 to 3.00

LILY OF THE VALLEY.	Per 100
Best	$6.00
Firsts	5.00
Seconds	4.00

SWEET PEAS.	Per 100
Orchid Flowering	$2.00
Spencer Fancy	$1.00 to 1.50
" Short	.75

	Per 100
Tulips	$4.00
Daffodils	4.00
Jonquils	4.00
Violets	$0.50 to 1.00

GREEN GOODS.	Per 1000
Ferns	$3.50
Galax	1.50
	Per 100
Mexican Ivy	$0.75
Leucothoe	1.00
Adiantum Short	1.00
" Hybridum	1.50
" Farleyense	$6.00 to 12.00
Smilax	Per doz. 3.00
Sprengeri	Per bunch .50 to .75
Plumosus	" " .50 to 1.00
Wild Smilax	Per case 5.00
Woodwardia Ferns	Per 100 8.00

ROSES

MRS. CHAS. RUSSELL.	Per d
Specials 36 inch	$4.00 to $5
Long	2.50 to 3
Medium	1.50 to 2
Short	.75 to 1

Our long are what most houses call their specials.

AMERICAN BEAUTIES.	Per d
Extra Specials	$6.00 to $7
" 36 inch stem	5
" 30 " "	4
" 24 " "	3
" 20 " "	2
" 18 " "	2
" 15 " "	1
Shorts	Per 100 $4.00, $6.00, $8

MINIATURE ROSES.	Per 1
Cecile Brunner	$3
Geo. Elgar	3.
Fire Flame	$4.00 to 6.

SNAPDRAGON.	Per d
Extra long	$1.50 to $2
Short	.75 to 1

We urge those contemplating ordering stock for Ea to place their orders well in advance, because early boo orders will have precedence over late eleventh hour o

Prices quoted are subject to fluctuations and mar conditions at time of shipment.

POEHLMAN

72-74 E. Randolph St.,

No. 224
EACH, 50 CENTS.

Supply Department.

Easter Accessories

Green, White and Yellow Waterproof Crepe Paper, $3.00 per dozen rolls.

Porto Rican Mats

Can Supply You With What You Need. Order Early.

Decorated Magnolia Wreaths

12 Assorted 21-inch Wreaths $15.00.

PROMPT DELIVERY OF ALL ORDERS.

No. 111

BASKETS

	Inches High.	Per Doz.
111—1—14		$2.50
" —2—16		3.50
" —3—17½		4.50
" —4—20		5.00
" —5—24		6.00
" —6—26		9.00

This well known Basket is limited as to supply. Order now for June

No. 111.

N BROS. CO.

Long Distance Phone, Randolph 35.

CHICAGO, ILL.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 **CHICAGO**

Extra Heavy Supply of Cut Flowers for Easter—Order Here
You Cannot Do Better Elsewhere—Often Not Nearly As Good.

EASTER PRICE LIST—In Effect April 3.

ORCHIDS.	Per doz.
Cattleyas	$6.00

ROSES.	Per doz.
American Beauties, 60-inch stems	$ 6.00
48-inch stems	5.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.50
20-inch stems	1.50
Short stems	$ 0.75 to 1.00

	Per 100
Mrs. Russell, special	25.00 to 30.00
" " select	20.00
" " medium	12.00 to 15.00
" " short	8.00
Richmond, special	10.00 to 12.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Milady, special	10.00 to 12.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Killarney Brilliant, special	10.00 to 12.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00

ROSES—Cont.	Per 100
Ophelia, special	10.00 to 12.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
White Killarney, special	10.00 to 12.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Killarney, special	10.00 to 12.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Mrs. Ward, special	10.00 to 12.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Sunburst, special	10.00 to 12.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Tipperary, special	10.00 to 12.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Cecile Brunner	2.00 to 4.00
Elgar	2.00 to 4.00
Baby Doll	2.00 to 4.00
Firedame	$4.00, 6.00 and 8.00
Extra special roses billed accordingly.	
ROSES, OUR SELECTION...	5.00

CARNATIONS.	
Fancy	$ 6.00
Good	5.00
Our selection	$ 3.00 to 4.00

MISCELLANEOUS.	
Violets	$ 1.00 to $ 1.50
Valley	6.00
Easter Lilies	10.00 to 15.00
Callas	12.50 to 15.00
Snapdragon..per bunch, 75c,	1.00, 1.50
Calendulas	3.00 to 4.00
Daisies	1.00 to 2.00
Mignonette	6.00 to 8.00
Sweet Peas	.75 to 1.50
Tulips	3.00 to 4.00
Jonquils	3.00 to 4.00
Daffodils	3.00 to 4.00

DECORATIVE.	
Plumosus strings	$0.50 to $0.75
Plumosus ..per bunch	.35 to .50
Sprengeri " "	.35 to .50
Adiantum, fancy long..per 100,	1.00
Smilax..per doz.	2.00
Ferns ..per 1,000	3.50
Galax " "	1.25
Mexican Ivy " " 5.00	.75
Leucothoe sprays ..75c	
Boxwood, per lb.,..25c; cases	7.50
Pussy Willows..per bunch	.35 to .50

Subject to market changes.

Chicago.

STOCK OF ALL KINDS IS PLENTIFUL.

Stock of all kinds is plentiful at this writing, which is due partly to the warmer weather and the general lull in trade. American Beauty roses are reaching the market in larger supply but continue to clean up nicely each day at good prices. Mrs. Chas. Russell, Killarney, White Killarney, Killarney Brilliant, Ophelia, Sunburst, My Maryland, Richmond, Rhea Reid, Milady, Hoosier Beauty, Hadley and all the other varieties grown for this market are arriving in larger quantities and are being sold at very reasonable figures. Carnations are more numerous and are obtainable at bargain prices. Bulbous stock is in exceptionally large supply and is hard to move at anywhere near reasonable figures, and from the looks of the many offerings, much of this stock intended for Easter was pushed along by the warmer weather and consequently has affected prices on roses and carnations. Lily of the valley is more plentiful this week than it has been for some time and while prices are holding quite firm they have had a tendency to drop the past few days. Lilies are reaching the market in large numbers and the same holds true for callas of which some very choice blooms are being offered. Orchids do not appear to be in too heavy supply and the same may be said of gardenias. Snapdragons are quite a factor in the market now and the quality of some of the stock that is being offered is all that could be desired. Sweet peas are plentiful like everything else, and have suffered in price along with all the other offerings. Lupines, anemones, Spanish iris, violets, calendulas, stocks, daisies, pansies, feverfew, forget-me-nots, strawflowers, mignonette, gladioli, pussy willows and other miscellaneous seasonable stock, give the buyer a large variety to select from. The retailers are taking advantage of the situation and are making unusually large displays owing to the reasonable prices on stock. Easter plants are in good demand and everything points to an early cleanup in this line. Greens are good property and continue to clean up at good prices right along. From present indications cut flowers will be in large supply for Easter if the weather is at all favorable and while the offerings will be unusually heavy this

D. E. Freres.
Of the Freres-Windler Co., Chicago.

My Friend Bill

Says:

They're falling in line

The regular fellows, the creators, the boosters have endorsed

The PERCY JONES Policy

A careful study of the advertisements in the different trade journals each week proves that many of the other houses have at last acknowledged, by following our style, etc., that it only pays to give their ***growers*** *and* ***customers*** *100% service.*

We Hope

that they will also follow us in actions, as well as in words, and give everybody

The Percy Jones, Inc.

100%
Service

PERCY JONES, Inc., *Chicago, Ill.*
CUT FLOWERS

BIG SUPPLY OF
ROSES
FOR EASTER

You Can Get What You Want Here In

Mrs. Chas. Russell — **My Maryland**

Milady — **Ophelia**

Killarney **White Killarney** **Killarney Brilliant**

Richmond — **Sunburst**

Our prices for Easter this year are very reasonable when the exceptionally fine quality of the roses that we are offering is considered. Send us your order as early as possible and we will see to it that you will be taken care of right. Reinberg quality means the best.

CARNATIONS

Plenty of Red, White and Pink for everybody at $4.00 to $6.00 per 100. Order Today.

Fancy Lilies, Sweet Peas, Valley, Violets, and Complete Line of Greens.

Buy Direct From the Grower. — **Easter Price List.** — **Subject to Change Without Notice.**

	Per doz.
AMERICAN BEAUTIES	
60-inch stems	$6.00
48-inch stems	5.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.50
20-inch stems	1.50
Short stems	$0.75 to 1.00

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00
RICHMOND	
Specials	$10.00 to $12.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00
MILADY	
Specials	$10.00 to $12.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00

		Per 100
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia	Specials	$10.00 to $12.00
	Select	8.00
	Medium	5.00 to 6.00
	Short	4.00

	Per 100
ROSES, OUR SELECTION	$5.00
Carnations, fancy	$ 4.00 to 6.00
Freesias	3.00 to 4.00
Easter Lilies	12.50 to 15.00
Jonquils	3.00 to 4.00
Stevia	1.50 to 2.00
Sweet Peas	1.00 to 1.50
Tulips	3.00 to 4.00
Valley	6.00
Violets	.75 to 1.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Ferns, per 1,000	$3.00
Galax, bronze and green, per 1,000, $1.25	
Leucothoe Sprays	.75 to 1.00
Smilax	per doz. strings 2.00 to 2.50

2,000,000 Feet of Modern Glass

PETER REINBERG

Wholesale Florist

30 East Randolph St., Long Distance Phones Central 2846 601 **CHICAGO**

HEAVY SUPPLY

Beauties --Roses --Carnations

FOR EASTER

Can supply you with the best stock obtainable in the Chicago Market at the most reasonable prices.

EASTER PRICE LIST— Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Long stems	$6.00
36-inch stems	5.00
30-inch stems	4.00
24-inch stems	$2.50 to 3.00
18-inch stems	2.00
12-inch stems	1.00

MRS. CHAS. RUSSELL.	Per 100
Extra Special	$25.00
Select	20.00
Fancy	15.00
Medium	12.00
Short	10.00

White—KILLARNEY—Pink.	Per 100
Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00

RICHMOND.	Per 100
Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	6.00
Good	5.00

MINIATURE ROSES.	
Baby Doll	$3.00
Elgar	3.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Extra Special	$6.00
Fancy	5.00
Good	4.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	3.50
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.25

Other Green Goods Market Rates.

Our Range of Greenhouses is One of the Three Largest in America and will be in Full Crop for Easter.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 CHICAGO

year it would not be at all surprising if the market cleaned up completely in most lines before the rush is over.

NOTES.

D. E. Freres and R. J. Windler will open a new wholesale commission house Monday, April 2, in room 218, Atlas block, 30 East Randolph street, under the firm name of The Freres-Windler Co. Both are experienced in the wholesale business and are well known to the trade. D. E. Freres has been engaged in the wholesale commission business in the great central market for the past nine years, operating under his name in the quarters that the Freres-Windler Co. will occupy. R. J. Windler is conducting the Adam Zender greenhouses in Rogers Park, consisting of 100,000 square feet of glass devoted principally to the growing of roses, the output of which will hereafter be handled exclusively by his firm. The new company will also sell the output of the growers that D. E. Freres is now handling and will open for business with a complete line of stock.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, who attended the New York and Philadelphia flower shows, speaks in glowing terms of both of the exhibitions and reports having had a most delightful time. Mr. Klingsporn believes that the eastern growers have it over the western growers when it comes to producing exhibition stock, but that the west has a shade the better of it so far as commercial stock is concerned.

Louis Duris, formerly with the Central Floral Co., Detroit, Mich., is now manager of the Central Floral Co., 132 North State Street. Peter Papes will manage the Detroit store and Peter Duris, who has been in charge of the local establishment up to the time his brother arrived here, will do the buying for both stores. The change will relieve him of a great deal of responsibility and permit him to spend more time in the wholesale market.

The Rapid Rapper Co. will be better equipped to handle local business after April 2 when the new manager assumes charge. This firm has just received 10,000 pedestals from its factory but the demand for Rapid Wrappers has been so heavy the last few weeks that over half of them have already been sold.

Peter Reinberg is in good crop with Mrs. Chas. Russell roses and the outlook is that he will have a large supply of this variety to offer at Easter in addition to all the other varieties grown at the Reinberg establishment.

SPECIAL NOTICE!!!

Plenty of first-class stock for Easter. Write for special list of Easter bargains.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 CHICAGO.

R. J. Windler.
Of the Freres-Windler Co., Chicago.

Wire Wreaths, Hanging Baskets

As wire stock is doubled in price we will clean up our made-up stock at the following prices:

100,000 wreaths, painted

12 inch.. per 100,	$ 5.00	16 inch.. per 100,	$ 8.00
14 " .. "	7.00	18 " .. "	10.00
22 " ..... "			12.00

10,000 of our strong well made HANGING BASKETS

12 inch	per doz.,	$2.50
16 "	"	3.00
18 "	"	3.25

Send $1.00 for samples of 3 Baskets and 3 Wreaths.

Flat Wreaths, assorted, $5.00 per 100

Canavan's Iron & Wire Works

6124 Wentworth Ave., CHICAGO

Phone Wentworth 6778

HEAVY SUPPLY

PLACE YOUR EASTER ORDER NOW!

FOR EASTER

We have an elegant lot of Lilies to offer this coming Easter, fine flowers carried on good stiff stems of A1 quality.

PLACE YOUR EASTER ORDER NOW!

NEVER A SHORTAGE HERE

THE EASTER OUTLOOK is, however, that **good Lilies** will be **scare.** We therefore advise ordering now. **Orders booked prior to April 1st will be filled in full;** orders received after that date will be filled subject to our having the stock. **Order now and protect yourself.**

If you want good stock and good treatment

Send Your Orders to us for

ROSES, CARNATIONS,

Valley, Sweet Peas, Lilies, Callas, Narcissi, Jonquils, Violets, Calendulas, Snapdragons, Freesia, Stocks, Tulips, Mignonette, Daisies, Pansies, Feverfew, and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood We have home grown Asparagus—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

During the period of scarcity we were filling orders complete when other houses were wiring their customers "Impossible to fill." Today finds us better than ever able to give you good values for your money. Try us and convince yourself.

☞ASK FOR OUR EASTER PRICE LIST BEFORE ORDERING ELSEWHERE.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE.

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

☛SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

A. T. Pyfer & Co.
Wholesale Florists
30 East Randolph Street
Chicago, Ill.

50,000 FANCY LILIES FOR EASTER

$10.00, $12.50, $15.00 per 100.

No buds under three inches counted.
Packed at our greenhouses, 100 blooms in a box, ready for immediate shipment.

Easter Price List.

ROSES		Per 100
Mrs. Chas. Russell		$ 6.00 to $20.00
Ophelia	Special	10.00 to 12.00
Sunburst	Long	8.00
Richmond	Medium	6.00
Killarney	Special	$ 8.00 to $10.00
W. Killarney	Long	6.00
Kill. Brilliant	Medium	5.00
CARNATIONS		
De Luxe, select		$5.00 to $6.00
Good		3.00 to 4.00

Miscellaneous	Per 100
Easter Lilies	$10.00 to $15.00
Jonquils	3.00 to 4.00
Daffodils	3.00 to 4.00
Violets, double	.75 to 1.00
Valley	5.00 to 6.00
Sweet Peas	1.00 to 2.00
Snapdragons	6 00 to 8.00
Calendulas	1.00 to 2.00
Tulips	3.00 to 4.00
Ferns	per 1000, $3.00
Asparagus	bunch, 35c to 50c each
Sprengeri	bunch, 25c to 35c each
Galax	per 1000, $1.25

Subject to Market Changes.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,
1302-1308 W. Division St., CHICAGO

Mrs. H. C. Blewitt, wife of the well-known sweet pea specialist, of Des Plaines, died last week. She was well known personally in this vicinity and the many floral tributes from the trade that were seen at the funeral last Sunday, March 25, shows the high esteem in which the Blewitt family is held. Their many friends in the trade extend their sympathy to the bereaved family in the loss of a loving wife and mother.

C. L. Washburn says that roses are selling splendidly compared to carnations and bulbous stock at Bassett & Washburn's store, but at that, prices are not as high as they should be. The supply of American Beauty roses is steadily increasing at this establishment and large cuts are in sight for Easter.

George Manos, the Union Depot Florist, and wife, who recently returned from an extended visit in Florida, believe more in the future possibilities of this city than they do of the southern state for they are negotiating for the purchase of a large west side business block.

Allie Zech visited several of Zech & Mann's many growers this week, bringing back the report that stock in general will be plentiful with them at Easter.

George Wienhoeber had a pretty window display of spring flowers this week in which Rainbow freesias, tulips and snapdragons played an important part.

Chas. Erne, of Erne & Company, saw a robin Sunday, March 25, which he is confident was the first one to arrive from the warmer clime.

Mrs. Williams is again attending to her duties at the Atlas Floral Co.'s store, after being on the sick list for over a week.

Percy Jones is showing a large quantity of strawflowers in addition to a complete line of all seasonable stock.

Robt. Newcomb, of the American Bulb Co., left last week for Kansas City and St. Louis.

A. E. Hunt & Co. are offering a good supply of lupines and anemones.

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

Mention the American Florist when writing

Will Place Their Easter Orders With Us.

We will have a tremendous supply of Lilies, Sweet Peas, Beauties, Roses, Tulips, Daffodils, Jonquils, Violets, Etc. Positively the finest and largest supply we have ever had to offer for Easter. Place your orders here.

Get Our Quotations on Lilies and Other Stock in 1000 Lots

EASTER PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$6.00
Stems 48 inches	5.00
Stems 30 to 36 inches	4.00
Stems 24 inches	3.00
Stems 18 to 20 inches	2.00
Stems 12 inches	1.50
Short Stems	100, $6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$25 to $30.00
Select	20.00
Medium	15.00
Short	6.00 to $12.00

ROSES	
Richmond, special	$12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00
Milady, special	$12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00
Killarney Brilliant, special	$12.00
" " select	10.00
" " medium	$6.00 to 8.00
" " short	4.00
Ophelia, special	$12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00

ROSES—Continued.	Per 100
White Killarney, special	$12.00
" " select	10.00
" " medium	$6.00 to 8.00
" " short	4.00
Killarney, special	$12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00
Mrs. Ward, special	12.00
" " select	10.00
" " medium	$6.00 to 8.00
" " short	4.00
Sunburst, special	12.00
" select	10.00
" medium	$6.00 to 8.00
" short	4.00
Cecile Brunner	3.00
Elgar	3.00
Baby Doll	3.00
ROSES, OUR SELECTION	5.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100.
Good	$3.00 to 4.00
Special fancy	5.00 to 6.00
Splits	2.00

ORCHIDS.	Per doz.
Cattleyas	$6.00

EASTER LILIES.	Per 100
Select	$12.50 to $15.00
Short	8.00 to 10.00

MISCELLANEOUS.	Per 100
Violets—Single and double	$0.50 to $1.50
Valley	6.00
Calendulas	3.00 to 4.00
Daisies	1.00 to 2.00
Snapdragons, per bunch	.75 to 1.00
Mignonette	6.00 to 8.00
Callas, per doz.	1.50 to 2.00
Sweet Peas	.75 to 1.50
Jonquils	3.00 to 4.00
Tulips	3.00 to 4.00
Daffodils	3.00 to 4.00

GREENS.	
Asp. plumosus, per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Adiantum, per 100	1.00
Smilax, choice, per doz.	1.50 to 2.00
Fancy ferns, per 1,000	3.00
Galax leaves, per 1,000	1.25
Wild Smilax, per case	5.00
Boxwood —per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

LARGE SUPPLY

Cut Flowers For Easter

Lilies - Roses - Carnations - Sweet Peas - Violets - Valley - Orchids - Callas - Snapdragons - Jonquils - Tulips - Daffodils - Daisies - Mignonette - Greens - Etc.

Our supply of Cut Flowers for Easter this year is so large that it will enable us to fill all orders in full. Play safe—Order Here.

ERNE & COMPANY

Successors to ERNE & KLINGEL

—WHOLESALE FLORISTS—

162 N. Wabash Ave, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

ENORMOUS SUPPLY OF CUT FLOWERS FOR EASTER

Everything will be plentiful with us and at present we know of no reason why all orders entrusted to our care will not be filled in full. Our supply of Valley, Sweet Peas Double Violets, Lilies, Roses and Carnations will be of the usual high Randall quality, meaning the best possible obtainable in the World's Greatest Wholesale Cut Flower Market. Remember when placing your order that you cannot buy better stock at cheaper prices elsewhere than you can from us.

A. L. RANDALL CO.

Wholesale Cut Flowers—Florists' Supplies

Wabash Ave. and Lake St., CHICAGO

SNAPDRAGONS--SWEET PEAS.

Also Carnations, Daffodils, Tulips, Mignonette, Jonquils, Roses, Freesias, Poeticus, Callas, Stocks, Pussy Willows, Violets, Etc.

SUPPLIES

Fancy line of Cut Flowers and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies **30 East Randolph St., CHICAGO, ILL.**

Poehlmann Bros. Co. has had a large number of visitors at its greenhouses this week inspecting the stock of Easter plants which is the largest and finest in years. The demand so far has been surprisingly good and an early cleanup is bound to be the result before the big day arrives. T. E. Waters of the supply department is suffering from a severe cold.

A. F. Kohr, the veteran pot manufacturer of 2934-38 North Leavitt street, desirous of retiring in his declining years, is offering his excellent business for sale. This should be a good opportunity for the right man as the demand for good flower pots is constantly increasing.

Henry Wietor, who spends most of his time at the Wietor Bros. large range of greenhouses was a visitor at their wholesale establishment this week. Wietor Bros are cutting a fine supply of roses and carnations which will be in heavy crop with them at Easter.

A. T. Pyfer & Co. are cutting heavily in lilies and will be in full crop at Easter. Mr. Pyfer says that pot lilies have sold unusually well this year and that Pyfer & Olsem, of Wilmette, are not worrying about selling what few remain unsold.

Arthur Leidiger, of the Edlefsen-Leidiger Co., Milwaukee, Wis., was a visitor March 22. He reports business as very good for the past season and is very optimistic in regard to the Easter trade.

SPHAGNUM MOSS

Wisconsin burlaped bales perfectly dry, $1.50 each.
Full line of Supplies and Wire Work.

All Cut Flowers in Season

The Cleveland Florists' Exchange, 660 Huron Rd., CLEVELAND, OHIO

Erne & Company will have a large quantity of cut lilies to offer for Easter in the short and medium grades, but the present indications are that the longer stemmed stock will be scarce.

Louis Wittbold says that the George Wittbold Co. is having an unusually heavy demand for Easter stock. Hyacinths and daffodils particularly have had a splendid call this season.

J. A. Budlong is in good crop with lily of the valley and unless there is an extra heavy Easter demand this year they will have plenty to supply all their customers with.

Wiltgen & Freres are now handling the output of 10 growers, which is doing remarkably well considering the short time they have been in business.

O. P. Bassett, senior member of the firm of Bassett & Washburn, will celebreat his eighty-second birthday anniversary April 2 at Pasadena, Calif.

H. B. Kennicott and wife returned home Sunday, March 25, from a most pleasant visit at Clearwater, Fla.

HANGING BASKETS

Enameled Green
Extra well made.

8-inch	$1.00 per doz.
10-inch	1.35 per doz.
12-inch	1.75 per doz.
14-inch	2.25 per doz.
16-inch	2.90 per doz.
18-inch	3.70 per doz.

GREEN MOSS

Fancy sheet 3-bu- sack well filled.
XXX quality.

$1.50 per sack

Pittsburgh Cut Flower Co.
116-118 SEVENTH ST., PITTSBURGH, PA.

The Freres-Windler Co.

ANNOUNCE THE OPENING OF

Chicago's New Wholesale House

Monday, April 2. A new firm consisting of young men, each experienced, ambitious and full of "pep" with a determination to fill your wants to your entire satisfaction. We are in a position to fill your orders complete on a general line of Roses, Carnations, Bulbous and Miscellaneous Stock. We have an excellent line of novelty stock and are especially strong on Green Goods—Give us a trial order and convince yourself.

EASTER PRICE LIST— Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Long stems	$6.00
36-inch stems	5.00
30-inch stems	4.00
24-inch stems	$2.50 to 3.00
18-inch stems	2.00
12-inch stems	1.00

MRS. CHAS. RUSSELL.	Per 100
Extra Special	$25.00
Select	20.00
Fancy	15.00
Medium	12.00
Short	10.00

ROSES.	Per 100
Ophelia, Milady, Richmond, Killarney Brilliant, Sunburst, Killarney, White Killarney, Aaron Ward — Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Good	4.00

MINIATURE ROSES.	
Baby Doll	$3.00
Brunner	3.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy	$5.00
Good	4.00

MISCELLANEOUS	Per 100
Sweet Peas	$ 0.75 to $ 1.50
Daisies	1.00 to 2.00
Valley	6.00
Lilies	12.50 to 15.00
Mignonette	6.00 to 8.00
Calendulas	3.00
Ferns, per 1,000	3.50
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green) per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.25

Other Green Goods Market Rates.

The Freres-Windler Co.

30 E. Randolph St., Room 218 Atlas Block, Chicago, Ill.

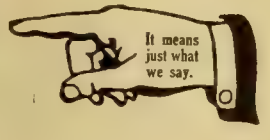
D. E. FRERES — Long Distance Phone, Majestic 7175. — R. J. WINDLER

The Mail Order Wholesale Cut Flower House Of Chicago

—OUR F. T. D. SERVICE "DID IT"—

Over 34 Years in Business.

FOUNDED BY FLINT KENNICOTT 1st



The Kind of Service we give to the Retail Florist.

F. T. D. SERVICE

Your money's worth or your money back.

We protect the Retail Florist.

"It's cheaper to buy Cut Flowers in the World's Greatest Cut Flower Market than it is for you to grow them."

Ask for No. 65 Valley.

Our F. T. D. Service is a Protection to the Retail Florist.

FOUNDED BY FLINT KENNICOTT 1st

KENNICOTT

CHICAGO

Easter Baskets

FOUR SPECIAL OFFERS:

Assortment 1.
25 Assorted Baskets for potted plants and cut flowers..... **$6.00**

Assortment 2.
VERY SPECIAL
25 Assorted two-tone decorated tumbler baskets with liners... **8.00**

Assortment 3.
25 Assorted baskets for plants with liners..... **$14.00**

Assortment 4.
25 larger Assorted baskets for plants with liners..... **21.00**

Select the assortment that you want and let us have your order as early as possible—Today if convenient

To Reach Our Store take a Chicago Avenue, Division Street, Milwaukee Avenue or Armitage Avenue car at State and Randolph Streets and get off at Huron Street. Cars stop right in front of our store and display rooms.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., Chicago

Hoerber Bros. are installing an electric pumping system in their greenhouses at Des Plaines, which they expect will be ready for use by May 1.

Fred Wolfram and wife are rejoicing over the arrival of a baby boy. Mr. Wolfram is proprietor of the Warrington Flower Shop in Oak Park.

A. L. Vaughan & Co. will have a large supply of orchids to offer at Easter in addition to a complete line of all other seasonable stock.

The Chicago Florists' Club will meet at the Hotel Morrison, next Thursday evening, April 5, at 8 o'clock.

E. H. Goldenstein is no longer connected with Langhout & Co., of Sassenheim, Holland.

O. A. & L. A. Tonner are offering a large quantity of unusually fine snapdragons.

E. C. Amling and family are back from a most delightful visit in California.

Ed. Armstrong, of the George Wittbold Co. is serving on the jury.

R. J. Mohr is back in the employ of the A. L. Randall Co.

Visitors: Martin Reukauf, representing H. Bayersdorfer & Co., Philadelphia, Pa.; Samuel Murray, Kansas City, Mo.; George Pandell, Ft. Wayne, Ind.; W. Kinyon, South Bend, Ind.; E. H. Mazey, Minneapolis, Minn.; Frank Stuppy, St. Joseph, Mo.; J. J. Hess, Omaha, Neb.; Daniel MacRorie, San Francisco, Calif.; Mrs. M. E. Hollcraft and daughter, Topeka, Kans.

Fort Wayne, Ind.

FUNERAL WORK BULK OF TRADE.

Funeral work has constituted the bulk of the florist's demand, and there have been a few notably large weddings. The supply of stock is exceptionally large owing to the warm weather.

NOTES.

W. J. & M. S. Vessey had the decorations and bouquets for an elaborate wedding last week, in which large numbers of Easter lilies, Shawyer roses and spring bulbous flowers were used in the decoration of both the church and the house.

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches...	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,
Wholesale Florist
1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

"American Gardens" was the subject of an interesting talk, which Mrs. Richard Blossom, of the Flick Floral Company gave at a meeting of the Round Table club Monday, March 19.

H. K.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

JOSEPH E. WILTGEN MICHAEL F. FRERES.

Wiltgen & Freres

173 N. Wabash Avenue, WHOLESALE FLORISTS Long Distance Phone, Randolph 1975 CHICAGO

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978.

ZECH & MANN

Wholesale Florists

30 East Randolph St., - - Chicago

Telephone Central 3284

A. L. Randall Co.,

LANDO BRAND Wabash Ave. and Lake St., CHICAGO, ILL. LANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

Wholesale Florist

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

WEILAND & RISCH

GROWERS AND SHIPPERS

SHIPMENTS EVERYWHERE — CUT FLOWERS — IMMEDIATE DELIVERIES

154 NO. WABASH AVE. CHICAGO

PHONE CENTRAL 879

Wholesale Flower Markets

Chicago.

EASTER PRICE LIST.	Dozen
Roses, Beauty, specials	$6 00
" " 36-in.	5 00
" " 30-in.	$3 00@ 4 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short, per 100,	6 00@ 8 00
" Mrs. Chas. Russell,	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	4 00@12 00
" Killarney	4 00@12 00
" White Killarney	4 00@12 00
" Richmond	4 00@12 00
" Prince de Bulgarie	4 00@12 00
" Rhea Reid	4 00@12 00
" My Maryland	4 00@12 00
" Mrs. Geo. Shawyer	5 00@15 00
" Milady	5 00@15 00
" Sunburst	4 00@12 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	4 00@12 00
" Ophelia	4 00@12 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	5 00@15 00
" Tipperary	4 00@12 00
" Francis Scott Key	5 00@15 00
" Bayard Thayer	5 00@20 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	3 00@ 6 00
Cattleyas, per doz.,	6 00
Freesias	2 00@ 4 00
Gardenias, $4 00 per doz.	
Sweet Peas	1 00@ 2 00
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons, $0 75 per doz.	
Violets	50@ 1 50
Lilium Harrisii	12 50@15 00
Valley	4 00@ 6 00
Jonquils	3 00@ 4 00
Daffodils	3 00@ 4 00
Mignonette	4 00@ 6 00
Bouvardia	4 00@ 8 00
Pansies, per bunch, 10c@15c	
Adiantum Croweanum	1 00
Ferns, per 1000,	3 00@3 50
Galax, "	1 00@ 1 25
Leucothoe	75
Mexican Ivy, per 1000,	5 00@6 00
Plumosus Strings, each,	60@ 75
Smilax, per doz.,	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case,	8.00
Wild Smilax, per case,	$5 00

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

Mention the American Florist when writing

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.

Evergreen, Ala.

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

HOERBER BROS.

Wholesale Growers of Cut Flowers

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. Store: 162 N. Wabash Ave. Chicago

LILY.

EASTER

Largest and finest supply of blooming and decor
your order with us as early as possible and n

LILIES-AZALEAS-RHO
HYDRANGEAS--RAMI

LILIES

LILIES

RAM

Order What You Need From Us For Our Supply Was Never So Large Or As Fine As It Is This Year

Fine strong heavy flowers. First-class medium length stock, 14 to 18 inches high.

1500 plants in lots not less than 1000, $100.00 per 1000 buds and blooms.
500 plants in lots not less than 300, 110.00 per 1000 buds and blooms.
250 plants in lots not less than 100, 115.00 per 1000 buds and blooms.
100 plants in lots not less than 25, 120.00 per 1000 buds and blooms.

Short Lily Plants, 8 to 10 inches high, 4 blooms, 40c;
5 blooms, 50c; 6 blooms, 58c; 7 blooms, 65c.

Lilies in Pans, made up, with 12 or more blooms, 12c per bloom or bud.

HYDRANGEA.

Crotons.

Well colored, 4-inch, $4.80 per doz., 5-inch, 60c and 75c each.

Pandanus Veitchii.

	Doz.
4-inch	$4.20
5-inch	7.20
6-inch	12.00
7-inch	18.00
8-inch	$24.00 to 30.00

Rubb

5-inch pots.....
6-inch " .....
7-inch " .....
Larger plants.....

Tabl

2½-inch pots.....
3 -inch " .....

Pteris

4-in. pots.....

POEHLMANI

72-74 E. Randolph St.,

PLANTS

**plants we ever had to offer for Easter. Place
r you nor your customers will be disappointed.**

ODENDRONS-LILACS
ER ROSES (BABY TYPE), ETC.

SE.

SPIRAEA.

Azaleas.
Large quantity of fine plants in all colors in bloom, $0.75 to $3.00 each. Specimens, $3.50.

Spiraea.
Gladstone, Queen Alexandra and Rubens. Best obtainable, $0.50, $0.75 and $1.00 each.

Hydrangeas.
Otaksa and French varieties, $0.50 to $1.50 each. Larger plants, $2.00 to $3.00 each.

Rambler Roses.
Baby types, $0.50, $0.75 to $1.00 each. Larger plants, $1.50 to $2.00 each.

Rhododendrons.
Magnificent plants at $2.00 to $10.00 each.

Lilacs.
Nice stocky bushes at $2.00, $2.50 and $3.00 each

Cytisus.
Nice stock at $2.00, $2.50 and $3.00 each.

Cyclamen.
All colors, 4-inch, $3.00 per dozen.

Hyacinths.
All colors in 4-inch pots, $10.00 per 100.
All colors in pans, $0.50 to $1.00 each.

Tulips.
In pans, $0.35, $0.50, $0.75 and $1.00 each.

nts.

	$6.00 per doz.
	9.00 " "
	1.50 to $2.00 each
	2.50 to 3.00 each

ts.

	$4.00 per 100
	8.00 " "

rted.

.00 to $20.00 per 100

Asparagus Plumosus.

2¼-inch pots	$4.00 per 100
3 -inch "	8.00 " "
6 -inch "	.35 each

Asparagus Sprengeri.

2¼-inch pots	$ 3.50 per 100
3 -inch "	7.00 " "
4 -inch "	12.00 " "

Holly Ferns.

4-in- pots $15.00 to $20.00 per 100

AZALEA.

BROS. CO.

**ng Distance Phone
Randolph 35.**

CHICAGO, ILL.

Beauties==Gardenias==Roses

Are items that we can recommend to you for your Easter business.

Let us quote you prices on your requirements.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

BUSINESS IMPROVEMENT CONTINUES.

Business during the past week was a continuation of the increased demand noted the week before. Roses are in crops that are being shaped for Easter, but there is sufficient for the present demand; the quality is excellent, American Beauty being particularly fine. Carnations are in good supply and sell well. Cattleyas are shortening up as is lily of the valley. Sweet peas are a great factor; they are superb in quality, and considering the quantity received daily, are selling very well. Daffodils and all bulbous stock are in over supply, prices ruling low. Calla and Easter lilies are very plentiful. Asparagus, is the only scarce item. More of this should be planted for next season.

NOTES.

Godfrey Aschmann's large stock of Easter plants looks timed to the minute. Hydrangeas are seen in large quantities, very well flowered. Easter lilies also stand out in perfection. Azaleas are as always a feature here and quantities of well-budded stock are seen. Spiræas, with their feathery spikes and cinerarias of a splendid strain, together with a large stock of Dutch bulbs, round out an Easter stock that is up-to-date in every item.

All the retailers who took part in the exhibits at the rose festival are much satisfied with their reception by the public. Pennock Brothers feel that the interest as shown by the constant crowds in front of their exhibit cannot fail but attract people to their store.

The Robert Craig Co.'s Easter lilies have hit it to the day—a splendid lot. Hydrangeas and rambler roses are also in fine form. September Morn, the new light pink sport of Prima Donna, is handled daily by E. Bernheimer, who says it is one of his best sellers.

Alfred Campbell, the uncrowned king of the daffodil, ran off 40,000 Emperor on last Friday and Saturday. This is about a record for this city. The price averaged $15 per thousand.

The Leo Niessen Co. is grooming a great crop of American Beauty roses for Easter. The quality of the advance flowers is fine. Superb sweet peas are a feature here.

H. Bayersdorfer & Co. are greatly rushed with their Easter orders. Lustre ribbon and crepe papers are in great demand as are Easter plant baskets.

The Philadelphia Wholesale Florists' Exchange is fortunate in its asparagus supply, of which scarce article they carry quite a stock.

Wonderful sweet peas are leaders with Edward Reid. Sunburst and Shawyer roses are in good supply here.

J. Jensen, of Lancaster avenue, has joined the florists' auto club and sports a nifty looking Ford delivery car.

Berger Bros. are handling quantities of spring bulbs. Calla and Easter lilies are features.

K.

WHITMAN, MASS.—A. A. Reed of A. A. Reed & Son, well-known florist of this city for many years, died February 26, aged 78 years.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

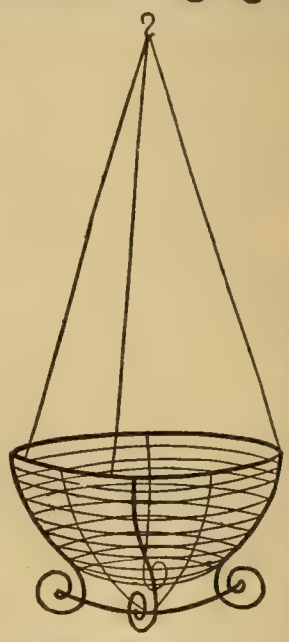
Wholesale Flower Markets

CINCINNATI, Mar. 28.	Per 100
American Beauty, per doz.	1 00@ 6 00
Roses, Killarney	4 00@15 00
" Mrs. Chas. Russell	8 00@15 00
" Ophelia	8 00@15 00
" Richmond	4 00@15 00
" Sunburst	4 00@12 00
Carnations	3 00@ 6 00
Lilium Giganteum	12 50@15 00
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Violets	25@ 50
Sweet Peas	75@ 2 00
Jonquils and Daffodils	2 00@ 3 00
Tulips	4 00

BOSTON, Mar. 28.	Per 100
Roses Beauty	20 00@60 00
" Killarney Queen	4 00@12 00
" White and Pink Killarney	4 00@12 00
" Double White Killarney	4 00@12 00
" Killarney Brilliant	6 00@16 00
" Hadley	6 00@16 00
" Cardinal	4 00@10 00
" Mock	8 00@16 00
" Mrs. Chas. Russell	8 00@16 00
" Sunburst	8 00@16 00
" Taft	4 00@12 00
" Milady	4 00@10 00
" Ward and Hillingdon	4 00@10 00
" My Maryland	3 00@12 00
Cattleyas	35 00@50 00
Lily of the Valley	3 00@ 4 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO, Mar. 28.	Per 100
Beauty Special..per doz.	$6 00
" Fancy.... "	4 00
" Extra.... "	3 00
" 1st..... "	2 00
" 2nd..... "	50c@1.00
Roses, Killarney	4 00@10 00
" My Maryland	4 00@10 00
" Sunburst	4 00@10 00
" Ward	4 00@ 6 00
" Ophelia	5 00@15 00
" Russell	10 00@15 00
" Stanley	6 00@10 00
" Mock	6 00@ 8 00
" Shawyer	4 00@12 00
Lily of the Valley	6 00@ 7 00
Lilies	10 00@12 00
Cattleyas	40 00@50 00
Carnations	2 00@ 3 00
Violets	30@ 40
Asparagus Sprengeri	35@ 50
Ferns	per 1000, 2 50
Smilax	15 00@20 00

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1.35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for $1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING,
1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers and Greens

RIGE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, VIOLETS, EASTER LILIES and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

A good opening for a few more growers of cut flowers.

1615 Ranstead St., Philadelphia, Pa.

W. Q. Potter Co.

(Successor to McCallum Co.)

—Wholesale Florists—

421 High St., Cleveland, O.

Manufacturers and Importers of Florists' Supplies.

Mention the American Florist when writing

Trade Directory

Containing the Names and Addresses of Florists of the United States and Canada.

PRICE: $3.00 POSTPAID

American Florist Co., 440 S. Dearborn St., Chicago

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.

Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.

FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN, Wholesale Florist. 1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Mar. 28.	Per 100
Roses, Beauty, special	30 00@50 00
" " fancy	20 00@30 00
" " extra	15 00@20 00
" " shorter grades	10 00@12 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	5 00@12 00
" White Killarney	5 00@ 8 00
" Liberty	10 00@30 00
" Hadley	10 00@35 00
" Sunburst	6 00@12 00
" Ophelia	8 00@15 00
" Hoosier Beauty	8 00@15 00
Carnations	2 00@ 4 00
Cattleyas, each, $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	4 00@ 6 00
Calendulas	2 00@ 3 00
Daisies, yellow	1 50@ 2 00
Violets, single and double	50@ 75
Sweet Peas	75@ 2 00
Freesias	3 00@ 4 00

PITTSBURGH, Mar. 28.	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	3 00@12 00
" My Maryland	3 00@12 00
" Sunburst	3 00@12 00
" Mrs. Aaron Ward	3 00@12 00
Cattleyas	75 00
Lilium Giganteum	12 00
Carnations	3 00
Lily of the Valley	5 00
Snapdragons	5 00
Paper Whites	3 00
Violets	50
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, Mar. 28.	Per 100
Roses, Killarney and W. Killarney	4 00@ 8 00
" Ward	4 00@ 6 00
" Mrs. Chas. Russell	6 00@25 00
" Ophelia	4 00@10 00
" Hoosier Beauty	4 00@10 00
Lilies, per doz., 1 50@ 2 00	
Cattleyas, per doz., 6 00	
Carnations	2 00@ 4 00
Rubrums	4 00
Valley	4 00@ 6 00
Violets	50@ 75
Sweet Peas	75@ 1 50
Tulips	2 00@ 3 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16-inch	2.90
18-inch	3.70

THE McCALLUM CO. INC.

Pittsburgh, - Pa.

Mention the American Florist when writing

ST. LOUIS, Mar. 28.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	4 00@10 00
Carnations	2 00@ 4 00
Valley	4 00@ 6 00
Lillies	10 00
Orchids	50 00@ 60 00
Ferns	per 1000, 3 00

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

New York.

GOOD SUPPLY, BUT DEMAND WEAK.

Business continues quiet, and the dealers have concluded that the people are saving their money for Easter. The market is well supplied with all kinds of stock, and though the best brings fair prices, for the season, there is always a remnant that is hard to dispose of, very noticeable in yellow narcissus and violets. Good roses cannot be said to be very cheap, nor are they likely to be for some time to come. Easter is the greatest holiday in the florist business, if it is permissable to call it a holiday, rather than a religious festival. There is a class of people who scoff at old customs and try to introduce new ones, but the disposition of the masses to observe Christmas and Easter seems to be deeply rooted and to grow stronger as the years go by. We therefore cheerfully look forward to a great Easter trade in plants and cut flowers. In the retail stores many fine plants, particularly pot roses, are already seen. The supply of good azaleas is likely to be limited, but we believe the plantsmen have generally foreseen such a contingency and prepared for it with an increased supply of other stock.

March 26.—There was considerable activity in the market for a few hours this morning, but it could not be called a cleanup. The weather is springlike and an increased supply of stock may be expected for this week. As will be seen by our quotations, there is but little change in prices.

NOTES.

The next meeting of the New York Florists' Club will be held in its rooms in the Grand Opera House building, Eighth avenue and 23d street, on the night of April 9. It is expected that a statement will be made relating to the recent flower show and that other matters of importance will be discussed.

Mrs. Rae L. Friedman, who for a number of years has conducted a retail store at 292 Grand street, died March 22, aged 34 years. She was born in this city, her father being the late A. Lehrmann, a florist for many years in business at the above address.

In the rooms of the New York Cut Flower Co. Joseph A. Millang is handling fine roses, such as took prizes at the show, from the range of the F. R. Pierson Co., and also prize winning carnations from the Cottage Gardens Co.

At the Dards store, Madison avenue and 44th street, there is a particularly fine window display in fancy flower bowls and baskets filled with choice stock. Business continues good at this store.

Fine orchids, gardenias and roses are now seen daily at the store of Thomas Young, Jr., 57 West 28th street, which have been grown at his Beechwood Heights Nurseries, Bound Brook, N. J.

At the wholesale store of William P. Ford, 107 West 28th street, we have recently noticed fine stock in Hadley and other roses, carnations, sweet peas and a great variety of other fine stock.

J. Changuris now conducts both the Central Park Flower Market, 980 Sixth avenue, and the store of the Orchid Florist Co., 106 West 57th street.

OUR MOTTO: The Best the Market Affords.

Valley

Orders taken now for 1917 Crop of German - Swedish - Dutch Pips.

CHAS. SCHWAKE & CO., Inc., 90-92 West Broadway, New York.

Herman Warendorff, whose main store is in the Ansonia hotel, Broadway and 73d street, has opened his fifth retail store, March 24, at 2351 Broadway, near 86th street.

The Cathedral Florists, Broadway and 110th street, who have been very successful with two retail stores, have taken another store and stocked it with fine confectionery.

Exceptionally fine stocks of the best varieties of roses continue to arrive at Traendly & Schenck's, 436 Sixth avenue, from the range of Robert Simpson, Clifton, N. J.

A bronze flower bowl worth $100 was stolen from A. T. Bunyard, an exhibitor at the flower show, on the last day of the show.

N. Christatos, Sixth avenue and 58th street, is showing fine stock in pot plants, particularly roses and rhododendrons.

At the store of the Grand Street Florist, 237 Grand street, we have recently noticed fine features in design work.

Goldstein & Futterman, 102 West 28th street, are receiving exceptionally fine stock of Spanish iris.

J. J. Coan, 115 West 28th street, has a fine stock of azaleas and other plants for Easter.

Harry Goldfarb, formerly with N. Christatos, is now with the Orchid Florist Co.

Clarence Slinn, 112 West 28th street, will be headquarters for Easter violets.

A. F. F.

Montreal.

SPLENDID ST. PATRICK'S DAY TRADE.

St. Patrick's day business was probably better than ever this year. Not only were more shamrocks sold at higher prices than usual but there was a brisk trade in cut flowers and plants. Green carnations and Poeticus narcissus, highly colored and unattractive looking, were in big demand, Green ribbon and green pot covers were largely used and it is safe to say that few shamrocks in 5-inch pots were disposed of that did not have either a green ribbon or bow attached. Everyone now looks forward to a great Easter trade and the growers seem well prepared despite the severe winter and shortage of coal which will cause high prices in some lines. Lilies are remarkably healthy and hydrangeas, primulas, lilacs, thorns, cinerarias and bulbous stock are all looking first class.

NOTES.

Signs of spring are in the air—but there is from three to four feet of snow on the ground.

McKenna, Ltd., have a fine lot of Easter lilies ready. Single stems with 14 buds and blooms were seen; also the best spiræa seen here.

HENTZ & NASH INC. N.Y. 55 and 57 West 26th St. WHOLESALE COMMISION FLORISTS GROWER AGENT

Mention the American Florist when writing

—We are—

Wholesale Florists

Have twenty-two years' experience behind us and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.

GUTTMAN & RAYNOR, INC.

PHONES: FARRAGUT { 558 2036 2037

101 W. 28th St., NEW YORK

PHONE—FARRAGUT 8913

JAMES COYLE

WHOLESALE FLORIST

64 West 26th St., NEW YORK

(Opposite Coogan Building)

20 years experience

Consignments Solicited and Prompt RETURNS GUARANTEED.

Samuel C. Gilbert

Wholesale Florist

2188 Broadway, New York

Asparagus Plumosus Nanus a specialty.

BADGLEY & BISHOP, Inc.

Phones 1664—1665 Madison Square

34 West 28th Street, NEW YORK

Receivers and Distributors of Choicest Cut Flowers

C. V. F. Nielsen, Coolbroke avenue, has an excellent crop of sweet peas and snapdragons. His pansies are also of very high grade. A bunch on exhibit at the last meeting of the Montreal Gardeners' and Florists' Club scored 18 points. J. L.

PAUL MECONI
WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

Riedel & Meyer, Inc.
Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
PHONES—4024 and 4025 MADISON SQUARE

Growers' Cut Flower Co., Inc.
E. J. VAN REYPER, Manager.
Roses, Carnations, Violets
And all the NOVELTIES that are in the market.
LILIES AND VALLEY
Every day in the year.
The Finest TULIPS in the City.
CONSIGNMENTS SOLICITED.
129 W. 28th St., Phones 6237 / 3563 Farragut New York

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EVERYTHING IN CUT FLOWERS

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Wholesale Commission Florist
Consignments Solicited
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

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WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
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Telephone 5335 Farragut

Geo. C. Siebrecht
WHOLESALE FLORIST
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED

Telephone Farragut 9761
Goldstein & Futterman
WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York

Wholesale Flower Markets

NEW YORK, Mar. 28.	Per 100
Roses, Beauty, special	35 00@50 00
" extra and fancy	20 00@25 00
" No 1 and No 2	4 00@ 8 00
" September Morn	6 00@20 00
" Prima Donna	4 00@12 00
" Alice Stanley	2 00@10 00
" Mrs Geo. Shawyer	2 00@ 8 00
" Double White Killarney	1 00@ 8 00
" Killarney, Special	4 00@ 6 00
" " No 1 and No 2	1 00@ 3 00
" " Queen	2 00@ 8 00
" " Brilliant	2 00@ 8 00
" Aaron Ward	4 00@10 00
" Richmond	1 00@ 8 00
" Sunburst	2 00@10 00
" J L Mock	2 00@15 00
" Ophelia	2 00@10 00
" Mrs. Chas. Russell	2 00@15 00
" Hadley	4 00@50 00
" Hoosier Beauty	1 00@ 8 00
Cattleya Orchids, special	75 00
" " inferior grades	25 00@35 00
Rubrums	6 00@ 8 00
Lilies, Longiflorum and Formosum	4 00@ 6 00
Lily of the Valley	4 00@ 5 00
Carnations	1 00@ 3 00
Mignonnette ...per doz	25@ 75
White Lilac ...per bunch	50@ 1 00
Gardenias ...per doz.	1 00@ 4 00
Sweet Peas	25@ 50
Sweet Peas, Spencers	1 00@ 1 50
Snapdragons	8 00@16 00
Violets	15@ 25
Yellow Narcissus	1 00@ 2 00
Darwin Tulips	5 00@ 6 00
Tulips	1 25@ 2 50
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus ...doz. bchs.	3 00@ 4 00
Smilax ...doz. strings	75@ 1 25
Freesias	1 00@ 1 50
Iris ...per doz	50@ 1 50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, New York City
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.
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Telephone Farragut 634, 3066
HERMAN WEISS
Wholesale Florists
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WM. KESSLER,
Successor to Kessler Bros.
113 W. 28th St., NEW YORK
CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut Shipments Everywhere
Prompt and satisfactory. Consignments solicited

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 26th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising.
V. S. DORVAL, Secretary.

The Kervan Company
FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
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119 West 28th St., NEW YORK

George B. Hart
Wholesale Florist
24-30 Stone St., Rochester, N.Y.

Nippon Garden, Inc.
Successors to Satow & Suzuki
259 Fifth Avenue New York
Greenhouses: Woodside, L. I.
Telephone: Madison Square 8950
We are headquarters for Japanese Miniature Gardens, Fern Dishes, Vases, Flower Pots, Jardinieres and Dwarf Plants. A great stock of Fern Monkeys and Fern Balls.

M. C. Ford
121 WEST 28th STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857.

Wittbold FLORIST

745 Buckingham Place.

L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing

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Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullanphy Florists (INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

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WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Albany, N. Y.

EYRES.

Flowers or Design Work.

Delivered in Albany and vicinity on telegraphic order.

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Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph Delivery Association.

THOS. F. GALVIN INC.

NEW YORK 561 Fifth Ave.

BOSTON 1 Park Street, 799 Boylston Street

Deliveries to steamers and all Eastern Points.

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NEW YORK.
No. 22 West 59th Street
Adjoining Plaza Hotel
Member of the Florists' Telegraph Delivery.

Original Decorations a Specialty.
Branch:
THE VANDERBILT HOTEL
Main Phone, Murray Hill, 783
Branch " " " 1808
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Kottmiller

Member F. T. D.
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A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

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J. J. Habermehl's Sons

THE BELLEVUE-STRATFORD — BROAD AND WALNUT STREETS

The Best the Market Affords.

We cover Eastern Pennsylvania, New Jersey and Maryland.

Mention the American Florist when writing

Young & Nugent

Telephone 2065-2066 Madison Square.
42 West 28th Street,
To out-of-town florists: We are in the Heart of **NEW YORK**

And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

Member of Florists' Telegraph Delivery.

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Bangor, Me.

Adam Sekenger

FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

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San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

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WHITTED FLORAL CO.,

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Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

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TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
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Largest and most centrally located store in the city. All orders given prompt attention.

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Successor to Rochester Floral Co.
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Member of Florists' Telegraph Delivery.

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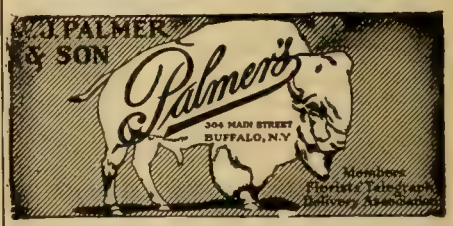

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LARGEST FLOWER STORE IN THE CITY

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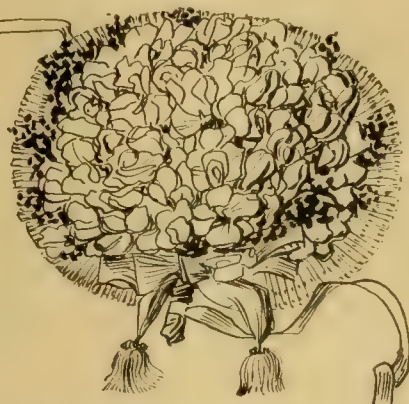

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NEW YORK

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980 Sixth Ave., Bet. 55th and 56th Sts.

Phone Plaza 1814. NEW YORK

AND

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J. CHANGURIS, Prop.

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Near Great Northern Hotel — Phone Circle 643

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1874.
DARDS
N. E. CORNER 44TH ST. AND MADISON AVE.
Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.
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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Established 1874. Incorporated 1909.

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1800 Chestnut Street
Members of Florists' Telegraph Delivery.

Syracuse, N. Y.
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FLORIST
536 SOUTH SALINA STREET
General designs—All flowers in season

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Alpha Floral Co., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Archias Floral Co., Sedalia, Mo.
Astoria Florist, The, New York.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bragg's Flower Store, Rochester, Minn.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Broadway Florist, The, Los Angeles, Calif.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
Burns, H. H., New York.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago, Ill.
Colonial Florist, New York.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave. and L., Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Quebec.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
Forter, Edward A., Cincinnati, O.
Foster, Fred, St. Louis, Mo.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Galvin, Thos. F., Inc., New York.
Gasser, J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hanft Bros., Madison Av., at 62nd St., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., New York.
Hatcher, John C., Amsterdam, N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Hencle, Miles S., Syracuse, N. Y.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hession, Madison Ave. and 76th St., New York.
Higgins, N. F., Springfield, Mass.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Howard & Smith, Los Angeles, Calif.
Huscroft's Flower Shop, Steubenville, O.
Jahn, Hugo H., Brooklyn, N. Y.
Johnston & Co., T. J., Providence, R. I.
Joseph's, 233-235 Grant Ave., San Francisco.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kerr Floral Co., Robt. C., Houston, Tex.
Kirchner, Chas. F., Cleveland, O.
Kottmiller, New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 25 E. Madison St., Chicago.
Leborius, J. J., Duluth, Minn.
London Flower Shop, Ltd., Philadelphia, Pa.
Mangel, Chicago.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McConnell, Alex., New York.
Metairie Ridge Nursery Co., New Orleans, La.
Myer, Madison Ave. at 58th St., New York.
Miami Floral Co., Miami, Fla.
Mullanphy Florists, St. Louis, Mo.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
Palmer, W. J. & Sons, Buffalo.
Pappas Bros., New York.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Pyfer & Olsem, Wilmette, Ill.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Saake, O. C., Los Angeles, Calif.
Schiller the Florist, 2221 W. Madison, Chicago.
Schling, Max, 22 W. 59th St., New York.
Schmidt, Chas. L., Harrisburg, Pa.
Sekenger, Adam, Bangor, Me.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stewig, Fred, 940 Sixth Ave., New York.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Van Meter Flower Shop, Springfield, O.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Whitted Floral Co., Minneapolis, Minn.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wittbold Co., G., 745 Buckingham Pl., Chicago.
Wolfskill Bros. & M. Goldenson, Los Angeles.
Young & Nugent, New York.

Detroit, Mich.
John Breitmeyer's Sons
Corner Broadway and Gratiot Avenues.
Artistic Designs.
High Grade Cut Blooms
We cover all Michigan points and good sections of Ohio, Indiana and Canada.
Members of Florists' Telegraph Delivery.

New York.
Henry Hart, Inc.
FLORIST
1000 Madison Avenue
Telephone—Lenox 3822.
In the Heart of the most exclusive residential section.

Omaha, Neb.
Hess & Swoboda
FLORISTS
1415 Farnum St. PHONES: 1501 and L1582
Members of Florists' Telegraph Delivery.

THE J. M. GASSER COMPANY,
CLEVELAND
EUCLID AVENUE
Members of Florists' Telegraph Delivery.

Toronto, Can.
Canada's best known and most reliable florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street,
We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford
HUGO H. JAHN
—Florist—
710 Nostrand Avenue
Corner Prospect Place, BROOKLYN, N. Y.
Brooklyn Representative of National Florist Corporation.

Philadelphia, Pa.
M. J. CALLAHAN
FLOWERS
3924 Market Street Both Phones

Cleveland, O.
CHAS. F. KIRCHNER
9005 Superior Avenue.
Orders filled for all points in Ohio. Satisfactory Service Assured.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to

Schiller The Florist

2221-2223 W. Madison St. CHICAGO.

All orders carefully filled under the supervision of

GEORGE ASMUS, Mgr.

Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

Brooklyn, N. Y.

JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST

SEVEN STORES

Main store— **334 Lewis Ave.,** Telephone No. 1150 Bedford

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heinl)

336 Superior St., Toledo, O.

Both Phones, 527.

Special attention to Mail and Telegraph Orders

Member of Florists' Telegraph Delivery.

Rochester, N. Y.

J. B. KELLER SONS,

FLORISTS

25 Clinton Avenue, N.

Rochester Phone, 506. Long Dist. Bell ph. 2189

Members of Florists' Telegraph Delivery.

Cleveland, O., and Vicinity.

Bramley & Son

1181 E. 71st St.

The Largest Growers of Flowers in City

Duluth, Minn.

J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Houston, Texas.

Robt C. Kerr Floral Co.

Main and McKinney Phone. Preston 160

LEWIS HENDERSON, Florist

1814 Douglas St., OMAHA, NEB.

Member of Florists' Telegraph Delivery.

N. F. HIGGINS

FLORIST AND DECORATOR

150 State St., SPRINGFIELD, MASS.

HANFT BROS.

NEW YORK.

—Established 1848—

Madison Ave., at 62nd St.

PHONE PLAZA 428.

The Boulevard Floral Co.

2391 Broadway, New York

Telephone, Schuyler 6375

FINE STOCK, ARTISTIC ARRANGEMENT AND PROMPT DELIVERY.

Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.

801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

PYFER & OLSEM

WILMETTE, ILLINOIS

Careful attention to all mail or telegraph orders for delivery in Wilmette—Chicago's North Shore Suburb—Evanston, Kenilworth Winnetka. Glencoe. Lake Forest.

New York Established 1849

David Clarke's Sons

2139-2141 Broadway, cor. 75 h St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.

Kansas City, Mo.

A. Newell

FLORIST

Established over 20 Years.

N. E. COR. 10th and GRAND AVENUE.

New York.

DRAKOS CO.

FLORISTS

2953 Broadway, Opp. Columbia College

Members of Florists' Telegraph Delivery.

Hession

Madison Ave. and 76th St.

NEW YORK

Quality Flowers

TWO GREENHOUSES ON PREMISES.

Plant Specialists Phones { 107 420 775 } Lenox

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Denver, Colo.

The Park Floral Co.

J. A. VALENTINE, President.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

Julius Baer

FLOWERS

Mail and Telegraph Orders carefully executed.

138-140 Fourth Street East

Mention the American Florist when writing

Miami Floral Co.,

Orders promptly filled.

MIAMI, FLORIDA.

Sedalia, Missouri.

Archias Floral Co.

Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.

Member of Florists' Telegraph Delivery.

Lang Floral & Nursery Co., Dallas Texas

1303 Main Street

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No Orders too large, none too small.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.

O. C. SAAKE

FLORIST

WE SOLICIT TELEGRAPH ORDERS.
Regular Trade Discount.
215 W. FOURTH STREET.

NASHVILLE, TENN.

JOY FLORAL COMPANY

Members of Florists' Telegraph Delivery.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants.

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Little Rock, Ark.

PAUL M. PALEZ

FLORIST

All orders carefully filled and delivered to all parts of the city, Arkansas and the Southwest.

Mention the American Florist when writing

St. Louis, Mo.

F H. WEBER

N. E. Cor. Taylor and Olive St.
Flowers delivered in city and state on short notice
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Mention the American Florist when writing

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florist of GRAND RAPIDS.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Members of Florists' Telegraph Delivery.

Steubenville, Ohio.

Huscroft's Flower Shop

173 North Fourth Street

All Orders Promptly Executed

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS.

735 Euclid Ave. CLEVELAND

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

SAN FRANCISCO

JOSEPH'S

233-235 GRANT AVENUE

Members of Florists' Telegraph Delivery and National Florists for this District. A specialty made of "Welcoming" and "Bon Voyage" packages.

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

FRED FOSTER

FLORIST

703 Olive St., St. Louis, Mo.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS
621 Penn Ave.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

E. W. PEARSON

47 State St., NEWBURYPORT, MASS.,

Covers all New England points.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n.

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class. stock.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

THE DOMINION FLORAL CO.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention

C. Frauenfelder

FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DES MOINES IOWA

ALFRED LOZIER **ROSERY**

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

Howard & Smith

853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

WORCESTER, MASS.

Randall's Flower Shop,

13 Pleasant Street.

Member of Florists' Telegraph Delivery.

Cincinnati, O.

Edward A. Forter

FLORIST

Successor to A. Sunderbruch's Sons

128 W. Fourth St., Phones, Main 1874–1875

Member of Florists' Telegraph Delivery.

New York.

G. E. M. STUMPP

761 Fifth Avenue

Member of Florists' Telegraph Delivery.

VAN METER FLOWER SHOP

SPRING and HIGH, **Springfield, O.**

BEST FLOWERS for EVERY OCCASION.

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

Members of Florists' Telegraph Delivery.

Boston, Mass.

HENRY R. COMLEY, Florist, 6 Park St.

50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, State St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffmans, N. Y.

Mention the American Florist when writing

FREY & FREY,

1338 O Street, LINCOLN, NEB.

WHOLESALE AND RETAIL.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Chicago Detroit

CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

Mention the American Florist when writing

Los Angeles, Calif.

TELEGRAPH ORDERS

The Broadway Florist

Wholesale and Retail.

414½ S. Broadway.

Main 2837. Home A276

Wedding Decorations
Funeral Designs Cut Flowers

Mention the American Florist when writing

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis

DULUTH, MINN.

Mention the American Florist when writing

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

TERRE HAUTE, IND.

THINK OF **HEINL'S**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

St. Louis, Mo.

WIRE

Grimm & Gorly

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Cleveland, O.

A. Graham & Son

5523 Euclid Ave.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Av., PITTSBURGH, PA.

Mention the American Florist when writing

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing

PROVIDENCE, R. I.

and all NEW ENGLAND POINTS. T. J. JOHNSTON & CO. 107 WASHINGTON ST., PROVIDENCE

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

VISITED NEW YORK: A. J. Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich., and wife.

THE Department of Agriculture, at Washington, D. C., is preparing a card catalogue of seedsmen.

CHICAGO.—Prices for grass seed on the Board of Trade, March 28, were as follows: Timothy, $4.25 to $5.75 per 100 pounds.

ARNOLD RINGIER, secretary of the W. W. Barnard Co., Chicago, has severed his connection with this firm, after 27 years of service.

EMIL FARDEL'S strain of colored freesias, said to be superior to any other, is being offered to the trade by the Knight & Struck Co., New York.

VISITED CHICAGO: H. A. Johns, of the Sioux City Seed & Nursery Co., Sioux City, Ia.; A. E. Bather, of Northrup, King & Co., Minneapolis, Minn.

ONION SETS at Chicago went off a little the past week, values running about 25 cents per bushel lower. Stock is mostly in the hands of the dealers.

WENHAM, MASS.—B. Hammond Tracy, Jr., who sailed recently to join the American ambulance corps in France, has arrived safely at Bordeaux.

TORONTO, ONT.—The Steele-Briggs Seed Co. say that mail orders have been considerably in excess of other years with bright prospects for later business.

NEW YORK.—Peter Henderson & Co.'s full page in the Sunday Times was among the recent advertisements of seedsmen in this city using the general press.

JACKSONVILLE, FLA.—Theo. Cobb, representing D. M. Ferry & Co., Detroit, Mich., is making a tour of the state and the trade may look for some good new fish stories on his return.

ST. LOUIS, MO.,—The St. Louis Seed Co. reports good demand for seeds for home gardening, with the volume of business two weeks ahead of last year. Seed potatoes in this market are selling from $2.75 to $3 per bushel, with heavy demand.

LOS ANGELES, CALIF., March 23.—Morris & Snow, who were burned out in the Rosslyn hotel fire of last week, are located for a time at least at 526 South Main street. The goods saved are valued at $5,000 out of a $22,000 stock and carried $9,000 insurance. The greatest loss was in business, for the seed trade never was so good here as it is this season.

J. S. MICHAEL, of the Sioux City Seed & Nursery Co., will celebrate the Fifty-eighth anniversary of his birthday, April 3. He was born at Sir Johns Run, W. Va., and started the Sioux City Nursery, with H. A. Johns and G. H. Cummings in 1884. The concern was incorporated a year later and the name changed to the Sioux City Seed & Nursery Co.

ROCHESTER, N. Y.—James Vick's Sons say the business this season shows a greater increase than that of any year in their experience. Contracting for this year's crop of their flower seed specialties will be closed within a few days. To offset labor troubles they are installing another tractor and a motor truck with a larger and better equipment.

PHILADELPHIA, PA.—For the first time in 40 years W. Atlee Burpee & Co. have found it necessary to put on a 24-hour force this season, in other words, working night and day. In former years they have worked at night, but never an all-night force. The increase in orders up to the present time has been approximately 90 per cent, this firm never before experiencing such a rush of business.

NEW ORLEANS, LA.—Chris. Reuter, about May 1, expects to move into his new building, which affords capacity for 25 carloads and equipped as one of the best modern seed stores in the south. Mr. Reuter reports a most successful season thus far, the demand for both garden and field seeds being enormous. A succession of frosts compelled the gardeners to replant several times. The large expansion of the mail order business is doubtless due to the increased number of home gardens.

VAUGHAN'S SEED STORE, Chicago, reports on business to date as follows: "The first 10 weeks of 1917 business has shown a very gratifying increase, both over our counters and through the mails, although the season has been very cold and is now late. The gardening spirit has taken possession of all who have available ground to till, while newspapers and public welfare organizations, official and unofficial, have taken up gardening as a relief for the high cost of living. The high prices of vegetables this winter, particularly potatoes, onions and cabbage, have evidently appealed to all such planters to grow more another year. The public press, both east and west, is booming the garden movement all the seedsman can ask for. The anxiety is just now, can the average seedsman's force handle the rush of business when spring opens and will the limited stocks hold out?"

Seed Car Delays.

Secretary C. E. Kendel, of the American Seed Trade Association, writes as follows:

"Cars of seeds unreasonably delayed in transit should be reported to the Interstate Commerce Commission at Washington, D. C., instead of to the District Attorney of Pennsylvania. Send details to insure prompt action."

Trans-Pacific Rates Up.

Steamship companies in the Pacific Conference have made a 25 per cent increase on freight rates on all cargoes except rice and silk from Hongkong to the Pacific coast of the United States, as a result of the increasing trade. The basic rate on freight from Hongkong to the United States usually is rice. Recently this charge has been $10 per ton. The advance is to be 50 per cent, making it $15 per ton.

Sugar Beet Seed Production.

According to the United States department of agriculture, preliminary returns indicate that the area used for growing sugar beets for seed in the United States in 1916 was 5,268 acres and the production of seed was 5,211,000 pounds, an average yield per acre of slightly less than 1,000 pounds. The areas and production are as follows: California, Idaho and Utah, 2,178 acres, 1,628,000 pounds; Colorado, Kansas, Montana and Nebraska, 2,725 acres, 3,455,000 pounds; Michigan and Ohio, 365 acres, 128,000 pounds.

The annual imports of sugar beet seed for the five years ending June 30, 1916, averaged 12,275,330 pounds, valued at $1,075,207.

Canners' Acreage.

The number of factories reporting for 1915 and 1916, with total acreage reported, the product from which was manufactured as reported to the Bureau of Crop Estimates, no account being taken of the tonnage bought outside of contracts, was as follows: Corn, 324 factories with 216,151 acres in 1916 as compared with 194,188 acres in 1915; peas, 202 factories and 86,294 acres as against 99,632 acres; tomatoes, 905 factories and 164,466 acres as against 126,520 acres in 1915.

Farm Value of Seeds.

The estimated farm value of important seeds, November 15, according to the monthly crop report of the United States department of agriculture for December, 1916, was as follows: Clover, as sold, $9.20; as bought, $10.87; timothy, as sold, $2.25; as bought, $3.05. Prices on the corresponding date in 1915 were: Clover, as sold, $9.67; as bought, $10.25; timothy, as sold, $2.91; as bought, $3.09.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Thorburn's

SEEDS AND BULBS

For the Trade

J. M. THORBURN & CO.

Established 1802

53 Barclay Street, - New York

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,

PEDRICKTOWN, N J.

Mention the American Florist when writing

Grass Mixtures

FOR

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,

CHICAGO, ILL.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

My New PRICE LIST of

Winter Orchid-Flowering Sweet Pea Seed

Has been mailed. If you have not received a copy, send Postal for it.

Part of new crop is ready now.

Ant. C. Zvolanek, Lompoc, Calif.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Tuberous-Rooted Begonias

SINGLE-FLOWERING.

Crimson, Scarlet, Pure White, Rose, Light Pink, Yellow, Salmon, Orange, Copper or Mixed, all colors.

	Doz.	100	1000
Bulbs, 1¼ in. diam. and up	$0.35	$2.25	$20.00

DOUBLE-FLOWERING.

Crimson, Scarlet, Rose, Pure White, Copper-Bronze, Salmon, Yellow, Orange, Light Pink, or Mixed, all colors.

	Doz.	100	1000
Bulbs, 1¼ in. diam. and up	$0.50	$3.50	$30.00

Fancy-Leaved Caladiums

The English collection containing twelve varieties of the very finest transparent leaf sorts. Extra fine bulbs. $2.25 per doz., $15.00 per 100.

Brazilian Collection of 12 varieties. $1.50 per doz., $12.00 per 100.

Mixed Brazilian Varieties. $1.25 per doz., $10.00 per 100.

Madeira Vines

Large bulbs, $2.00 per 100, $18.00 per 1,000.

Tuberoses 100 1000

Double Pearl. Bulbs, 4 to 6 in. in circumference $1.00 $7.50

Arthur T. Boddington Co., Inc.

128 Chambers Street, NEW YORK.

KELWAY'S

SEEDS--Flower, Vegetable and Farm

For present delivery or on contract. Wholesale only.

Special quotations for next season and from 1917 harvest now ready.

Langport, - England.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

The L. D. Waller Seed Co.

Guadalupe, California

Wholesale Growers of

FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS

Correspondence Solicited.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Western Seed & Irrigation Co.

Wholesale Seed Growers and Dealers

SPECIALTIES:

Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, NEBRASKA.

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA.

Lily Bulbs

Shipment from Storage

	Size.	Per Case.	No. in Case
Giganteum,	7- 9 in ,	$14.50	300
"	8-10 in.,	16.50	250
"	9-10 in.,	16.50	200
Multiflorum,	7- 9 in.,	15 00	300
"	8-10 in.,	17.50	250
Auratum,	9-11 in.,	9.00	100

Giganteum shipped from Chicago as well as New York.

McHutchison & Co. The Import House

95 Chambers St., NEW YORK

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.

Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.

Rocky Ford, Colorado.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Plants For Easter, 1917

Hyacinths, 4-in., 15c and 20c, in all colors; 6-in., 50c; 7-in. pans, 75c.
Tulips, Double, 6-in. pans, 50c.
Azaleas, $1.50 and $2.00 each.
Deutzias, 6-in., 75c and $1.00.
Primroses, 4-in., 15c and 20c; 5-in., 25c.
Spiraea, in pink and white, 75c and $1.00.
Begonia Chatelaine, 3-in., 8c; 4-in., 15c and 20c; 5-in., 35c.
Lilies, 12½c per bud and bloom; plants run from 15 to 30 ins. high and 3 to 10 buds and blooms. Short Lilies, 10c.
Begonia Rex; extra fine, 4-in., 20c.
Asparagus Plumosus, 3-in., 8c; 4-in., 15c.
Ferns, in variety, 4-in., 20c; 5-in., 35c; 6-in., 60c.
Pelargonium Easter Greeting, 4-in., 25c; 5-in., 50c.
Geraniums, all colors, 4-in., in bloom, 12½c.
Daffodils, double yellow, 4-in., 20c; 5-in., 35c; 6-in., 75c.

OUR LILIES ARE JUST RIGHT FOR EASTER.

Cash or approved credit, please. No plants sent C. O. D.

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Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

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WHOLESALE DEALERS IN
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WHOLESALE SEED GROWER.
Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.
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Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

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Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.

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Correspondence Solicited. **SWEDESBORO, N. J.**

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Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000
Thenanthos - -	$12.00	
White Enchantress,	$3.00	$25.00
White Wonder, -	3.00	25.00
Matchless - - -	3.00	25.00
Peerless Pink, - -	3.00	25.00
Aviator, Best Money Maker,	$6.00	$50.00
Ward, - - - - -	$3.00	$25.00
Washington, - -	3.00	25.00
The Herald, - - -	3.00	25.00
Victory, - - - -	3.00	25.00
Champion - - -	3.00	25.00

MISCELLANEOUS PLANTS

Wandering Jew, 5 varieties, **Lantana, Trailing Lantana, Sweet Alyssum, Ageratum, Feverfew, Dusty Miller, Salvia, German Ivy, Rose Geranium, Cupheas, Mesembryanthemums,** large flower, **Petunias,** double and single, **Snapdragons.** All above 2½ in. stock, $3.00 per 100; $25.00 per 1000.

FUCHSIAS
2 in.....3c each 2½ in.....4c each
3 in ....6c each

BEGONIAS
Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

CALCEOLARIA HYBRIDUM
3 in.....10c each 4 in.....15c each

SCHIZANTHUS WISTONENSIS
3 in.....5c each

PRIMULA MALACOIDES
2½ in.....3c each 3 in.....5c each
5 in..... .....15c each

PRIMULA OBCONICA
4 in.....10c each 5 in.....15c each

YELLOW DAISIES
2½ in .....4c each

PYFER & OLSEM, Wilmette, Illinois.

CEDAR ACRES
Gladioli Exclusively

Catalogue giving full cultural directions and attractive prices on all varieties. It is free.

B. HAMMOND TRACY, Box A, Wenham, Mass.

We carry a reserve stock of all the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply.
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

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GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK and ORANGE, CONN.

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SPRING BULBS For Planting NOW.

Tuberous Rooted Begonias

Single—scarlet, white, crimson, orange, pink, yellow, per doz., 50c; per 100, $3.00; per 1000, $25.00.

Caladium Esculentum

Well cured with live shoots.

	Doz.	100	1000		Doz.	100	1000
5 to 7 in..	$0.25	$1.75	$15.00	9 to 11 in.	$0.85	$6 00	$55.00
7 to 9 in..	.40	3.00	25.00	12 in. up.	2.00	14.00	

Cold Storage Giganteum

	To case	Per case		To case	Per case
7 to 9 in.,	100	$ 5.50	8 to 9 in.,	250	$15.50
7 to 9 in.,	200	10.50	8 to 10 in.,	225	18.00
7 to 9 in.,	300	14.00	9 to 10 in.,	200	18.00

Hardy Lilies

Lilium Auratum.	Doz.	100	1000
8 to 9-in., 150 bulbs to case	$0.85	$6.00	$55.00
9 to 11-in., 125 bulbs to case	1.60	9.00	85.00
Lilium Rubrum, Melpomene or Magnificum.			
8 to 9-in , 200 bulbs to case	.85	6.00	55.00
9 to 11-in., 140 bulbs to case	1.60	9.00	85.00
Lilium Speciosum Album.			
8 to 9 in., 200 bulbs to case	1.50	8.50	80.00
9 to 11 in., 140 bulbs to case	1.75	12.00	

Case lots at 1000 rate.

Gladioli, 1½ to 2-in.

	100	1000
America, pink	$1.75	$15.00
Augusta, white	1.65	14.00
Brenchleyensis, scarlet	1.35	11.00
Francis King, scarlet	1.65	14.00
Klondyke, yellow	1.80	16.00
Panama, pink	3 00	25.00
Peace, white	5.00	40.00
Pendleton, 2nd size	5.00	45.00
Pendleton, 3rd size	4.00	35.00
Princeps, scarlet	1.75	16.00
Principine	2.00	18.00
Primulinus species, yellow	3.25	27.00
Mixed, all colors	1.00	8.50

Ismene Calathina Grandiflora

The flowers are like an Amaryllis, pure white and very fragrant, 85c per doz.; $6.00 per 100.

Tuberoses

	100	1000
Double Pearl, bulbs 4 to 6 in. in circumference	$1.00	$8.50
3 to 4 in. in circumference	.75	5.00

Asparagus Plumosus Nanus

Greenhouse grown seed...100, 50c; 1000, $3.25; 5000, $15.00
Asparagus Sprengeri.....100, 15c; 1000, .85; 5000, 3.50

Velvet Green Lawn Grass

Well balanced mixture, that will give your customers satisfaction, 10 lbs., $1.75; 25 lbs., $4.25; 100 lbs., $16.50.

A. HENDERSON & CO., 211 N. State St., CHICAGO

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ABUTILON SAVITZI

2-in., $3.00 per 100; 3-in., $4 00 per 100.

Algonquin, a true deep blue single Petunia, fills a long felt want for something blue for window boxes, vases, etc.; propagated by cuttings, $3 00 per 100.

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WHITE MARSH, MD.

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CROMWELL, - CONN.

Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.
CYCLAMEN, our own selected strain.
APLENIUM NIDUS AVIS (Bird's Nest Fern
Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.

Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.

Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.

Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.

Forcing Stock—Azaleas, Rhododendrons, Aucubus, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses, in large assortment, choicest quality, best commercial sorts.

Wholesale price list will be mailed promptly on request.

Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.

Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.

Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

Write for information and price today.

THE D. HILL NURSERY COMPANY, INC.

EVERGREEN SPECIALISTS
LARGEST GROWERS IN AMERICA
WHOLESALE GROWERS AND IMPORTERS

Box 404, DUNDEE, ILL.

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PARIS DAISIES

Large flowering, for Memorial Day and June Weddings. 4-in. pots, ready for 6 in., $10.00 per 100; 2½-in. pots at $4.00 per 100

Home pot grown **Deutzia Gracilis,** dormant, fine for Memorial Day at $4 per doz. **Chorizemas,** 3-in. pots, for growing on, $2 per doz. **Gardenia Veitchii,** 2 in. pots, ready for 3½ in., at $8 per 100.

A. L. MILLER, Jamaica, N. Y.

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GERANIUMS

Rooted Cuttings	Per 1000
S. A. Nutt and **Buchner**	$10.00
Ricard and **Poitevine**	12.50

Grown right, rooted right, packed right. Quality is as important in summer as in winter. You get quality all the year buying my stock.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

"Hamburg Late White" Chrysanthemum

CERTIFICATE OF MERIT awarded by Chrysanthemum Society of America.

PICTURE was taken Dec. 10, 1916, and will give a good idea of the symmetrical form of flowers of "Hamburg Late White." These flowers were cut from plants grown from single stems and planted six inches each way.

"HAMBURG LATE WHITE" is pure white under all weather conditions, and is a sport of Maud Dean white, but has no trace of pink, as the original.

The average grower of chrysanthemums must have varieties which are easy to handle, and from which he can cut as near 100% of perfect blooms as possible. "Hamburg Late White" has been grown for the last four years, and produces a very high proportion of good flowers. It is not an exhibition variety, but for late white, one of the best for commercial purposes. It can be had in bloom the latter part of November, by taking an early bud, but by selecting later buds, most of the flowers are cut during December, and would advise to select a late bud, as the later buds come somewhat fuller, and by selecting late buds, flowers can be had as late as the middle of January.

Keeping qualities are excellent, and where a light, graceful white flower is wanted, "Hamburg Late White" cannot be surpassed.

"Hamburg Late White" will be disseminated in the Spring of 1917. Plants will be ready for April delivery, and all orders will be filled in rotation.

	Per 100	Per 1000		Per 100	Per 1000
Rooted Cuttings.....	$12.00	$100.00	2-inch pots.....	$15.00	$125.00

WILLIAM F. KASTING CO.

568-570 Washington St., BUFFALO, N. Y.

BLOOMING AND DECORATIVE PLANTS

Select Your Items and Rush Your Order.

SPIRAEAS.

Peach Blossom ..$5.00 and $6.00 per doz.
Gladstone..... 5.00 and 6.00 per doz.

LAURO CERASUS.

A shrub similar to the Aucuba with dark green wax-like leaves splendid for decorating purposes. 18-24 inch, bushy plants, $1.00 and $1.25 each.

Blooming Plants

Hyacinths, Tulips and Daffodils.

Assorted, 3½-pots ..... $6.50 per 100

BOXWOOD

BUSH FORM.	Each
10-inch	$0 25
10 and 12-inch, heavy	.35
15-inch	.50
18-inch	75
22 and 24-inch	$1.00 and 1.25

STANDARDS.

18-inch stem, 15 inch crown	2.00

PYRAMIDS.

Each		Each	
2 feet high	$2.00	4 feet high	$ 4.00
3 feet high	3.00	5 feet high	8.00
3½ feet high	3.50	6 feet high	15.00

GLOBES.

18 inch	4.00

AUCUBA JAPONICA VARIEGATA.

These semi-hardy evergreen shrubs with leaves handsomely spotted yellow are very useful in cool places for ornamental purposes as they will stand several degrees of frost. We have a large stock of these desirable plants. 18-24-in. bushy plants at $1.00 and $1.25 each.

RAMBLER ROSES.

5-inch, in bud and bloom, 35c and 50c each.

THE GEO. WITTBOLD CO., WHOLESALE FLORISTS, 745 Buckingham Place, Chicago

The Joseph Heacock Company

has been supplying enterprising florists with

"PALMS THAT PLEASE"

for nearly a quarter of a century. They have a reputation for quality, are strong and will "stand up" under rough usage.

¶Palms will be needed for various Easter functions. Wire your orders to us. We will ship them promptly.

KENTIA Belmoreana

	Leaves	Height	Each	Doz.
2½-in. pots	4	8 to 10"		$1.50
3-in. pots.....	5	12"		2.50
4-in. pots.....	5 or 6	15"	$0.45	5.00
5-in. pots.....	6 or 7	18 to 20"	.75	9.00
6-in. pots.....	6 or 7	22 to 24"	1.00	12.00
6-in. pots.....	6 or 7	26 to 28"	1.50	18.00
7-in. cedar tubs.	6 or 7	34 to 36"	3.00	36.00
The following three sizes are splendid plants, symmetrical and well proportioned.				
7-in. cedar tubs.	6 or 7	38 to 40"	4.00	48.00
9-in. cedar tubs.	6 to 7	40 to 42"	5.00	60.00
9-in. cedar tubs.	6 to 7	42 to 48"	6.00	72.00

KENTIA Forsteriana

	Leaves	Height	Each	Doz.
6-in. pots.....	5 to 6	24"	$1.00	$12.00
6-in. pots.....	5 to 6	30 to 32"	1.50	18.00

KENTIA Forsteriana Made-up Plants

	Height	Each
7-in. cedar tubs..4 plants in a tub	30 to 36"	$3.00
7-in. cedar tubs..4 plants in a tub	40 to 42"	5.00
9-in. cedar tubs..4 plants in a tub	42 to 48"	6.00
9-in. cedar tubs..4 plants in a tub	4 to 4½'	7.50
9-in. cedar tubs..4 plants in a tub	5'	10.00

¶Our Palms are American-grown—we have no imported stock. Palms are scarce and prices are liable to advance. Order yours today.

JOSEPH HEACOCK COMPANY, WYNCOTE, PA.

A Select List of Florists'

KOHINOOR.

PEONIES

Secure your stock NOW.

WHITE AND LIGHT SORTS

	Doz.	100
Charlemagne. Lilac-White with blush center; fragrant, free. Late, extra.....	$3.00	$20.00
Couronne d'Or. Snow-white, yellow reflex, very large. Late; a splendid long distance shipper....	3.00	20.00
Duchess de Nemours. (Calot.) Sulphur white with greenish reflex, cup shape.....	2.00	15.00
Duke of Wellington. Very large well formed sulphur white bloom, stems very firm and long....	3.60	25.00
Festiva Maxima, the best white.....	3.00	20.00
Madame de Verneville. Guard petals sulphur white, center delicate rose white	2.00	15.00
Queen Victoria. White, center petals tipped carmine, large full bloom; good cut flower.....	2.00	15.00

LIGHT AND DARK PINK AND ROSE

	Doz.	100
Albert Crousse. Rosy white flecked crimson; tall.	$6.00	
Alexander Dumas. Light violet-rose, of medium size. A creamy white collar of narrow petals mingled with the white outer petals.....	4.00	$30.00
Eugenie Verdier. Delicate flesh pink, very tall, free and very beautiful. Midseason.....	3.00	25.00
Kohinoor. Shell pink, very free, splendid cut flower sort. Midseason.....	3.00	20.00
Pulcherrima. Outside petals flesh, center pink, fine cut flower variety.....	2.00	15.00
Souv. de G. Calot. Very large bloom, satiny pink.	4.50	35.00

RED AND CRIMSON

Andre Lauries. Very large, very compact globular rose-type. Dark Tyrian-rose shading deeper..	3.00	20.00
Felix Crousse. One of the best red sorts, large double ball-shaped flowers. Free bloomer.....	4.00	30.00
Louis van Houtte. Deep carmine-rose tipped silver, with fiery reflex. Semi-rose type	3.00	20.00
Officinalis Rubra Plena. This is the old fashioned red; the most brilliant of all reds.....	1.80	12.00
President Roosevelt. Fine full bloom. Very brilliant red.....	3.60	25.00
Double White, Pink and Red, unnamed.....	1.50	10.00

VAUGHAN'S SEED STORE

31-33 W. Randolph St., CHICAGO 43 Barclay St., NEW YORK

Nurseries: Western Springs, Ill.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

OKLAHOMA CITY.—Hageman & Carter suffered a loss of about $2,000, during a severe hailstorm, March 21.

ATTLEBORO, MASS.—The Mossberg Manufacturing Co. will supply its several hundred employes with land for garden purposes and will award prizes at the end of the season for the best results.

THE acreage planted to early potatoes in the six principal early potato sections of the south is estimated to be 198,000, as compared with 161,000 in 1916. Planting has increased in all sections except eastern Texas.

STRAWBERRY acreage in Florida, Alabama, Mississippi, Louisiana and Texas, is estimated to be 24,800 acres in 1917 as compared with 27,400 acres in 1916, a decrease of 9.5 per cent. As a result of the March freeze the crop will be about 15 to 20 days late in moving this year.

Prices of Indoor Fruits and Vegetables.

Chicago, March 27.—Mushrooms, home grown, 50 to 60 cents per pound; lettuce, small cases, 30 to 32½ cents; radishes, 50 to 60 cents, dozen bunches; celery, 75 cents to $1.50, open crate; tomatoes, six baskets, $4.50; cucumbers, per 2 dozen box, $2.00 to $3.00.

New York, March 27.—Celery, per crate, $2.50 to $5.00; cucumbers, 60 cents to $1.50 per dozen; mushrooms, 90 cents to $1.85 per 4-lb. basket; tomatoes, per lb., 10 to 25 cents; radishes, per 100 bunches, $2.00 to $5.00; lettuce, per strap, $3.00 to $5.00.

Color Test for Apples and Tomatoes.

The value of color as a guide to the picker in determining the time for gathering apples and tomatoes is pointed out in an article in the forthcoming Yearbook of the United States department of agriculture. The economic result of placing immature apples in storage, says the author, is loss of color; loss in color also occurs when immature tomatoes are processed.

Immature apples picked when some of the leaf green is still present on the shaded side of the fruit develop in storage the baked-apple appearance characteristic of scalded fruit, not attractive.

In the case of tomatoes intended for canning or catsup, only mature fruit will yield a product of the deep red color so much prized by the market. On the other hand, half-ripened red tomatoes will yield a product varying from straw color through the shades of red. The producer, however, should bear in mind that with many varieties the green color persists to some extent until the fruit is too deadripe to be marketed without risk of decay. Soundness, of course, should never be sacrificed to obtain the desired color.

Truck Crop Acreage in California.

A truck crop specialist of the United States department of agriculture recently completed a tour of inspection of the truck areas in Imperial county March 1 and reports as follows: Cantaloupes, 12,700 acres as compared with 8,490 acres in 1916; 75 per cent of total acreage planted; estimated condition 95 per cent. Bermuda onions, estimated at 635 acres, condition 85 per cent. Early Irish potatoes, 400 acres, with estimated condition 100 per cent. Green peas, 925 acres, condition 90 per cent; March frost damage from 10 to 30 per cent. Lettuce, 960 acres, condition 85 per cent. Miscellaneous truck: Watermelons, 565 acres; summer squash, 250 acres; strawberries, 125 acres; asparagus, 283 acres; condition varying from 90 to 100 per cent.

The acreage of early Irish potatoes in the San Gabriel valley, San Fernando and Los Angeles districts and Orange county is estimated to be 8,700 this year.

Vegetable Prices at New York.

There was a fair supply of old potatoes March 26, but much of the stock has deteriorated from holding and prices vary. Florida stock slow in arriving. Prices are as follows.

Bermuda, late crop, No. 1, per bbl.	$10.50@11.00
No. 2, per bbl.	9.50@10.00
No. 3, per bbl.	8.00@ 9.00
Virginia, late crop, bbl. or bag	7.00
Florida, new, No. 1, per bbl.	10.00
Florida, new, No. 2, per bbl.	7.00@ 8.00
Florida, new, New 3, per bbl.	5.00@ 6.00
Long Island, per 180 lbs.	7.50@ 8.50
Maine, per 165-lb. bag	7.00@ 7.75
State & W'n, per 165-lb. bag	7.00@ 7.50
Sweets—Southern, per bbl.	4.00@ 5.00
Philadelphia	2.50 20.00

Beans continue high. There have been sales of state marrows at $13 per 100 pounds. There is a good supply of Chilian stock marrows, at $9.50 to $10.50 per 100 pounds.

The highest price for onions is $6 to $8 per 100 pounds for old white and old yellow; old red, $4 to $7 per 100 pounds. A. F. F.

Onion Growing in Indiana.

"Commercial Onion Growing" is the title of Circular No. 57 by C. B. Sayre, issued by the Purdue University agricultural experiment station, Lafayette, Ind., dealing with the crop grown very extensively on the muck soils in northern Indiana. The circular treats of the requirements especially important in onion growing, among which are good drainage and thorough preparation of the soil before planting. The statetment is made that the best growers average over 500 bushels per acre which sell at an average of 40 cents per bushel, the cost of production being about $75 per acre. In 1914 the crop in northern Indiana amounted to 2,210,325 bushels.

Tomato Plants

Order at once. Fuel is high, plants will be scarce. Northern grown **Bonnie Best, John Baer, Earliana,** transplanted and hardened, $1.00 per 100, postpaid; $6.00 per 1000 by express. A discount on large lots if ordered at once.

W. L. ROGERS, RANSOMVILLE, N. Y.

Mention the American Florist when writing

FERNS IN FLATS

In Best Varieties For Fern Dishes. $1.50 per 100. 100,000 READY NOW.

Write for Wholesale Catalogue of **FERNS, KENTIAS, ETC. to**

H. PLATH

"THE FERNERIES"
Lawrence and Winnepeg Avenues.
SAN FRANCISCO, CALIFORNIA.

Mention the American Florist when writing

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 cents.

AMERICAN FLORIST COMPANY
440 S. Dearborn St., CHICAGO

97th Year

J. BOLGIANO & SON,

Wholesale Garden and Field Seeds, Onion Sets, Seed Potatoes

Growers of Pedigree Tomato Seeds **Baltimore, Md.**

CHRYSANTHEMUMS

Novelties For 1917

The Best Of 1916 Introductions.

Standard varieties, both commercial and Exhibition.

NOW READY.

Also **Pompons, Anemones and Singles.**

Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.

Adrian, Mich.

TO THE TRADE.

HENRY METTE, Quedlinburg, Germany.

GROWER and EXPORTER on the VERY LARGEST SCALE of all CHOICE VEGETABLE, FLOWER AND FARM SEEDS. (Established 1787.)

SPECIALTIES: Beans, Beets, Cabbages, Carrots, Kohlrabi, Leek, Lettuce, Onions, Peas, Radishes, Spinach, Turnips, Swedes, Asters, Balsams, Begonias, Carnations, Cinerarias, Gloxinias, Larkspurs, Nasturtiums, Pansies, Phloxes, Primulas, Scabiosa Stocks, Verbenas, Zinnias, etc. Catalogue free on application.

HENRY METTE'S TRIUMPH OF THE GREAT PANSIES—(mixed), the most perfect and most beautiful in the world, $6.00 per oz., or $1.75 per ¼ oz., $1.00 per ⅛ oz., postage paid. Cash with order.

All seeds offered are grown under my personal supervision on my own vast grounds, and are warranted true to name, of strongest growth, finest stocks and best quality.

ALSO GROW LARGELY ON CONTRACT.

This young stock is ready now.

Grafted ROSES Own Root

Ophelia, Hoosier Beauty, Hadley, Pink Killarney, White Killarney, Killarney Brilliant, Richmond. Grafted on best Manetti, 2¼-in., 100, $12.50; 1000, $120.00.

Mrs. Chas. Russell, 2¼-in. grafted, 100, $16.00; 1000, $150.00.

All of the above named and many other varieties on own roots. For full list see our Spring Book for Florists. Ask for prices.

CLIMBING ROSES—Dormant

3-YEAR OLD.	2-YEAR OLD.
Excelsa—"Red Dorothy Perkins."	Crimson Rambler.
Delight—Bright carmine flowers; base of petals, white.	Dorothy Perkins.
Dorothy Perkins—Beautiful shell-pink.	Excelsa.
Flower of Fairfield—Everblooming Crimson Rambler.	Flower of Fairfield.
Hiawatha—Single crimson, lighter center.	White Dorothy Perkins.
Lady Gay—Beautiful cherry pink.	Price: Doz., $2.00; 100,
Price: Doz., $3.00; 100, $22.00; 1,000, $200.00.	$15.00; 1000, $140.00.

TWO-YEAR OLD ROSES—Dormant

	Doz.	100
Anna de Diesbach	$2.00	$15.00
Baroness Rothschild	2.25	16.00
Captain Christy	2.50	18.00
Caroline Testout	2.50	18.00
Frau Karl Druschki	2.50	18.00
Magna Charta	2.00	15.00
Mrs. John Laing	2.00	15.00
Paul Neyron	2.00	15.00
George Arends	$2.50	$18.00
General Jacqueminot	2.00	15.00
General McArthur	2.50	18.00
Gruss an Teplitz	2.25	16.00
Jonkheer J. L. Mock	2.50	18.00
J. B. Clark	2.25	16.00
Prince C. De Rohan	2.00	15.00

Asparagus Plumosus Seedlings

Per 100, 80c; per 1000, $7.00.

Caladiums

Fancy Leaved

Rare and new varieties; each, 40c; doz., $3.50; 100, $25.00.
Choice standard varieties; each, 20c; doz., $2.00; 100, $15.00.

Well-Rooted—CARNATION—Cuttings

WHITE	100	1000
Matchless	$3.00	$25.00
White Enchantress	3.00	25.00
White Wonder	3.00	25.00
FLESH PINK		
Alice	3.00	25.00
Enchantress	3.00	25.00
Enchantress Supreme	3.00	25.00
Superb	12.00	100.00
MEDIUM PINK		
Akehurst	$3.00	$25.00
Pink Sensation	3.50	30.00
DARK PINK		
Good Cheer	4.00	35.00
Mrs. C. W. Ward	3.00	25.00
Peerless Pink	3.00	25.00
VARIEGATED		
Benora	3.00	25.00
RED		
Aviator	$6.00	$50.00
Beacon	3.00	25.00
Belle Washburn	6.00	50.00
Champion	3.00	25.00
Nebraska	6.00	50.00
Thenanthos	12.00	100.00
MAROON		
Pocahontas	3.00	25.00

CHRYSANTHEMUMS—New and Standard Varieties. "Pompon Specials" Ask for.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Mention the American Florist when writing

Rooted Carnation Cuttings

Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches, are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it, it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. $6.00 per 100; $50.00 per 1000.

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00
FLESH PINK.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00
RED		
Aviator	$6.00	$50.00
Champion	3.00	25.00
Philadelphia	2.50	20.00
DARK PINK.		
C. W. Ward	2.50	20.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

BATAVIA, N. Y.—A new city park to cost $50,000, with appropriate floral features, is to be laid out in this city.

HEMET, CALIF.—C. Howard, E. Lindquist and Gertrude Howard have incorporated the Howard Rose Co. with a capital stock of $5,000.

SAN FERNANDO, CALIF.—The Walker-Hubbard Nursery Co. has been incorporated by T. J. Walker, J. L. Walker, C. D. Hubbard and others; capital stock, $75,000.

SYRACUSE, N. Y.—The Onondaga Fruit Growers' Association will cooperate with the florists' clubs of the state in an effort to secure a new horticultural building at the state fair.

WOODMONT, CONN.—The Elm City Nursery Company Woodmont Nurseries, Inc., will proceed at once with the development of its extensive new property here, as the New Haven railroad's plans, which would have taken all of this land, have been changed.

Tree Planting for Paper.

Bangor, Me., March 22.—In the last five years Julius Shutt, head of the forestry department of the Pejepscot Paper Co., Lisbon Falls, has planted and raised 750,000 trees, 500,000 of which have been transplanted in land owned by the company, as the paper makers, themselves among the greatest consumers of timber, are now foremost in preserving the forests.

White Pine Blister Rust Quarantine.

The secretary of agriculture deeming it necessary in order to effectively prevent the introduction into the United States of white pine blister rust by extending the provisions of notice of Quarantine No. 7, of May 21, 1913, to forbid importation of currant and gooseberry plants from Europe and Asia, a public hearing will be held at the department of agriculture, room 410 Bieber building, Washington, D. C., at 10 o'clock a. m., April 10, 1917, in order that all persons interested may be present, either in person or by attorney.

To prohibit or regulate the movement of five-leafed pine stock and currant and gooseberry stock to other states from Maine, New Hampshire, Vermont, Massachusetts, Pennsylvania, New Jersey, Wisconsin and Minnesota, where the white pine blister rust exists, it seems advisable, according to the secretary of agriculture, to consider the establishment of a quarantine either at the line of the western boundary of North Dakota, South Dakota, Nebraska, Kansas, Oklahoma and Texas or at the western boundary of Minnesota, Iowa, Arkansas and Louisiana, or at the Mississippi river, or at some other line within these states.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied. Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists — Largest Growers in America
Box 404. DUNDEE, ILL.

Mention the American Florist when writing

FIRST AID TO BUYERS
SPRING LIST **ROSES** 2¼ and 4-inch
400 Best Sorts—Old, New, Tried, True
THE LEEDLE FLORAL COMPANY SPRINGFIELD-OHIO

Mention the American Florist when writing

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

F. O. FRANZEN 5319 N. Clark St. CHICAGO

Mention the American Florist when writing

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
For both the practical man and the teacher.
342 pages, illustrated, Price $1.50.
American Florist Co.
440 S. Dearborn St., CHICAGO

For the Best New and Standar
DAHLIAS
Address
Peacock Dahlia Farms,
P. O. Berlin, N. J. Williamstown Junc., N. J.

Specialists in Specimen Stock
FOR LANDSCAPE WORK.
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices.
COTTAGE GARDENS NURSERIES, Inc
EUREKA, CALIFORNIA.

If You Are Interested in Mid-Winter
Blooming Plants
—or anything in—
Soft Wooded Plants
—Write—
Geo. A. Kuhl, Wholesale Grower PEKIN, ILL.

ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.

ROSES From 2½ inch pots.
From last summer's propagation. Strong stock, ready for shifting into 3½ and 4 inch.

	Per 100	1000
Baby Tausendschon, pink	$4.00	$35.00
Baby Rambler, crimson	4.00	35.00
Clothilde Soupert, flesh pink	3.50	30.00
Ellen Poulsen, deep pink	5.00	40.00
Erna Teschendorf, red	4.00	
Jessie, red	3.50	
Mme. Jules Gouchault, pink	4.00	
Mrs. W. H. Cutbush, pink	3.00	
Meteor, red	4 00	35.00
Yvonne Rabier, white	4 00	35.00

Also good assortment of **Climbers, Hybrid Teas** and **Hybrid Perpetuals.**
Send for complete list.
JACKSON & PERKINS CO., Newark, New York

Seasonable Stock-Surplus

Carnations, surplus in pinched back, 2-in. pot plants at rooted cutting prices. 2000 Alice, 3000 Enchantress, 3000 Matchless and 2000 Champion at $3.00 per 100, $25.00 per 1000; 1000 Belle Washburn, $4.00 per 100.
Asparagus Sprengeri, 4-in. bushy, strong tops, $12.00 per 100.
" " 5-in. extra long and heavy, $18.00 per 100.
Petunia, Giant Ruffled, 2-in., $3.00 per 100, $25.00 per 1000.
Chrysanthemums, all standard sorts in large flowered and pompons, 2-in. at $2.50 per 100.
Caladiums—Fine bulbs, 7 to 9-in., $3.50 per 100; 9 to 11-in, $6.00 per 100.
Tuberose, Dwarf Pearl, 4 to 6-in., $1.00 per 100, $9.00 per 1000.
Coleus, Beckwith's Gem, Golden Crown, Cecil Brown (Trailing Queen), Her Majesty and other standard varieties, rooted cuttings, 80c per 100, $7.00 per 1000; 2¼-in., $2.50 per 100, $20.00 per 1000.
Daisy, Nicholson White, finest long stem, White Marguerite, $4.00 per 100, 2½-in.
Ageratum, White Cap, Blue Star, Topis Blue, $2.50 per 100.
Achyranthes Herbsti, Dwarf bright red, fine for border and edging, 2¼-in., $4.00 per 100.
Heliotrope, best market varieties of purple, 2¼ in., $3.00 per 100.

THE STORRS & HARRISON CO.,
Painesville, Lake Co., Ohio.

Our 2 to 3 Feet Privet.

California Privet

Over two million California Privet of finest quality; in all sizes, from one to four feet. Send for our new spring Trade List giving revised and reduced prices. Especially attractive prices in carload lots. The illustration shows the make up of our best grade of 2 to 3 feet size. We have the largest and best stock of California Privet of any nursery upon this planet.

Polish or Iron Clad Privet

We offer a nice lot of this, in sizes from 6 inches up to 3 feet.

J. T. LOVETT, Inc.
LITTLE SILVER, N. J.

Mention the American Florist when writing

Strong, Healthy, Bench Plants of Mrs. Aaron Ward.

Grown on bench only one year; elegant stock for further forcing. Will give much quicker and better results than by planting pot plants, $9.00 per 100; $80.00 per 1000. Cash please.

Albert F. Amling Co.
MAYWOOD, - - ILLINOIS

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1000
Vinca Variegata, 2-in., $2.00 per 100	$20.00
S. A. Nutt, 2-in.	16.00
Rex Begonias, 3-in. per dozen	1.00

Satisfaction guaranteed.

ELMER RAWLINGS,
Wholesale Grower
ALLEGANY, NEW YORK

Robert Craig Co...

High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

VINCAS

	Per 100	Per 1000
Rooted cuttings		$10.00
Strong field rooted tips, one to three leads, 2¼ in. pots	$3.00	25.00
Carnations, rooted cuttings. White Enchantress and Beacon	2.50	20.00
Table Ferns, fine stock, 2¼ in.	3.50	30.00

JAMES VICK'S SONS, Rochester, N. Y.

CUTTINGS
Carnations Carnations

As Carnation lovers well know, I have always had a penchant for growing fancy Carnations, and am

AT IT AGAIN

in a small way, but the quality we are growing at Eureka, Calif., is

BETTER THAN EVER.

Only a few varieties to offer but these are all right with us.

Matchless (Ward)	$3.00 per 100	$25.00 per 1000
Mrs. C. W. Ward (Ward)	3.00 per 100	25.00 per 1000
Alice (Fisher)	3.00 per 100	25.00 per 1000
Belle Washburn (Bassett & Washburn)	6.00 per 100	50.00 per 1000

NOVELTY FOR 1917 DELIVERY

Cottage Maid (Ward) $12.00 per 100 $100.00 per 1000
Beautiful sport of Mrs. C. W. Ward; rivals Pink Sensation in size and more brilliant in color

NOVELTY FOR 1918 DELIVERY

Crystal White (Ward) $12.00 per 100 $100.00 per 1000
As it grows with us at Eureka, Crystal White is all one can desire for a Fancy White Carnation. The color is there, the stem is there, the size is there, the substance is there, the fragrance, (pure strong Clove) is there, the vigor of growth, blooming, keeping and shipping qualities are all there and it is **PURE WHITE.**

Advance orders will be booked for 1918 delivery. Send your orders early.
Pacific Coast Stock Is Limited.
We solicit orders from points west of Chicago only. Eastern territory can be better served from our Queens Carnation Houses.

ADDRESS ORDERS TO

COTTAGE GARDENS NURSERIES, Inc.
C. W. WARD, President
EUREKA, ... CALIFORNIA.

Mention the American Florist when writing

REMEMBER!

If it's a **hardy perennial** or so-called **old fashioned flower** worth growing, we have it in one shape or another the year round. We have the largest stock in this country, all Made in America, and our prices are reasonable. Why say more here? Send for our Wholesale Price List of varieties and benefit from the opportunities this affords you.

We are also headquarters in this country for **ROCK & WALL PLANTS.** **Our Motto: "Maximum Quality, Minimum Cost."**

Address R. W. Clucas. Mgr. **Palisades Nurseries, Inc.,** **Sparkill, N. Y.**

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

Some Excellent Stock

If planted now into 3½ or 4-inch pots will make fine plants for spring sales. A money-maker for you.

Large 2 and 2¼-inch Geraniums, S. A. Nutt, Jean Oberle, Jean Viaud, Montmore, Perkins, La Favorite, Buchner, Trego, Ricard, Pointevine, Alliance, Achievement, and twelve varieties of Ivy Geraniums, $22.50 per 1000. How many shall we send you? Liberal extras for early orders.

Size of Pots		100	1,000
2½-in.	ASPARAGUS Sprengeri	$3.00	$25.00
3 -in.	ASPARAGUS Sprengeri	5.00	45.00
2¼-in.	AGERATUM	2.25	20.00
2¼-in.	ABUTILON	2.25	20.00
2¼-in.	CARNATION PLANTS, Assorted	3.25	30.00
3 -in.	CYCLAMEN, Assorted	7.50	70.00
4 -in.	5-in. and 6-in. DRACÆNA Indivsia, $15.00, $20.00, $25.00		
2¼-in.	FUCHSIAS, 12 varieties	2.50	22.50
	FUNKIA ROOTS	5.00	45.00
2¼-in.	HELIOTROPE, 3 varieties	2.75	25.00
2¼-in.	MARGUERITE, 3 varieties	2.75	25.00
	PANSY PLANTS, Bud and Bloom	2.00	15.00
2 -in.	PETUNIAS, Double, 12 varieties	2.75	25.00
2¼-in.	SALVIA (Scarlet Sage)	2.75	25.00
2¼-in.	VINCA Variegata	3.50	30.00
4 -in.	VINCA Variegata	7.00	65.00

We will have hundreds of thousands of all kinds of Spring Bedding Plants, such as COLEUS, CANNAS, GERANIUMS, SALVIAS, VERBENAS, etc., etc., in all sizes. Ready soon. Place your orders early. Also millions of Vegetable Plants.

Correspondence solicited.

ALONZO J. BRYAN
Wholesale Florist, WASHINGTON, N. J.

ROOTED
Carnation Cuttings
600,000 Ready For Immediate Shipment

Finest rooted cuttings obtainable at remarkably low prices until we are sold out. Peter Reinberg's stock is known for it's supreme quality everywhere and is the best kind for you to buy. Look over our list of offerings — all money makers, and order what you need immediately. Do it right now. **HURRY.**

	Per 100	Per 1000
White Enchantress	$2.00	$16.00
White Perfection	2.00	16.00
Enchantress	2.00	16.00
Rose Pink Enchantress	2.00	16.00
Ward	2.00	16.00
Beacon	2.00	18.00
Herald	2.00	16.00
Joy	2.00	16.00
Belle Washburn	4.00	30.00
Champion	2.00	18.00

OWN ROOT ROSES—2½ INCH

	Per 100	Per 1000		Per 100	Per 1000
Richmond	$3.50	$30.00	Pink Killarney	$3.50	$30.00
White Killarney	3.50	30.00	Maryland	4.50	40.00

White Killarney, 3 inch.... $5.00 per 100; **$50.00** per 1000

SPECIFY PLANTS WHEN ORDERING.

Peter Reinberg
30 East Randolph Street, Chicago, Ill.

21--HOUSES--21

FILLED WITH

Rambler Roses, Hydrangeas, Daisies, Heaths, Bougainvilleas, Boronias, Ferns, Crotons, Acacias, Camellias, Etc., Just Right For Your EASTER TRADE.

Send for Price List.

THOMAS ROLAND, Nahant, Mass.

Ready Reference Section.

10 CENTS PER LINE, NET.

AGERATUMS.

Argeratum, White Cap, Blue Star, Topis Blue, $2.50 per 100. The Storrs & Harrison Co., Painesville, O.

AMARYLLIS.

TAIT'S SEEDLINGS, 2½ to 2¾ in. diameter, $20 per 100; 25 at same rate. 1¼ to 1¾ in. diameter, for growing on. $10 per 100; 50 at same rate. This is a cross bred strain from English, Holland and American stock. Send orders quick. Cash, please.
C. S. TAIT,
Brunswick, Ga.

ASPARAGUS.

Asparagus plumosus, 2½-in., $3.50 per 100; 3-in., $8 per 100; 6-in., made up, $35 per 100. Sprengeri, 3-in., $7 per 100; 4-in., $10 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.00 per 1,000. VAUGHAN'S GREENHOUSES, Western Springs, Ill.

Asparagus plumosus, fine stock, $27.50 per 1,000; Sprengeri, $20 per 1,000. Albert M. Herr, Lancaster, Pa.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BARBERRY.

100,000 Berberis Thunbergii, $1.00 per 100 and up. 2-year, 18 to 24-in., $2.50 per 100. Get complete list of florists' stock for spring. BENJAMIN CONNELL, Merchantville, N. J.

BAY TREES.

BAY TREES—Write for wholesale price list. JULIUS ROEHRS CO., Rutherford, N. J.

BEGONIAS.

Begonias, tuberous rooted, fine stock, just received. Single, separate colors, $2.75 per 100; $25 per 1,000; single mixed, $2.50 per 100, $22.50 per 1,000. Double, separate colors, $4.25 per 100, $37.50 per 1,000; double mixed, $4 per 100, $33 per 1,000; 250 at 1,000 rates. S. S. Skidelsky & Company, 1004 Lincoln Bldg., Philadelphia, Pa.

Begonias, Glory of Cincinnati, Melior and Mrs. J. A. Peterson. Price list on application. J. A. Peterson & Sons, Westwood, Cincinnati, O.

REX BEGONIAS, mixed varieties, 3-in., $10 per 100; 4-in., 15c to 25c each; 6-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BLEEDING HEART.

Bleeding Heart roots, $15 per 100. ERNEST ROBER, Wilmette, Ill.

BOXWOOD.

BOXWOODS.

PYRAMIDS, Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b., Dundee, Ill. Write for prices on larger sizes.

BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.

THE D. HILL NURSERY CO., INC.,
Box 404. Dundee, Ill.

For varieties and prices see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BOX TREES—Standards, Pyramids and Bush. Price list on demand. JULIUS ROEHRS CO., Rutherford, N. J.

BULBS.

Dwarf double pearl tuberoses, Cladium Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Lily bulbs, Giganteum, Multiflorum and Auratum. For sizes and prices see advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Caladiums and tuberoses. For sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIAS.

CALCEOLARIA HYBRIDS.

2¼-inch	$ 6.00 per 100
3-inch	10.00 per 100

CINERARIA, COLUMBIAN MIXTURE.

2½-inch	$ 3.00 per 100
3-inch	6.00 per 100
4-inch	10.00 per 100

ERNEST ROBER, WILMETTE, ILL.

CANNAS.

Cannas. Dormant to close. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

ROOTED CARNATION CUTTINGS, A1 STOCK.

	100	1,000
White Enchantress	$2.00	$15.00
Pink Enchantress	2.00	15.00
Aviator (best Red)	6.00	50.00
Superb (flesh Pink)	12.00	100.00

ZECH & MANN,
30 East Randolph Street, Chicago.

CARNATIONS.
Standard and New Varieties.

	Per 100	Per 1000
White.		
Matchless	$2.50	$20.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
C. W. Ward	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Champion	3.00	25.00
Philadelphia	2.50	20.00

J. D. THOMPSON CARNATION CO.,
Joliet, Illinois

ROOTED CARNATION CUTTINGS.
Large supply of extra fine stock ready now. Our carnation cuttings are recognized everywhere as the best obtainable and are big value at the prices quoted.

	100	1,000
Champion	$2.00	$18.00
Victory	2.00	18.00
Bonfire	2.50	20.00
Carnegie	2.00	18.00
Enchantress	2.50	20.00
White Enchantress	2.50	20.00
Alice	3.00	25.00
Rosette	2.50	20.00
Nebraska	5.00	45.00
Mrs. C. W. Ward	2.00	18.00

WEITOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

CARNATIONS.

CARNATIONS, STRONG, WELL ROOTED CUTTINGS.
RED—Beacon, Victory, Joy, Champion.
$20.00 per 1,000.
Aviator, Belle Washburn, Red Wing.
$50.00 per 1,000.
PINK—Winsor, Peerless, Enchantress, Philadelphia, C. W. Ward.
$20.00 per 1,000.
Sensation, Alice.
$30.00 per 1,000.
Superb.
$100.00 per 1,000.
WHITE—Matchless, Enchantress, White Wonder, White Perfection.
$20.00 per 1,000.
30 days on approved credit.
2% discount for cash with order.
KENNICOTT BROS. CO.
165 N. Wabash Ave., Chicago, Ill.

Carnation cuttings. We are offering the following varieties of the best quality: Matchless, Mrs. C. W. Ward, Alice $3 per 100, $25 per 1,000; Belle Washburn, $6 per 100, $50 per 1,000; Cottage Maid, $12 per 100, $100 per 1,000; Crystal White, (1918 delivery), $12 per 100, $100 per 1,000. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Rooted carnation cuttings, A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

Carnation Cuttings. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Carnations, rooted cuttings, 600,000 ready for immediate shipment. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation Superb. Fine new flesh pink. Rooted cuttings. Delivery now. $12.00 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CHESTNUT, AM. SWEET.

Immense stock, absolutely no blight. Straight, well rooted; cultivated in nursery rows.

	1,000	10,000
5 to 10-in. Am. Sweet Chestnut	$ 8.00	$ 75.00
12 to 18-in. Am. Sweet Chestnut	15.00	135.00
18 to 24-in. Am. Sweet Chestnut	25.00	225.00
2 to 3-ft. Am. Sweet Chestnut	40.00	350.00
3 to 4-ft. Am. Sweet Chestnut	50.00	450.00

Send for special trade price list of Tree Seedlings, Evergreens and Shrubbery.
J. JENKINS & SON,
Winona, Col. Co., Ohio.

CHRYSANTHEMUMS

CHRYSANTHEMUMS—ROOTED CUTTINGS.
Golden Glow, Smith's Advance, Major Bonnaffon, Chrysolora, Chieftain, Unaka, Robt. Holliday and Chas. Razer, $15.00 per 1,000.
Early Frost, Smith's Sensation, J. Nonin, Wm. Turner, Yellow Touset, White Touset, Wells' Late Pink, White Chieftain, Dr. Enguehard, $18.00 per 1,000.
Glen View, Odessa, White Chadwick, $22.00 per 1,000.
Golden Chadwick, $30.00 per 1,000.
Alex Guttman and Yellow Smith's Advance, $6.00 per 100.
Pompons: Western Beauty, Fairy Queen, Klondyke, Iva, Mrs. Frank Wilcox (Beu), Diana, Buckingham, Mensa, Baby Yellow, Minta, Lillian Doty, Zenobia, Nio, Cleo, Harvest Moon, Nola, Baby White, Lady Lou and other good varieties, $20.00 per 1,000.
A Winner—Yellow Smith's Advance. Same as parent, only a bright, clear yellow. Rooted cuttings now ready at $6.00 per 100.
W. A. ROWE FLORAL CO.,
Kirkwood, Mo.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CENTAUREA.

Immediate delivery.

CHRYSANTHEMUMS—ROOTED CUTTINGS.

Varieties listed in order in which they bloom.

	White.	100	1,000
Crystal Gem		2.50	20.00
Oconto		2.50	20.00
V. Poehlmann		2.00	15.00
Alice Byron		2.50	20.00
Chas. Razer		2.00	15.00
Lynwood Hall		2.00	15.00
	Yellow.		
Golden Glow		2.00	15.00
Golden Queen		2.50	20.00
Chrysolora		2.00	15.00
Yellow Eaton		2.50	20.00
Roman Gold		2.00	15.00
Odessa		2.50	20.00
Yellow Bonnaffon		2.00	15.00
Nagoya		2.00	15.00
Dolly Dimple		2.50	20.00
	Pink.		
Amorita		2.00	15.00
Chieftain		2.00	15.00
McNiece		2.00	15.00
Dr. Enguehard		2.50	20.00
Mrs. Seidewitz		2.50	20.00
	Red and Bronze.		
Shrimpton		2.50	20.00

Twenty-five at the 100 rate.
250 or more at the 1,000 rate.

J. D. THOMPSON CARNATION CO.
Joliet, Illinois

Chrysanthemum Hamburg Late White. A pure white under all weather conditions. Is a sport of Maud Dean, white, but has no trace of pink, as the original. Plants will be ready April 1st, 1917. Rooted cuttings, $12 per 100, $100 per 1,000; 2-in. pots, $15 per 100, $125 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

CINERARIA.

CINERARIAS, COLUMBIAN MIXTURE.

2¼-inch	$ 3.00 per 100
3-inch	6.00 per 100
4-inch	10.00 per 100

CALCEOLARIA HYBRIDS.

2¼-inch	$ 6.00 per 100
3-inch	10.00 per 100

ERNEST ROBER, WILMETTE, ILL.

CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus, in beauty, as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it, $1.50 per doz., $10.00 per 100 from 2½ in., with plenty of fine cuttings on them.
C. Winterich, Cyclamen Specialist, Defiance, O.

Coleus. For varieties and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Coleus, 3-in. stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

Cyclamen giganteum, improved Wandsbek type, strong seedlings, in 8 varieties, equally divided, $4.00 per 100; $30.00 per 1,000; transplanted, $5.00 per 100; $40.00 per 1,000.
Rococo Erecta (new), finest ever introduced (not to compare with the old Rococo), to be well recommended for commercial growing. Strong seedlings, $5.00 per 100; $40.00 per 1,000; transplanted, $6.00 per 100; $50.00 per 1,000.
2½ and 3-in. stock ready May 15. Orders booked in advance. We grow over 350,000 and can show many testimonials as to the quality of our strain and stock.
Ernest Rober, Wilmette, Ill.

CYCLAMEN, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c, 6-in., 50c to 75c, 7-in., $1.00 to $1.50 each; full of buds and blooms, HENRY SMITH, Grand Rapids, Mich.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DRACAENAS.

DRACAENAS.

	Each	Doz.	100
5 inch Amabilis	$0.90	$10.00	$80.00
5 inch Imperialis	1.00	12.00	
4 inch "	.40	4.20	
3 inch "	.25		22.00
5 inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

POEHLMANN BROS CO.,
Morton Grove, Illinois.

DRACAENA INDIVISA, 6-in. pots, $25 per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

ERICAS.

ERICAS—Young stock for growing on strong plants out of 2½-in., 3-in. and 3½-in. pots. Fragrans Melanthera, $15.00 per 100; Regerminans, $15.00 per 100; Cupressina, $20.00 per 100; Gracilis Autumnalis, $15.00 per 100; Globularia, $15.00 per 100; Persoluta Rosea, $15.00 per 100; Persoluta alba, $15.00 per 100. Cash with order, please. Anton Schultheis, 316 19th St., College Point, L. I., N. Y.

FERNS.

Hardy ferns, wholesale price.

	100	10	each
Adiantum pedatum, Maidenhair.	$6.00	$0.70	$0.10
Aspidium cristatum, Evergreen.	6.00	.70	.10
Aspidium goldiana	7.00	.80	.10
Aspidium spinulosum, Wood Fern	6.00	.70	.10
Asplenium felix foemina, hardy	6.00	.70	.10
Aspl. Thily. Silver Spleenworth	7.00	.80	.10
Dryopteris thelypteris, Shield	5.00	.60	.10
Onoclea sensibilis	4.00	.50	.10
Onoclea strutiopteris, Ostrich	7.00	.80	.10
Osmunda cinamomea	8.00	.90	.10
Osmunda claytoniana	8.00	.90	.10

Full 100 ferns, your selection, at 100 rate.
LUDWIG MOSBAK, OSKOV, MINN.

BOSTON AND ROOSEVELT FERNS.
4-in., 12c; 6-in, 40c.
These ferns are all pot-grown, and in A-1 condition, and guaranteed to be as good as any on the market. Cash with order.
FELIX KRAMER.
Blaine St.,
NILES, OHIO

Ferns in flats, in best varieties, for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

Fine Nephrolepis ferns. For varieties and prices see advertisement elsewhere in this issue. F. R. Pierson Co., Tarrytown, N. Y.

TABLE FERNS, best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

Table ferns, fine stock, 2¼ in., $3.50 per 100; $30 per 1,000. Jas. Vick's Sons, Rochester, N. Y.

FUCHSIAS.

FUCHSIAS. Mixed varieties, 6-in. pots, 25c; 7-in. 50c each. HENRY SMITH, Grand Rapids, Mich.

FUNKIA.

FUNKIA, undulata variegated, strong clumps, 8 to 15 eyes, $15 per 100. Ernest Rober, Wilmette, Ill.

GENISTAS.

GENISTAS, 4-in., 35c, 6-in., 50c, 7-in., 75c each. Nice stocky plants, ready for bloom. HENRY SMITH, Grand Rapids, Mich.

Genistas, 5-in., very husky and well set with buds; just right for Easter; $4 per doz. A. L. Miller, Jamaica, N. Y.

GERANIUMS.

Geraniums, fine lot of 3-in. plants, fall propagated, topped and branching. For varieties and prices see advertisement on front cover of this issue. R. Vincent, Jr., & Sons Co., White Marsh, Md.

GERANIUMS.

Geraniums, S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Delivery April 3rd and later. Albert M. Herr, Lancaster, Pa.

Geraniums. Large 2 and 2¼-inch, ready to shift to 3½ or 4-inch pots. For varieties and prices see advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

GREENS.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

Southern Wild Smilax, $2.00 per case. WINTERGREEN GARDENS, Marion, Ala.

HYACINTHS.

Hyacinths, daffodils and tulips, 3½-in. pots, $6.50 per 100. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

HYDRANGEAS.

HYDRANGEA—Pot grown, one year old varieties as Mme. Riveraine, General de Vibraye, Radiant, Mme. Harvard, Bouquet Rose, 8 to 10 flowering branches, $30.00 per 100; Mme. Mouillere and Avalanche, 7-in. to 8-in. pots, $12.00 to $18.00 per doz.; Otaksa, for garden planting in 10-in., 11-in. and 12-in. pots, $18.00, $24.00 and $30.00 per doz. Shipped out of pots. Cash with order, please. Anton Schultheis, 316 19th St., College Point, N. Y.

HYDRANGEAS OTAKSA, 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

IVIES.

English Ivy, R. C., 90c per 100; extra strong, from soil, 6 to 8-in. long, $1.25, prepaid. CHAS. FROST, Kenilworth, N. J.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

From Storage.

Lily of the valley. Orders taken now for 1917 crop of German, Swedish and Dutch pips. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

Lily of the Valley clumps. Special packed. Cold storage. Case of 25, $5.50. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

PALMS.

KENTIA FORSTERIANA SINGLE PLANTS.
2¼ inch pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
6 inch pots	5-6	26-28 inches high....	$ 1.25
6 inch pots	6-7	30-32 inches high....	1.50
6 inch pots	6-7	34-36 inches high....	2.00
8 inch tubs	6-7	40-42 inches high....	3.50
8 inch tubs	6-7	42-46 inches high....	4.00
8 inch tubs	6-7	50 inches high....	5.00
9 inch tubs	6-7	52-54 inches high, hv.	7.00
10 inch tubs	6-7	54-60 inches high, hv.	8.00
10 inch tubs	6-7	60-64 inches high, hv.	12.00
15 inch tubs	6-7	8 feet high......	40.00
15 inch tubs	6-7	9-10 feet high......	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots		....	$1.50	$12	$100
3 inch pots	5	10-12 ins. high	2.50	18	150
					Each
4 inch pots	5-6	16 ins. high	5.00	40.00	.45
6 inch pots	5-6	22 inches high........			$1.25
6 inch pots	5-6	26-28 inches high........			1.50
8 inch tubs	5-6	42 inches high........			5.00

Specimen plants, 15 inch tubs, $75.00 each.

KENTIA FOSTERIANA MADE UP PLANTS.

	Plants		Each
6 inch pots	3	26 inches high......	$ 2.00
8 inch tubs	4	44-46 inches high......	5.00
9 inch tubs	4	48-50 inches high......	6.00
10 inch tubs	4	50-54 inches high......	8.00
12 inch tubs	4	55-60 inches high......	12.00
12 inch tubs	4	66 inches high......	15.00
15 inch tubs	4	72-78 inches high, hv..	25.00
15 inch tubs	4	75-80 inches high, hv..	30.00

ARECA LUTECENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high..	$1.25
7 inch tubs	4	30 inches high..	2.50

ASPIDISTRAS.
5 inch pots, 10-12 leaves, vari........... 1.50

PHOENIX ROEBELENII.
4 inch pots, 50 cents each; 5-inch pots....$1.00

LIVISTONA ALTISSIMA.
2¼ inch pots, 90c per doz........$7.00 per 100

PTYCHOSPERMA ALEXANDRAE.
2¼ inch pots, $1.00 per doz......$8.00 per 100

LIVISTONA ROTUNDIFOLIA.
4 inch pots ....50c each
4 inch pots ....50c each

POEHLMANN BROS CO.,
Morton Grove, Illinois.

Kentias. Our stock is larger than usual: all bright, clean stock. Kentia Belmoreana. Kentia Forsteriana. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANSIES.

200,000 large, stocky (September transplanted), field-grown, blooming pansy plants. Henry Mette's strain, all salable stock: satisfaction guaranteed: $1.25 per 100; $11.50 per 1,000. Cash. Prompt shipping. BRILL CELERY GARDENS, Kalamazoo, Mich.

PANSIES. Nice pansy plants from cold frame; fall transplanted, $1.00 per 100; $9.00 per 1,000. Cash, please. EDGAR EASTERDAY, Nokomis, Illinois.

PANDANUS.

Pandanus veitchii, 4-in., 35c; 5-in., 60c and 75c; 6-in., $1; 7-in., $1.50; 8-in., $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15. 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PEPPERS.

Peppers. Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.
Peppers, Celestial, 4-in., $12.00 per 100; $100 per 1,000.
Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.
PYFER & OLSEM. Wilmette, Ill.

PEONIES.

Peonies. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

PRIMULAS.

PRIMULA MALACOIDES.

Extra fine stock.	100	1,000
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM. Wilmette, Ill.

PRIMULAS, Obconica and Malacoides, 2¼-in., $3, 3-in., $5, 4-in., $12.50, 6-in., $25 per 100. Chinensis, 4-in., $12.50, 6-in., $25 per 100; 4 and 6-in. in bloom. HENRY SMITH, Grand Rapids, Mich.

PRIMULA MALACOIDES. 4-in., pink, in bloom, $15, and extra select $20 per 100. Chinensis, 3-in., $6 per 100; in bloom, $8 per 100. Ernest Rober, Wilmette, Ill.

PRIVET.

California Privet. Finest quality in all sizes, from one to four feet. Polish or Iron Clad Privet in sizes from six inches to three feet. Write for spring trade list. J. T. Lovett, Inc., Little Silver, N. J.

Amoor River Privet, 2 to 3 ft., $2.00 per 100; $15.00 per 1,000. REYNOLDS NURSERY COMPANY, Winston-Salem, N. C.

ROSES.

Roses for planting out, semi-dormant condition, 2¼-inch.

	Per 100		Per 100
La France	$4.00	Baby Rambler....	$4.00
Mrs. Chas. Russell.	12.00	Baby Tausendschoen	4.00
My Maryland.....	5.00	Clothilde Soupert..	3.50
Prince E. C. d'Arenberg	5.00	Kaiserin A. Victoria	4.00
Rhea Reid	4.50	Aaron Ward	5.50
Richmond	4.50	Mrs. Geo. Shawyer	5.00
Sunburst	5.00	Radiance	4.50
Dorothy Perkins...	3.50	The Bride	3.50
Ellen Poulson.....	4.50	Bridesmaid	3.50
Erna Teschendorff.	4.00	Crimson Rambler.	3.50
Gen. Jacqueminot.	4.00	Francis Scott Key.	5.00
Hadley	5.50	Golden Gate	4.50
Hoosier Beauty...	6.00	Hermosa	4.00
Killarney	4.50	Irish Fire Flame..	3.50
Killarney Brilliant	5.00	Lady Hillingdon..	4.50
White Killarney..	4.50	American Beauty.	6.50
Dbl. Pk. Killarney	4.50	Antoine Rivoire (Mrs. Taft)....	4.00
Dbl. Wh. Killarney	4.50	Gruss an Teplitz..	4.00
Ophelia	5.00	Paul Neyron	4.00

AMERICAN BULB CO.,
172 North Wabash Ave., Chicago, Ill.

ROSE PLANTS
Grafted and Own Root
The Poehlmann Quality. Known Favorably Throughout the Land.
GRAFTED—2½-inch Russell...$150.00 per 1,000
Lots of 5,000 or more........ 145.00 per 1,000
GRAFTED—2½-inch Ophelia, Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond...$120.00 per 1,000
Lots of 5,000 or more....... 110.00 per 1,000
These prices are absolutely net cash.
For 3½-inch stock an additional $50.00 per 1,000 will be charged.
OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner, $7.00 per 100; .... $60.00 per 1,000
Lots of 5,000 or more....... 62.50 per 1,000
Sunburst, own root, $10.00 per 100 .... 90.00 per 1,000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.
POEHLMANN BROS. CO.,
Morton Grove, Illinois.

ROSE PLANTS—2½-in. STOCK.

	100	1,000
Pink Killarney	$4.00	$35.00
White Killarney	4.00	35.00
Ophelia	6.00	50.00
Sunburst	5.00	45.00
Richmond	3.00	25.00
Old Bench Plants.		
Sunburst	$6.00	$60.00

WIETOR BROS.
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

Roses. Extra strong, field-grown climbing roses to bloom for Easter; also hybrid perpetual roses. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

ROSES.

ROSE BENCH PLANTS.
Sunburst, $6.00 per 100; $50.00 per 1,000.
GEORGE REINBERG,
162 North Wabash Avenue, Chicago.

Roses. Strong, healthy bench plants of Mrs. Aaron Ward. Elegant stock for forcing. $9 per 100, $80 per 1,000. Albert F. Amling Co., Maywood, Ill.

ROSES. American Beauty and other varieties. 6-in. pots for Easter forcing, 35c to 50c each. Kaiserin and Maryland, 2-in., $4, 3-in., $8 per 100. HENRY SMITH, Grand Rapids, Mich.

BABY ROSES. Well-rooted; started in pots; in bud, $4 per dozen. Ernest Rober, Wilmette, Ill.

Roses. Pot-grown, 2¼ and 4-in. Write for list. The Leedle Floral Co., Springfield, O.

SNAPDRAGONS.

Snapdragons—White, yellow and pink, from seed, pinched, well branched, 2-in., extra good stock, $2.00 per 100. Cash.
BROWN'S GREENHOUSES, CLYDE, OHIO

SNAPDRAGONS. White, pink and yellow, 2-in. pots, $3 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Seed. Asparagus plumosus nanus, greenhouse grown, 100, 50c; 1,000, $3.25; 5,000, $15.00. Asparagus Sprengeri, 100, 15c; 1,000, 85c; 5,000, $3.50. A. Henderson & Co., 211 N. State St., Chicago.

Seed. Asparagus Sprengeri, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

Clean seeds per pound: Ampelopsis Veitchii, $1.00; Berberis Thunbergii, $1.35; Viburnum Opulus, $1.25. FRANCIS N. HADDEN, 326 Washington St., Providence, R. I.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, sweet peas, Spencers grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Winter Orchid Flowering Sweet Pea. Price list now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Elliott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet, pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Beet, sweet corn, garden bean, onion sets and seed potatoes. S. D. Woodruff & Sons, 82 Dey St., New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store. 231-235 W. Madison St., Chicago.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Vegetable, flower and farm. Henry Mette, Quedlinburg, Germany.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SPIREAS.

Strong 3-in. Sprengeri at $5.00 per 100; ready for shift. Cash or reference.
C. C. WONNEMAN, "Florist"
Mexico, Mo.

Spiraea. Peach Blossom and Gladstone, $5 and $6 per doz. The Geo. Wittbold Co., 745 Buckingham Place, Chicago.

Spiræa clumps. America, $8.50; Avalanche, $9; Gladstone, $8; Queen Alexandra, $8.50 per 100. Vaughan's Seed Store, Chicago and New York.

Spirea Gladstone, Queen Alexandra, strong clumps, $12 per 100. ERNEST ROBER, Wilmette, Ill.

Spiraea, short, stocky plants, full of blooms, 35c to 75c each. Pyfer & Olsem, Wilmette, Ill.

VEGETABLE PLANTS.

Tomato Plants. Northern grown Bonnie Best, John Baer and Earliana, transplanted and hardened. $1 per 100, postpaid; $6 per 1,000, by express. W. L. Rogers, Ransomville, N. Y.

VINCAS.

Vincas, rooted cuttings, $10 per 100; strong field-rooted tips, one to three leads, 2¼-in., $3 per 100, $25 per 1,000. James Vick's Sons, Rochester, N. Y.

Vinca variegata, 2-in., $2 per 100; $20 per 1,000. Elmer Rawlings, Allegany, N. Y.

MISCELLANEOUS.

Green hyacinth stakes, 12-in. length, lots of 5,000, 90c per 1,000; lots of 10,000, 85c per 1,000. 18-in. length, lots of 5,000, $1.20 per 1,000; lots of 10,000, $1.10 per 1,000. Jos. G. Neidinger Co., 1309-11 N. 2nd St., Philadelphia, Pa.

Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

California Redwood. Resists rot, will not shrink, swell or warp. See advertisement elsewhere in this issue. California Redwood Association, 750 New Call Building, San Francisco, Calif.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Paper boxes for cut flowers in popular mist gray shade. 18x5x3—3-in. lid, $28 per 1,000; 24x5x3½—3½-in. lid, $39 per 1,000. Printed free in lots of 1,000. Lindley Flower Box Co., Marion, Ind.

White wood easels. Very desirable for mounting floral designs. Sizes 36 inches to 66 inches, 50c to $1.15 each. Geo. H. Angermueller, 1324 Pine St., St. Louis, Mo.

Choice landscape, decorative and forcing stock for florists' trade. For varieties see advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

Heavy hanging baskets with extra heavy hangers. For sizes and prices see advertisement elsewhere in this issue. The McCallum Co., Pittsburgh, Pa.

Aetna Brand Tankage Fertilizer. Write for prices. Farmers' and Florists' Fertilizer Co., 809 Exchange Ave., Room 5, Chicago, Ill.

MISCELLANEOUS.

Wire wreaths and hanging baskets. For sizes and prices see advertisement elsewhere in this issue. Canavan's Iron and Wire Works, 6124 Wentworth Ave., Chicago.

Window boxes, also a full line of flower pots, azalea pots and clay specialties. Write for prices and discounts. The Logan Pottery Co., Logan, Ohio.

Hanging baskets. Enameled green, extra well made. For sizes and prices see advertisement elsewhere in this issue. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Munson, 1353 N. Clark St., Chicago.

Clay's fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Use Evans' Challenge Vent Machine. Write for catalog. John A. Evans Co., Richmond, Ind.

Japanese miniature gardens, fern dishes, vases, flower pots, jardinieres, etc. Nippon Garden, Inc., 259 Fifth Ave., New York.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works, 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogues. Giblin & Co., Utica, N. Y.

Wizard brand manures. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $1.85; 50,000, $8.00. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Tile greenhouse benches. Write for circular. Camp Conduit Co., Cleveland, O.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CYCLONE INSURANCE.

CYCLONE AND HAIL INSURANCE. To get it at reasonable prices write The Hoosier Mutual, Farmland, Ind.

GREENHOUSE INSURANCE.

Cyclone and hail insurance; also insurance on growing crops while in the fields. The American Mutual Cyclone and Hail Insurance Co., Muncie, Ind.

HAIL INSURANCE.

CYCLONE AND HAIL INSURANCE. To get it at reasonable prices write The Hoosier Mutual, Farmland, Ind.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. We design, manufacture and build greenhouses of every style and size. Building material of all kinds. American Greenhouse Mfg. Co., 1000 Masonic Temple, Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Greenhouse construction. Builders of greenhouses and conservatories of every description. Lord & Burnham Co., 42nd Street Bldg., New York.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

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Greenhouse construction. Estimates on request. The Foley Greenhouse Mfg. Co., 31st and Spaulding Ave., Chicago.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, 75c per qt.; $2 per gal. Vermine, $1 per qt.; $3 per gal. Scaline, 75c per qt.; $1.50 per gal. Nikotiana, $1.50 per qt.; $4.50 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

POTS AND PANS.

Kramer's pot hangers, $1 per doz., by express. I. N. Kramer & Sons, Cedar Rapids, Iowa.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Pots. Hew's standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

Red pots. Geo. Keller & Sons, 2614-22 Herndon St., Chicago.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for $1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 85c; 500, $3; $5.50 per 1,000.

Pipe stems, about 6 feet, per 100, 60c; per 1,000, $5. Vaughan's Seed Store, Chicago.

WIRE WORK.

Florists' wire designs and fancy wire lamp shades. NORTHWESTERN WIRE WORKS, 228 13th Ave., N. E., Minneapolis, Minn.

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Metropolitan Exhibit at last year's show

Service

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the utmost in efficiency and—results.

No matter what the initial cost of a greenhouse amounts to, it is in every instance a good investment, provided the revenue results are proportionate, and the cost of maintenance remains at a minimum. But no matter how little the initial cost, it is far too much for unsatisfactory returns, with constantly increasing upkeep and repair expenses.

Therefore, as the quality of materials used in the construction of all greenhouses is, after all, a matter of contract specifications, this organization bases its claims upon the high character of its labor and its constant endeavor to render a service which is at all times the utmost in efficiency, economy and results.

The reliability of this organization has been conclusively proven by the fact that it has not merely sustained, but heightened its prestige for so long a period.

PUT YOUR GREENHOUSE PROBLEMS UP TO US

We go anywhere in the U. S. to submit plans and prices.

Metropolitan Material Co.

PATENTED GREENHOUSES

1303-1319 Flushing Ave., BROOKLYN, N. Y.

Penna. Horticultural Society.

The feature of the spring exhibition of the Penna. Horticulture Society held on March 20-22, was the general excellence of the tulips and hyacinths, which reached a standard that was probably better than at any previous show. The Darwin tulips were exceptional in their size and coloring. Narcissi in variety were also a feature. Collections of crocuses were showy, as were wall flowers in pots. Primula obconica in splendid strains were very well done. Spiræa Japonica in assortment, both pink and white, were seen in great profusion of bloom. Henry A. Dreer, Inc., staged 30 tubs of French hydrangeas, nearly all different, that were exceptionally well flowered. Each variety was conspicuously labelled. ing, there being several entries. It is to be hoped that all future exhibitions will be under the combined auspices of the horticultural society and the florists' club, each lending assistance to the other in their work. K.

HOUSTON, TEX.—T. D. Long, representing Vaughan's Seed Store, Chicago, was a visitor here, March 14, on his way from Denver. He reports trade good at all points.

WASHINGTON, D. C.—The Washington Florists' Club has re-elected the following officers for 1917: R. Lloyd Jenkins, president; Adolph Gude, vice-president; Clarence L. Linz, secretary; Wm. F. Gude, treasurer.

MT. KISCO, N. Y. —The officers of the newly organized Mt. Kisco Horticultural Society are as follows: John J. Connolly, president; David Gordon, vice-president; A. G. Ross, corresponding secretary; W. S. MacDonald, financial secretary; Thomas Morris, treasurer.

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CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

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The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly thrips and soft scale.

Quart, $1.00. Gallon, $2.50.

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A 12% nicotine solution properly diluted for fumigating or vaporizing.

Quart, $1.50. Gallon, $4.50.

Until further notice shipments on our products **Fungine, Vermine** and **Scaline** will be subject to conditions of the chemical market.

Prompt shipments can be guaranteed on **Aphine** and **Nikotiana.**

APHINE MANUFACTURING COMPANY

MADISON, N. J.

USE WIZARD BRAND

TRADE MARK

CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

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No. 32 Union Stock Yards, Chicago.

FOR SALE **A FIRST-CLASS POTTERY BUSINESS.**

I am selling a Standard Flower Pot to a good established trade, but old age compels me to retire from business. This is an exceptional opportunity and a money making business.

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If you need a boiler in a hurry, telephone or telegraph at our expense.

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Send for Catalog.

KROESCHELL BROS. CO.
452 W. Erie St., CHICAGO

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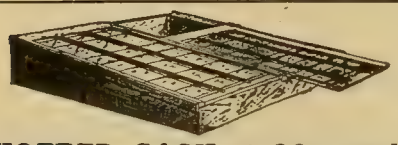

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Glazed Hotbed Sash from $1.65 up.
Double Light Sash up to $4.00.
We carry a large stock of all sizes.
Write us for estimate.

Metropolitan Material Co.
1303-1319 Flushing Ave., BROOKLYN, N. Y.

Canadian Horticultural Association.

The executive committee of the Canadian Horticultural Association met in Montreal March 19 and transacted much business relating to the annual convention which will be held in that city August 7-9. The following papers are included in the programme: "Recent Introductions of Carnations of Merit," by J. H. Dunlop, Richmond Hill, Ont.; "What Experimental Farms Could Do to Assist Florists," by special committee of the Montreal Gardeners' and Florists' Club; "Chrysanthemums," by J. H. McKee, Ottawa; "Sweet Peas Under Glass," by Jas. Kean, St. Bruno; "Tomatoes Under Glass," by A. Walker, MacDonald College; "Packing and Shipping Cut Flowers," by Wm. Cutter, Montreal; "Cyclamen," by Wm. A. Hall, Montreal; "Some Problems of the Retailer," by Frank McKenna, Montreal; "Ferns," by R. A. Smith, Lachine.

Julius Luck, 1018 Queen Mary road, Montreal, is secretary-treasurer of the association.

MOUNTVILLE, PA.—The Mountville Seed & Plant Co. has been formed with J. L. Lockard as general manager and K. B. Lockhard as secretary.

I-B Mill Co. **GOOD MATERIAL PROMPT DELIVERY REASONABLE COST**

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OF MUNCIE, IND.

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Our **ASSESSABLE CAPITAL** ending Nov. 30th, 1916, **$1,258,500.00.**

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Paper Boxes For Cut Flowers

Notice our prices on your **Most Popular Sizes** in that **Most Popular Mist Gray Shade**

18x5x3, 3 in. Lid $28.00 per 1000
24x5x3½, 3½ in. Lid $39.00 per 1000

Other sizes in proportion. **Printed Free** in lots of 1000. We also carry a White and a Green Box in stock Quality guaranteed—Service, the kind you want.

Lindley Flower Box Co., Marion, Ind.

NIKOTEEN
For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for it.
NICOTINE MFG. CO.
ST. LOUIS

Split Carnations
Easily Mended with
Pillsbury Carnation Staple
We find it very satisfactory. J. L. Dillon.
Can't get along without them. J. L. Johnson.
1000 for 35c; 3000 for $1.
I. L. PILLSBURY,
Galesburg, Ill.

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Address EDITORS OF "H. A."
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Is the best balanced fertilizer manufactured. It contains the ten salts constituting soil. It is giving satisfactory results wherever used.

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809 Exchange Ave., Room 5. Tel. Drover 1932.
U. S. YARDS, CHICAGO, ILL.

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The Florists' Hail Association

rate of insurance from Nov. 1st, 1916, to Nov. 1st, 1917, will be twenty cents per hundred square feet of single thick glass and eight cents per hundred square feet of double thick glass. For particulars address

JOHN G. ESLER, Secretary, Saddle River, N.J.

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Baskets,
Florists' Supplies
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Standard Pots
Azalea Pots, Pans

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C. Breitschwerth, Prop.
SYRACUSE, - - N. Y.

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Kramer's Pot Hangers

For sale by Wholesale Seedsmen, Florists and Supply Dealers.

Price, $1.00 per dozen by express. Sample dozen by mail, $1.25.

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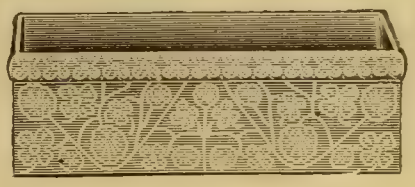
Red or Green.



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SQUARE RED CEDAR POSTS.

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Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

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Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.
SO. ZANESVILLE, OHIO.
"Moss Aztec" Ware.
WM. M. WARRIN, 16 W. 23rd St., New York

DREER'S

Florist Specialties.
New Brand, New Style,
Hose "RIVERTON"
Furnished in lengths up to 500 ft. without seam or joint.
The HOSE for the FLORIST
¾-inch, per ft., 15 c
Reel of 500 ft. " 14½c
2 Reels, 1000 ft., " 14 c
½-inch. " 13 c
Reels, 500 ft., " 12½c
Couplings furnished.
HENRY A. DREER
714 Chestnut St.,
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Flower Vegetable Waterproof
PAPER POTS

Waterproof, Don't Break, Cost Little. Shippers may use them and save their customers many dollars in express charges.

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR, Houston, Texas, President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., 1918. W. J. VESEY, JR., Ft. Wayne, Ind., President; CHAS. S. STROUT, Biddeford, Me., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition St. Louis, Mo., April 6-15, 1918. BENJAMIN HAMMOND, Beacon, N. Y., President; WM. L. ROCK, Kansas City, Mo., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y. Secretary.

BEDDING PLANT NOTES.

The Hotbeds.

An essential as well as a most useful adjunct to any establishment growing bedding plants is a well arranged row or two of hotbeds. It matters not whether the output is large or small, the hotbed should be considered a necessary part of the establishment. Many of the so-called bedding plants require more bottom heat than can be given them on a greenhouse bench to bring them to a satisfactory condition for planting out by the latter part of May or early June. Another very important consideration regarding hotbeds is that they take care of a large number of plants, thus relieving the greenhouse benches, certainly an important feature at this time when every foot of bench space is overcrowded with Easter stock and other flowering plants.

Growers who have the proper facilities are now using steam-heated hotbeds, which are very much more handy and greatly to be preferred over the manure-heated beds. We have a number of steam-heated hotbeds which have been in use several years. The frames are made strong to stand the weather of summer and winter. They are constructed of 2x12-inch lumber for the sides and front with an extra 2x6-inch plank at the back to give the slope, making them 18 inches deep at the back and 12 inches in front. A cross plank is fitted in at every fourth sash so that if desired each section can be aired or operated separately. The beds are the regulation width and are fitted with three lines of 1½-inch steam pipes, one in the center and the others about 6 inches from the back and front of the frames. The pipes are laid in trenches about 15 inches below the surface of the beds and covered in with soil even with the rest of the bed. Right at this point, it may be well to mention that if the steam pipes are laid too near the top of the beds the heat will be too severe for the plants. The main object to bear in mind is to provide for a uniform, steady, bottom heat. These three lines of pipe are fitted with a header at each end of the frames and a valve attached at the end for turning on or off the steam as required. At the other end of the frame a small valve is placed to serve as a drain to the pipes. This valve is kept open a little all the time to provide a free circulation, the pipes having no direct return to the boiler. After the steam has been turned on these frames for a day or two to thoroughly warm up the soil, a steady bottom heat of between 75 and 80 degrees, or more if desired, can be maintained.

Manure-Heated Hotbeds.

Fresh horse manure that has been turned over two or three times to regulate the material and prevent it burning out in one place, should be selected. Place a solid bed of the manure inside the frame, making it thick enough so that after it is well pressed down there will be a bed of manure of at least 12 inches deep. Then bank up manure around the outside of the frame level with the top. After this has been done, put on the sash and allow the excessive heat to spend itself out before putting any plants in the bed. As soon as the heat of the bed settles down to between 75 and 80 degrees, the plants can be put in. For plunging small pots of alternanthera or other plants, first place a layer of fine soil about three inches thick, pressing the small pots down into it to their rims. For setting flats of plants, place a thinner layer of soil, pressing it down firmly, then scatter a little air-slaked lime over the bed before placing in the flats.

If it is the intention to place the plants direct into the beds in the frames, then make up a bed of the fine soil on top of the manure from 4 to 5 inches thick.

Airing and Watering

Airing and watering are two very important parts of operating hotbeds. Unless the weather is very cold and stormy a crack of air should be given every day, and during moderate weather it can be left on all night, especially after the plants begin to get near the required size, but it should be borne in mind that the early use of the hot-

bed is to hurry the plants along to a sufficient size, after which they can be hardened off by ample ventilation in time for planting out. Excessive watering should be guarded against; the plants will need watering regularly, but an excessive amount of moisture in the frames will quickly cause damping off of any young seedlings or plants.

Alternantheras.

Alternantheras are the most important plants for which the hotbed is particularly built, especially at the greenhouses connected with the large cemeteries where large numbers of these plants are needed. Plants carried over winter in small pots are shaken out the latter part of March, repotted in fresh light soil, and plunged in the hotbed. Two and 2¼-inch pots are used—the smaller the pot, the larger number of plants a frame will hold. Cuttings of alternanthera taken now, placed in the sand with a good bottom heat, and kept fairly moist, will root in a very few days. After they are rooted, pot them up and plunge in the hotbed. They will make plants fit for planting out in plenty of time for Memorial day. Besides the alternantheras, the hotbeds are especially useful for such plants as Vernon begonias, centaureas, ageratums, lobelias and others of a similar character, particularly when they are a little backward. After they have attained the required size, it is easy to harden them off by removing the sash when the weather permits.

Geraniums.

These plants should now be commencing to get well rooted in 4-inch pots to be sure of having them in first-class condition for sale by the middle of May. If they are not yet in 4-inch pots, no time should be lost in attending to the work. Do not top geraniums after April 1 and expect them to be good blooming plants by May 15 or you are very likely to be disappointed. Cuttings can be taken from plants intended for later work, but those for May planting should be allowed to come along. Plenty of room for each plant is one of the main considerations in growing good geraniums. They also delight in a cool temperature with plenty of fresh air on every favorable occasion.

Repotting.

The month of April can be said to be a time of continuous repotting for those who have anything to do with growing of bedding plants, but it is a needed work. Bedding plants of any description should never be allowed to become root-bound, especially at the time of planting outdoors; they go ahead much better when the roots are in an active growing condition.

Echeverias.

The best way to handle these plants is in flats, because they can then be set on shelves where they will require very little attention beyond an occasional watering. Go over the plants in the early part of April, cleaning off the old leaves and repot in fresh soil. Do not leave the plants out of the soil any longer than is necessary to make the transfer.

Cold Frames for Pansies.

Pansies now in flats should be transplanted into the cold frames as soon as settled weather conditions prevail. Cold frames are also the best place for the young carnation plants after the first week of April, so as to thoroughly harden them off for planting later in the month.

C. W. JOHNSON.

THE RETAIL TRADE

Conducted by Robt. Kift, Philadelphia, Pa.

After Easter.

With the passing of the busy Easter season, there must be no letup in the efforts to keep the store attractive and in readiness for the weddings, commencements and other business that is due at this time. Any plants that are left over and yet in salable condition should be kept well to the front and made as presentable as possible, as quite frequently belated out-of-town orders arrive, or customers desire to send a plant or two to persons that they had overlooked. Much of this, if any, left over plant stock, can be used in wedding decorations; even that returned from the churches, if well cared for, still retains considerable that is useful when used in connection with other plants.

Now is the opportunity to push spring window boxes; pansies and daisies are sure to give satisfaction for the next month, until all danger of frost is over. If kept to the front, with a showing of various styles of boxes, some filled, many orders will be obtained.

Now that stock is plentiful, considerable thought should be given to the sale of flowers in quantity at popular prices. It is the experience of many who have tried these week-end or special sales of flowers, most plentiful at the time, that they were good business bringers, attracting the attention of strangers and others, who, while having no particular use for flowers at the time, were induced to purchase because of the low prices. While all customers are to be shown the utmost courtesy, to the stranger is due, if possible, a little more attention. An effort should be made to impress the special advantages of dealing at this store which should always on special sale days be especially attractive. An effort should be made to obtain the address of the strangers by offers to send the package home or from a desire to "have you on our mailing list, so that notices of our special sales will be sure to reach you."

Commencements will soon be due, and a good share of this business can be obtained by a little looking ahead. The names of the graduates in all the schools are available. With these in hand it is possible to work up quite a business. Frequently the bouquets for class day exercises are quite pretentious. The placing of the order is generally put in the hands of a committee, which may with the influence of good salesmanship, be interested and the order secured.

An opportunity to make the store doubly attractive is presented in the decoration of the front with boxes of blooming plants. The advertising value of a well dressed store front is deserving of all the attention that can be given it. Not only are people attracted by display, and impressed that "this is Smith's cut-flower store," but the boxes offer a suggestion of something that they might use to advantage in the decoration of their own windows or porches.

The old saying that "the shoemaker's children are the worst shod" should never apply to the florist, whose place of business and home grounds must always reflect his skill and set an example to others of what is possible in decorative effects in plants and flowers.

Easter Trade Preparations.

Paper by David Walker, read at a meeting of the Kentucky Society of Florists at Louisville, March 7.

April 8 being Easter, it behooves us to be up and doing. The first and most vital point in efficiency being preparedness, let us not be caught napping in the eleventh hour. We should have everything necessary ready and at the fingers' ends. Preparedness embraces a large scope of small details, namely the early ordering of stock, the having on hand of lots of boxes made up, designs mossed, plants trimmed, baskets filled, an extra tube and casing for your delivery machines, plenty of wrapping paper, twine, stationery, change in the register and plenty of extra help. In the hustle, bustle and worry of the last hours of Easter trade, the florist who looked far enough ahead into these minor details fares

GERANIUMS FOR STOCK AT SAM PEARCE'S, CHICAGO.

best with the customer and also himself. At this season of the year, transient patrons are plentiful, so have good stock to show them at fairly reasonable prices, which, tendered with courteous attention, may be the means of a lasting regular customer. If your neighbor can afford to buy good stock and gets new trade by it, you had better think it over; a reasonable profit on small orders holds customers and is more profitable in the long run than a big profit once. Wires, stakes and other tools of the trade are necessary, but keep them out of sight. In other words, clear the deck for action.

Anything out of the ordinary, such as novelties in basketware and basket arrangements, draws attention and creates a lasting impression. Make constant changes in your windows, as customers soon tire of the same thing. Try the effect of something out of the ordinary, such as a fine specimen plant, and let it be sufficiently distinct.

Hydrangeas are most satisfactory sellers. They last well and give satisfaction. Pansies and maiden hair make up an artistic thought and are inexpensive. A striking contrast in ribbon or plants is all right, but a poor match in the same color is bad. The white matting baskets are fine for filling with hyacinths and choice bulbous stock.

American Beauties have a fine effect in plain Roman ware of a tall pattern, there being no flowers painted on this to conflict with and sometimes spoil the effect of the roses. Jonquils and forget-me-nots, loosely arranged, make a very pretty table decoration or bouquet.

As far as possible, as the weather gets warmer, make deliveries early in the morning or late in the day. Always aim to have your flowering plants in bloom when you are trying to sell them, as it will be of little use entering into a lengthy argument with a customer in regard to superior or equal merits of a plant not in flower. The average customer considers such the same as buying a cat in a sack. They want to see a flowering plant in good bloom. Poor plants are not desirable at any time, but when unfortunately a number are on hand they can be sold at lower prices than those that are asked for good plants. They should be disposed of in that way, but they should never be mixed in with choice plants and delivered to a customer who pays for good stock.

The rush in quest of the dollar within reach should not detract at the present time from staple articles, which, if given the care they deserve, will amply repay for the trouble later on. Cyclamens when well grown are good sellers, but poor ones are hard to dispose of at any price, so put the good ones where they can be seen and store the others away out of the way and save room and bad impressions on your prospective buyer.

Less ribbon on Easter plants and more artistic grouping works up nicely and helps to move off stock that might go bad. Newspapers, thoroughly soaked for several days before use, make an excellent packing material for cut flowers.

Although hardy plants forced, spireas must not be stood about in dry or drafty positions.

Although many flowers are used with violets in corsages, they are supposed to be best when used alone. Never forget to use tinfoil when making your corsages, as a pair of soiled gloves or a ruined waist or coat may mean a lost customer. When possible, use the foliage of lily of the valley with the flowers, as no other green is so suitable.

CROSS OF LILY OF THE VALLEY.
By A. Lange, Chicago.

There is a scope for originality even in such a small matter as decorating an Easter azalea, which, when carrying a full head of flowers in the somewhat dry atmosphere of the store, must be kept well moist at the roots. Tell customers to keep these as well as spireas well watered or in a saucer of water.

When plants or baskets are ordered, find out the customer's pleasure in regard to time and manner of delivery and comply therewith. In the rush of the next few weeks something might be overlooked, but under no circumstances let yourself be short of room. Made-up baskets should not be arranged in jumbles, but should have plenty of room, with an eye to harmony. Look up last Easter's orders and be prepared for a similar demand. Too much stock in the windows and not enough in the ice box is almost as bad as opposite conditions.

Though very effective by daylight, be very careful how you associate blue and yellow flowers for decorations by artificial light. Orchids require perhaps more careful arranging than any other flowers, but they are very beautiful when properly handled.

Well established pansies in small flat dishes are excellent Easter plants. The colors are diversified and the flowers last well in good condition.

Birchbark boxes and different sorts of baskets are peculiarly well adapted for showing such plants as Primula obconica. Keep flowers in water until the last minute before required for use or delivery, as it is impossible to tell how they may be treated when they reach their destination.

Treat your customer as well if he spends a dollar as if he had spent ten. Consider no transaction closed until the buyer is thoroughly satisfied. Do not persuade the people to buy something they do not want, as it is far better to have an assortment and they will find something they do want.

Make as few mistakes as possible, and be willing to rectify those unavoidable. Be liberal, honest and friendly, with courtesy as a motto and good cheer an asset.

Have a homelike atmosphere about your place, with polite and courteous salespeople. Your main idea must be to serve as well as to sell, and if these specifications are carried out thoroughly I believe this Easter will be a Waterloo to previous Easter records.

American Rose Society.

President Pennock's Address.

ANNUAL MEETING, PHILA., PA., MARCH 21.

A year ago we were holding our annual exhibition and meeting as part of the National Flower Show. The American Rose Society contributed very largely in making this event such a wonderful success, as it was through the combined efforts of our officers and members that there was staged one of the greatest exhibitions of roses ever held in this country. In view of what the American Rose Society had accomplished, it was decided—after very careful consideration—to hold in Philadelphia, March, 1917, a show of our own, composed entirely of roses, not only to further our interests, but also as an educational feature and an uplift to the society in placing it in the prominent position it so richly deserves among the important societies of our country. Everyone visiting our show at the First Regiment armory cannot help but realize how well and how faithfuly those in charge have worked to bring about the splendid results in making this exhibition the wonderful success it is, a show we can all well be proud of; a band of men who worked and pulled together with but one object in view—Success; and I want to take this opportunity as your president for the society to thank not only the officers and chairmen, but every member who so faithfully worked to make this show a success. It has never been my pleasure to be associated with any group of men who threw their hearts and souls into an undertaking with more vim and energy than you have. May this show be the inspiration and forerunner of many successful exhibitions in the future.

This is primarily a display that appeals more to the commercial man than to the amateur, yet there are many points that interest and deal directly with the amateur—the rose gardens, the cut roses, grown commercially I know, but many of them splendid garden roses, as well as many other, to them, interesting features. The society in demonstrating that an annual spring show of its own can be held on a large scale, the question arises in my mind why it would not be possible to hold in June a national out-door rose festival annually, conducting it on a large scale, bringing exhibits from all leading rosarians within a radius of overnight trips or less, thus gathering together amateurs and their roses from all over the country—an event that would be looked forward to and sought for by groups of rose lovers in every city, whether small or large. We have with us amateurs, members that are enthusiastic, willing and well able to undertake the carrying on of an annual festival of this character. I should be very glad indeed to have a discussion on this subject at this meeting, and some definite steps taken toward establishing such an annual affair. I am sure we have many amateurs, some right here in Philadelphia, who would be willing to throw their efforts into a movement of this nature. This, with our spring show, should increase our membership as nothing else will or could; so I hope everyone, particularly you commercial men, will give this your very earnest support, making for the advancement of the rose, both from a garden and a commercial standpoint—"A Rose for Every Home; A Bush for Every Garden."

The membership of the society has materially increased in both the active and associate classes. In addition to a healthy growth in the active membership there has resulted an increase in associate membership to at least 20 times the number recorded one year ago, and this increase is continuing, I am glad to say. Last fall the society made a proposition to several rose catalogue men, some taking advantage of it, some turning it down. The firms who went into this partnership arrangement, I am sure, are well paid for the effort. I know the society feels the proposition has been a splendid help, and is more than grateful to these firms for their hearty co-operation. To those who are not familiar with this agreement a word of explana-

W. L. Rock, Kansas City, Mo.
Vice-President-Elect American Rose Society.

tion is in order. The dues were payable to the firm soliciting the membership, they retaining half the amount. This as a business proposition—on the surface—looks like poor business, but from the viewpoint of future membership I believe it one of the best moves ever made by the society—a member once, a member always.

While on this membership business I should like to recommend a readjusting of the membership dues, not only the active but the associate and affiliated as well. Instead of having two classes as we now have, active and associate memberships, I would suggest that we merge them and have only the active membership. This would give the associate member, who at present is not eligible to vote or take part in any proceedings, all the rights of membership. Also, instead of active members paying $3 annually and associates $1, that the dues for all be $2.

Our affiliated members at present are paying 25 cents. This, I think, with all we are doing at present and all we are planning for the future for these members, should be $1, they receiving the "Annual" and any other literature which may be issued; also admissions to any shows; these "Annuals" to be shipped in bulk to the affiliated society, and not distributed individually by the rose society. I hope these recommendations on membership dues will meet with your approval, and that same will be brought up for discussion at this meeting.

The favorable reception accorded to the 1916 Rose Annual is the best comment on the success of this attempt. The editor of the Annual, J. Horace McFarland, found ready and cheerful co-operation among the members of the society who could afford proper help. It is believed that the articles presented in the 1916 Annual on possibilities in rose-breeding; on the rose species available from China and elsewhere; on America's efforts in rose-breeding and rose-growing; on the diseases and insects which affect roses; on rose popularity in various parts of the United States and Canada; on rose organizations, and on roses grown for cut flowers, were of such value that the volume will long remain a standard reference book, comparing favorably with the best issues of the National Rose Society of England.

As an illustration of how this Annual was received not only in this country, but in Europe as well, I want to read you from a letter of May 26, 1916, from Joseph J. Lane, of the Garden Magazine:

"I had the pleasure of being one of those present at the meeting of the American Rose Society during the Philadelphia Flower Show in 1916, because I joined the society two or three days before. I tell you frankly that the reason I joined the American Rose Society was to get a copy of the Rose Annual, and to affiliate myself with an organization which was so enthusiastically going about its work. The majority of the horticultural organizations, as a rule, solicit you for your dues, and never think of making any plans for you to get something back for your money. I am glad to say that in rereceiving a copy of the Rose Annual I have received sufficient to pay me for my entire dues. Next year I want you to solicit us good and hard for advertising in this book. The Garden Magazine and Country Life in America, also some of our garden books, should be in there, and I will do everything in my power to see that they are."

The heading of a column and a half article in the Gardener's Chronicle of July 8, 1916, an English publication, starts off in this fashion:

"The American Rose Annual.

"The American Rose Society and Mr. McFarland, its editor, are to be congratulated on the issue of the first Annual under the auspices of the society. This forms a volume of some 150 pages, the last 10 of which are devoted to accounts of rose shows."

Then it goes on, giving a thorough resumé of the book in its many phases. These are but two instances of many showing how wonderfully the Annual of 1916 was received, indeed a volume to be proud of.

In the late spring of 1916 a fund for research work in rose diseases was started. A liberal response to the call for subscriptions from interested rose-growers all over the country made it possible for the officers to arrange through Dr. H. H. Whetzel, the pathologist of Cornell University, for the employment of Dr. L. M. Massey to undertake the disease study desired. The university itself bears an important part of the cost of the work. Dr. Massey began work in the early fall, and his accomplishments up to date have been most gratifying, even though it was not expected that there would be any particular result for at

ITALIAN GARDEN AT THE PHILADELPHIA ROSE SHOW.

least a year. For example: his investigation of the new trouble which besets cut flower rose growers—a form of crown root-gall—is likely to result in the early checking of a disease which certainly, under previously existing conditions, might easily have put many growers entirely out of business. It is most important that every grower, particularly the commercial man, should take careful note of the disease. Dr. Massey has also taken up carefully the study of the difficult black-spot, and in the 1917 Annual will be found his article bearing on this most important subject. The research fund was solicited largely through personal effort, and it is my sincere hope that the subscriptions will be renewed and extended, so that the work may be carried on for another year, or as much longer as is necessary to keep the members of the society fully informed as to rose diseases, and as to the best means for combating them.

The Nursery Trade.—It seems that here is an opportunity where the nurserymen are not taking advantage of their opportunities, in coming in and being represented more strongly in the society. I would like to quote from a letter of February 17, 1917, received from John Watson, president of the American Association of Nurserymen:

"I am a member of the American Rose Society, but a poor one, and a member of the committee for the Cornell garden. I especially regret not having been able to do anything for the garden except to send some rose-plants and to ask my friends among the foreign rose growers to do likewise. The war has so seriously handicapped them that they have not sent as many plants as they could have sent under normal conditions. No society of its kind is of greater importance to the nursery trade than the American Rose Society, for it has so much to do. I was writing Mr. McFarland the other day regretting the backwardness of American growers in hybridizing. While we have many new seedlings, they are nearly all forcing varieties, except the Wichuraiana hybrids, which have been overdone. Some years ago, when at Mr. Lambert's in Treves, I was interested in his enthusiasm for his plans to produce a race of hardy ever-blooming climbers. You know in his Trier he produced an almost ever-blooming rambler. He will go the rest of the way, I feel sure. Then there are the rugosas, which we are leaving untouched, the easiest to cross, while the results so far have given us the best we have in hardy roses like Amelie Gravereaux, Madam Lucien Villeminot, Conrad F. Meyer and Nova Zembla. That race is what we must look to in America: hardiness, ever-blooming habit, good foliage and fragrance. Our hybridizers all seem to be working on forcing roses, of which we have an abundance. We must look to the hardy, out-door roses, just as the British growers devote themselves to the hybrid teas. It is amazing that the American nurserymen are doing nothing for the rose and nothing for the American Rose Society."

From this you will see how one of our prominent fellow nurserymen feels not only about the society, but the introducing of new roses of American origin as well. It would not only give me great pleasure, but immense satisfaction to have the nurserymen and their interests more closely allied with the society, and I hope we may have their fuller support in the future.

Rose Test Gardens.—Our work in the past of the rose-test gardens is too well known for me to go over it at this time. These test gardens, I am glad to say, are bringing good results, but not as good as we would like to have in the way of records, of how the gardens are being kept up, as these are of great importance. These test gardens are going to be one of the very valuable assets of the society, not only in the actual garden tests, but in the records of the roses. May we look forward to only a few years hence when every city of any size will take hold and foster a rose garden such as Portland, Oregon, is undertaking at this time, which is called "The Portland Association National Rose Test Garden," a wonderful movement not only for Portland, but for the rose society, and the rose business in general, which is being backed by such bodies as the Chamber of Commerce, city council and 97 other organizations. Think of it,

99 distinct organizations! This spells progress in the broadest sense of the word, and to my mind should be an incentive for every other city in this country.

I want to read you a quotation from Horticulture of July 15, 1916:

"We have heard from a number of places where municipal rose gardens are being established this year, or are being planned. It is only a question of time, and that not very long, until a rose garden will be regarded as an indispensable feature of every public park, and private estates generally will follow suit. Until the advent of the hardy hybrid teas and ever-blooming polyanthas there was little inducement for the making of rose gardens in the northern and eastern United States. Now there is abundant recompense for all the labor and attention incident to the proper planting and care of the queen of flowers, and with prospects as they now appear, the garden rose industry is only in its infancy in this country. In the effort to improve and add to the number of forcing roses American rosarians have been in the past concentrating all their thoughts on a single ideal and, no doubt, hundreds of their seedlings have been thrown away because they failed to measure up to the forcing rose standard, which, had they been given an opportunity to qualify, would have proved invaluable as garden varieties. With the rapidly developing demand for the latter comes a new incentive to rose hybridizing in this country, and we shall be surprised and disappointed if American grown varieties do not in the very near future outstrip and outclass for garden use the foreign productions upon which we have hitherto been so largely dependent."

Here is a thought for every American hybridizer to consider thoroughly, and possibly make a profit out of a seeming loss.

Another recommendation which I wish to make is that the editor and advertising manager of the Annual be made ex-officio members of the executive committee. This, I think, is an important matter and well worth your serious consideration, as the Annual will be of more vital importance to the society each year. In conclusion I want to add a word of praise for Benjamin Hammond, who has labored long and faithfully as secretary of the society. His has been a labor of love, not remuneration, and I think we cannot feel too kindly towards him, realizing, as we do, that to him, more than to any other one man, is due the standing of the American Rose Society today.

Secretary Hammond's Report.

The year past has seen a large advance in the popular interest in the American Rose Society. "There is no success like success." The first rose show held under the auspices of the American Rose Society was in New York in 1899 and was backed by a goodly number of patronesses. The ladies took hold to make the exhibition a success and from that time to this there has not been a season when we have not had a fine rose show, and at this eighteenth successive annual meeting we can report a great increase of associate members; that is, persons not engaged as florists or nurserymen. Our total membership is 1,092, as follows: Fifty-five life members, 138 active members and 899 associate members, these coming from the states of Washington, Oregon, California, New Mexico, Texas, Louisiana, Alabama, Georgia, Florida, South Carolina, North Carolina, Virginia, Washington, D. C., Maryland, Delaware, Pennsylvania, New Jersey, New York, Connecticut, Rhode Island, New Hampshire, Maine, Vermont, Massachusetts, Ohio, Indiana, Michigan, Illinois, Wisconsin, Minnesota, Iowa, Missouri, Kansas, Arkansas, Tennessee, Kentucky, West Virginia, Nebraska, Colorado, Oklahoma, Utah, North Dakota, South Dakota, Montana, Idaho, and in Canada, Quebec, Nova Scotia, Ontario, Manitoba and British Columbia; also London, England, Denmark, Cuba, San Domingo and Mexico. This large increase within the year past is to be attributed mainly to the service rendered by J. Horace McFarland, who gave the society the benefit of his publishing company in the printing and make-up of the Annual for 1916, a book of decided merit. The funds at the disposal of the society had never permitted us to embark in the issuing of such an excellent book. Mr. McFarland in 1915 offered to do it, and if there was a loss on the actual cost he would stand one-half the deficit with the society. There has been no deficit on the outcome so far.

Achillea Boule de Neige.
At Martin Kohankie's, Painesville, O.

The present year solicitation slips were sent out by various seed houses, nurserymen and florists in their catalogues and these returns are mainly responsible for the marked increase of amateur members. The record gives us one addition to the life membership list, Mrs. Elizabeth C. T. Miller. The life membership fund now is $3,200 and this is a most important fund to have grow. A society for permanence needs a substantial basis. Last year we expressed the hope to see our membership grow and this hope is materializing.

During the past year two of our life members have died, Wm. C. Barry of Rochester, N. Y., who was the second president of the society, and S. J. Reuter of Westerly, R. I., both men of character and standing.

The executive committee have had 14 separate meetings during the past year, the details of which have been published in the trade and other papers for general information.

An effort was made to have special investigations of the diseases of roses made, and an arrangement was made with Dr. Lewis M. Massey of the College of Agriculture, Cornell University, Ithaca, N. Y., to take up the work.

A new rose test garden has been established for the Pacific northwest at Portland, Ore. Application was received for Bellingham, Wash., and from an agricultural college in Texas, but we were not able to provide for more than one this year.

Several new roses were offered for registration and are recorded in the Annual just published. In the registration of roses there has not been any formal rule of description hitherto. To bring about a full and clear description for a registration, the executive committee appointed a committee to present such form for adoption in future use. The demand for medals of this society for prizes at summer shows has been granted to affiliated societies. The interest in local June rose shows is becoming more general.

The society visited officially the Washington test garden and the Cornell test garden at Ithaca, N. Y. At Newport, R. I., a special effort is being made to have an excellent outdoor display on July 4 next. The American Rose Society tries to encourage these local shows. At Barrytown-on-the-Hudson the usual rose show was held. This local show has been for many years past an event well attended by local people and a society medal was presented. The present exhibition is the first time in five years when the American Rose Society has held a show entirely alone. The people of Philadelphia have shown much interest and the guarantors of an insurance for expenses and prizes number 71.

The growth and development of the society has reached a point where the future seems assured, and the detail work is steadily increasing to such an extent that your secretary, who has filled the position to the best of his ability since 1905, is obliged to decline re-election to the office, and I may truthfully say that the work done by all officers and others concerned has brought the American Rose Society to its present position, and may its motto, "A Rose for Every Home and a Bush for Every Garden," become a fixed fact in this country of ours—"The Land of the Free and the Home of the Brave."

Treasurer May's Report.

Receipts.

Balance on hand March 22, 1916	$1,047.92
Dues	1,199.01
Premiums for exhibitions	1,015.00
Life membership	50.00
Deposit for armory returned	100.00
Guarantee fund	2,825.00
Rose research fund	670.00
Interest on mortgage certificates	150.00
Interest on permanent fund	16.22
Interest on current balance	24.81
	$7,097.96

Disbursements.

Printing, stationery, etc	$ 544.86
Medals, engraving, etc	92.60
Premiums for exhibitions	1,160.00
L. M. Massey, rose research work	660.37
Sundry expenses of secretary, postage, etc.	210.43
Exhibition expenses	2,525.00
Deposit in permanent fund	50.00
	$5,243.26
Balance on hand	1,854.70
	$7,097.96

Investment.

Westchester & Bronx Title and Mortgage Guaranty Co.—	
Three mortgage certificates	$3,000.00
Summit Trust Company—	
Permanent Fund	250.00
Hubbard Medal Fund	250.00

WITH THE GROWERS

At Painesville, O.

The 40 acres comprising the nursery of Martin Kohankie are filled with selected stock—plants that will do well the country over. His specialties are hardy perennials and a few of the best flowering shrubs. New things must be tried and true before they get into the quantity list of this celebrated grower. A number of very beautiful flowering plants are at their best in but a limited section of country, owing mainly to favorable climatic conditions. He does not catalogue such stock, as he wants his customers to have all he offers do well with them. His business is practically wholesale, most of the stock being sold in larger quantities. Meehan's Marvel mallows are a leader, always giving satisfaction. Peonies are largely grown, just a few varieties, each distinctive. The new hardy aster, Climax, is said to be the finest of these beautiful fall plants. Phlox are grown by the acre; in fact, his list comprizes all the standard perennials. When asked if there were not a number of perennials that would force for cut flowers or as pot plants, he said there were quite a few that he felt it would pay growers of novelties to give a trial, and he saw no reason why they would not force as well as the larkspur, which has been so successfully done the past few years. The newer types of the long-spurred aquilegia or columbine were very beautiful, and if well grown, would find a ready sale in all good stores. Hypericum Moserianum is a distinctly showy and beautiful plant, very free flowering, separate florets being 2 to 2½ inches in diameter, of a rich golden yellow with yellow stamens and crimson anthers. This would force easily and make a beautiful pot plant. The hemerocalis of the newer and much improved forms, and the Coreopsis grandiflora, with its showy shades of yellow, would make two very good forcing plants. As a florist flower for summer cutting, he strongly recommended Achillea Boule de Niege, as much better than The Pearl, the best white summer flower. Mr. Kohankie's only difficulty is in working up stock for his orders, more than half of which are received before shipping time. Business is increasing so fast that it is hard to keep the stock up to the demand.

W. B. Cole has 400 acres in nursery stock, handling this large quantity both wholesale and retail. This place is among the pioneers of Painesville, being founded in 1881. Specialties are shade trees, shrubbery, and field grown roses. Shrubbery is principally grown from hard wood cuttings in prepared beds of fine sandy soil. He finds they make much better plants than those grown from soft wooded cuttings. Blackberries are raised from root cuttings, the roots being the surplus that are cut from the shipping plants, as these are only a year old and this continues from year to year. The result is finally stock that will not produce fruit. Careful nurserymen now have a block of an acre or two of blackberries grown for the roots and roots from these produce plants that fruit abundantly. Mr. Cole is the second largest grower of nursery stock in the state.

Henry Kohankie & Son have a rapidly growing business and occupy 300 acres of land. Their specialty is ornamental evergreen shade and lawn trees. They also handle hardy herbaceous plants and garden roses for landscape work, their trade being largely with landscape architects. As a leader they grow large quantities of Magnolia glauca, which native tree, when grown in the nursery, will move safely and is indispensable in landscape work. In their specialties they aim to have all things listed grown in quantity, as it was very annoying to run out of stock and turn down, at times, a good customer, compelling him to go elsewhere. Magnolia trees, to move safely, should be grown on their own roots. Most of these are now

Martin Kohankie, Painesville, O.

imported from Holland. The Chinese magnolias, grown on Acuminata stock, would not move after two years old, and then had to be destroyed. Mr. Kohankie stated that thirty to thirty-five firms had about 2,500 acres devoted to nursery stock in the neighborhood of Painesville, and that this competition had been very beneficial in that it is now known as the center of the nursery trade of the United States and is the Mecca for all buyers of this class of stock.

Labeling Plants in Exhibits.

At the recent New York show, the Julius Roehrs Co., Rutherford, N. J., introduced a system by which it was possible to quickly ascertain the name of any plant in a large collection. A small wire rod in each pot supported a numbered card which, while not conspicuous, was legible and readily seen from the aisle. Printed slips, containing the names of all the varieties in the collection, numbered as in the display, were given to visitors, who could mark the names that attracted them and keep for future reference. This is an excellent idea which worked out to the great satisfaction of the visitors.

PORTLAND, ORE.—Geo. Betz has opened a store on Grand avenue, stock for which will be supplied by his Woodmeer range.

PLANT NOTES.

Hydrangeas.

There are very few plants that are generally grown that show more variance in their culture or in the returns to the grower than the hydrangeas, especially those that are grown for summer blooming. In looking over the stocks in the several markets one will often see the extremes of these plants grown in the same sized pot; one with eight to ten heads of bloom, short and stocky with fine foliage, an ornament on any porch or in any yard; and the other tall and long jointed, with two or three heads of bloom and five or six branches with no flowers and the foliage thin and small; the former bringing the grower $2.00 to $2.50 and the latter hardly averaging 75 cents. Yet these two plants have practically cost the grower the same amount of labor. These plants grow rapidly and must have plenty of room, an abundance of sun and lots of nourishment. It is useless to try to grow a good plant when they are crowded together. Many growers finish these plants by raising the pots over the benches of bedding plants that do not now require the full amount of sun, placing the hydrangeas about four feet apart in the center of the bench and standing the pot on a stand two feet above the other plants. This gives the hydrangeas a fine location. When the plants have set their buds the pots will probably be full of roots and a watering of liquid manure once or twice a week will greatly assist them in finishing up the flower and keep the foliage in good color. To grow good hydrangeas they must have plenty of food, room enough to grow shapely and for the air to circulate all around the plant and a light, well ventilated location. Under these conditions they are easily grown and are remunerative to the grower.

Lilium Longiflorum.

Among the best flowers for greenhouse culture during the summer months is the Lilium lancifolium, of varieties rubrum, roseum album and Melpomene. While these varieties can all be grown outside, yet under those conditions they rarely give perfect flowers and they also tarnish quickly in the direct rays of the sun or under heavy rains, and to have flowers that can be used for decorative work or designs it is far better to grow them under glass. Those that are to bloom in July should have been started in March, but for August blooming they can be planted now. One of the easiest ways to grow these bulbs is to plant them in boxes from four to six inches deep, not too large, but of a size that one man can handle when filled with soil. Do not fill the boxes too full when planting the bulbs, for like all lilies they throw out roots at the surface, so it is well to leave room for top dressing later. Grow them in a cool, shady location and after the spikes begin to grow give them plenty of water and keep them tied erect to stakes. Constant fumigation will be necessary to keep the green fly in check. This is in no way forcing these bulbs, and if properly dried off after blooming the bulbs may be grown year after year and a good crop of flowers obtained.

Freesias.

Although the freesias are a cheap bulb they should not be thrown away, for it takes but little attention to ripen them off after they are through blooming and as good bulbs can be procured as those that are purchased. The freesia is a native of southern Africa, so they are blooming at the natural season when flowered in midwinter in the north. But the bulbs must be allowed to mature their growth and then dried off gradually. The pots or boxes in which they are grown can then be placed in full sunlight and allowed to become very dry. A shelf near the glass makes an admirable place on which to place them after the growth has finished and no more watering is required, but they must not stand where any drip from the roof on a stormy day is liable to keep them moist. They can be shaken out in June and the bulbs started, as it is comparatively easy to select the flowering bulbs and store in a dry place until wanted for planting. For Christmas blooming the bulbs should be started early in July and a succession of plantings until September will give the grower flowers until the following spring.

Gypsophila Paniculata.

There are few summer flowers that are of more use to the florist having a local trade than the gypsophila, for it lightens up work beautifully and greatly aids in softening the appearance of the summer flowers, many of which have a coarse look in floral work, and in bouquets, sprays and basket work the sprays are particularly useful. The grower not possessing a good bed of this should procure stock at once and plant them in a good, sunny position, and after once becoming established they require no further attention than to keep the bed free from weeds and occasionally cultivated. Seed can be now sown and as soon as large enough transplanted in rows outside where they can remain until another spring, when they can be again transplanted to permanent quarters, but to have plants that will bloom this year it will be necessary to procure older stock. The double form of this plant is even more beautiful than the single for some purposes, and its lasting qualities make it more valuable for a cut flower than the older variety.

Celosia Plumosa.

The plants of Celosia plumosa or the ostrich plume celosia are of very easy culture and make very showy plants for either the garden or the greenhouse. They form pyramidal bushes and the yellow and red plumes which resemble ostrich feathers stand gracefully above the foliage. While they make showy plants for the garden, finer specimens are grown under glass, and they make very showy plants in the late summer and fall. Seed sown in April will make fine plants for culture during the summer, but like all the celosias the young seedlings damp off easily. As soon as large enough they should be potted in good light soil in 2½-inch pots and later shifted to 4-inch to grow large plants to 6-inch pots. They should be grown in a good, strong light, for if shaded the plants will become drawn and the dwarf, compact plants are more desirable. C. plumosa aurea, the orange ostrich plume, and C. plumosa coccinea, the crimson ostrich plume, are the two best of the older varieties, and Pride of Castle Gould, a new introduction of the last few years, is the best of all the ostrich plume varieties and can be obtained in many colors.

Nephrolepis at Brooklyn Botanic Garden.

Report of R. C. Benedict, Resident Investigator, Brooklyn Botanic Garden, Brooklyn, N. Y.

Some eight months ago, the writer published in the trade press an account of the nephrolepis collection at the Brooklyn Botanic Garden, together with a suggestion for a means of co-operation between the garden and florists which would be of mutual benefit. The offer made in behalf of the garden was to send out small plants of named varieties from a list then published as far as duplicates were available, the purpose being to aid florists in the building up of collections and testing new varieties. Second, the garden offered to act as a bureau of information regarding these ferns, and, in this connection, offered to send out copies of a reprint of the nephrolepis article from the New Standard Cyclopaedia of Horticulture. Florists were asked in return to send information to correct or supplement the statements in the article, and also to send plants of varieties not on the list. The present statement is in the nature of a report on the results obtained with a further offer of co-operation on the same lines as before.

About 200 copies of the nephrolepis article have been sent out, the great majority to commercial growers. Several hundred small plants have been distributed in lots varying from five to 30 different kinds, according to what was available. These have gone to all corners of the United States, and applications have come from Australia and New Zealand. A considerable number of florists have thus been able to build up collections for exhibition purposes, and at least one grower expects to add one form so obtained to the list offered in a mail order catalogue.

The nephrolepis investigation work at the garden has also profited. The collection of nephrolepis forms has more than doubled. The list previously published included 40 named sports of N. exaltata Bostoniensis. The present list includes 70. Of varieties of other species, 15 names were given before. Now there are 50 names. It should be noted that I say "50 names," not 50 varieties. Some of these names are undoubtedly synonyms. The list of actually distinct forms may not be more than 30, but it is yet impossible certainly to determine the proper names for these varieties or the exact number of different kinds. The difficulty in correctly classifying these forms is due in part to carelessness and inaccuracy on the part of growers and others and in part to the fact that the classification of the original species of nephrolepis is an unusually difficult problem.

Besides the named varieties a considerable number of unnamed kinds have been sent in for experimental growing to the number of at least 50. When full grown plants of all kinds are developed it will undoubtedly be found that some of these unnamed forms are duplicates of varieties already in the trade. It is safe to say, however, that the present living collection at the garden includes at least 125 distinct varieties of nephrolepis.

About 30 of this increase of 60 odd kinds have been obtained by purchase from English and French growers. The remainder have been received through the co-operation of American growers and botanic gardens. The United States bureau of plant industry through its office of foreign introduction is now co-operating through its agents in all parts of the tropics, who are collecting specimens of the wild forms to be grown and compared with the types under cultivation.

The writer has continued his visits to commercial establishments through the aid of a grant of $100 from the American Association for the Advancement of Science. Growers in Columbus and Springfield, O., and in and about Boston, New York, and Philadelphia have been visited, some of them several times. A great deal of valuable information has been gained in this way. A partial scientific report of the study of these plants has been published in the May number of the bulletin of the Torrey Botanic Club, and reprinted as Contributions Number 13 of the Brooklyn Botanic Garden. Further reports are in preparation.

In the meantime the facilities of the collection continue to be available for the benefit of florists. Small plants of named varieties will be sent on application as far as the stock of duplicates allows. Definite applications for few and specific varieties will receive preference over general application but all will be served as far as possible. If general applications are made for the purpose of building up collections of varieties, the request for specimens should include a list of the kinds already being grown to avoid duplication.

Not all the varieties listed here are available for distribution, although there is a much larger assortment than last year. Some have only recently been received from England and there has been insufficient time for propagation of small plants. Others, especially some in the second group, are very slow to reproduce, or so large and require so much space that it has not been possible to give them bench room. In general, the varieties in the second group are mostly of little commercial value in the United States except for large collections.

Perhaps the collection can find its greatest value for florists as a clearing house of information about nephrolepis forms. How this might work out was suggested recently by a well known grower of the New York district. As president of one of the local growers' associations he received occasional requests for an opinion as to the value and distinctiveness of some supposedly new form of nephrolepis sent in by some florist of the district. The only means of answering such a question would be by reference to some practically complete collection of these forms. The writer will be glad to answer questions along this line and regarding any other phase of interest in connection with these ferns. Visitors are welcome at any time.

Nephrolepis exaltata. Once Pinnate Forms.

exaltata. wild species, tropics generally.
Bostoniensis. F. C. Becker, Cambridge, Mass., and others.
Childsi. John Lewis Childs, Floral Park, N. Y.
Dreyeri. Dreyer Brothers, Whitestone, N. Y.
Dwarf Boston. F. R. Pierson Co., Tarrytown, N. Y.

Edmontoniensis. H. B. May & Sons, Upper Edmonton, England.
falcata. Peter Wagner, Brooklyn, N. Y. (There is also an English falcata.)
Gretnai. B. M. Wichers & Co., Gretna, Louisiana.
Giatrasi. George Giatras, West Hoboken, N. J.
Harrisi. Wm. K. Harris & Co., Philadelphia, Pa.
New York. Geo. Giatras, West Hoboken, N. J.
Randolphi. Randolph & Sons, Verona, Pa.
Roosevelti. American Rose & Plant Co., Springfield, O.
Schultheisi. A. Schultheis, College Point, N. Y.
Scotti. John Scott Estate, Brooklyn, N. Y.
splendida*. Good & Reese Co., Springfield, O.
Teddy Jr. American Rose & Plant Co., Springfield, O.
viridissima. F. R. Pierson, Tarrytown, N. Y.
Wagneri, Peter Wagner, Brooklyn, N. Y.
Wanamakerit. Robert Craig, Philadelphia, Pa.

Twice pinnate forms.

Anna Foster. Lucius Foster, Dorchester, Mass.
Baby Pierson. (parentage uncertain.)
Barrowsi. Henry H. Barrows & Son, Whitman, Mass.
Clarki. Clark (?).
Duplex bernsteili. (?)
Elmsfordi. Scott Brothers, Elmsford, N. Y.
fosteriana. (Same as Anna Foster.)
Kingessing. Wm. K. Harris & Co., Philadelphia, Pa.
Millsi. Wm. K. Harris & Co., Philadelphia.
Piersoni. F. R. Pierson, Tarrytown, N. Y.
Piersoni "improved." Good & Reese Co., Springfield, O.
robusta. Robert Craig, Philadelphia, Pa.
Schilleri. J. L. Schiller, Toledo, O.
Scholzeli. Herm. Scholzel, New Durham, N. J.
splendida. Good & Reese Co., Springfield, O.
superbissima. F. R. Pierson, Tarrytown, N.Y.

Three pinnate forms.

Clarki* Clark (?).
elegantissima. F. R. Pierson, Tarrytown, N.Y.
elegantissima "improved." F. R. Pierson, Tarrytown, N. Y.
elegantissima compacta. F. R. Pierson, Tarrytown, N. Y.
elegantissima cristata. (?). (English.)
exaltata cristata. (?) (English.)
Galvestoni. J. D. Pruessner, Galveston, Tex.
lycopodioides. Thomas Rochford & Sons, Herts, England.
muscosa. F. R. Pierson, Tarrytown, N. Y.
Piersoni compacta-elegantissima compacta.
Pruessneri. J. D. Pruessner, Galveston, Tex.
Scholzeli. Herm. Scholzel, New Durham, N. J.
superior. Superior Nursery, Los Angeles, Calif.
todeoides. Thomas Rochford & Sons, Herts, England.
todeoides compacta. Thomas Rochford & Sons, Herts, England.
todeoides superba. Thomas Rochford & Sons, Herts, England.
Verona. S. Randolph & Sons, Verona, Pa.
Whitmani. Henry H. Barrows & Son, Whitman, Mass.
Whitmani "improved." Henry H. Barrows & Son, Whitman, Mass.
Whitmani compacta. Henry H. Barrows & Son, Whitman, Mass.
Wichersi. B. M. Wichers & Co., Gretna, La.
Wredii. Thomas Rochford & Sons, Herts, England.

Four pinnate forms.

Amerpohli. Edw. Amerpohl, Janesville, Wis.
dissecta. (English.)
Goodii. Good & Reese Co., Springfield, O.
"gracillima." (Not certainly the original gracillima of Barrows.)
magnifica. Henry H. Barrows & Son, Whitman, Mass.
Marshalli. H. B. May & Sons, Upper Edmonton, England.
Marshalli compacta. H. B. May & Sons, Upper Edmonton, England.
Neuberti. Neubert.
pulcherrima. (English.)
Rochfordi. Thomas Rochford & Sons, Herts, England.
Smithi. L. —. Clark, Washington Botanic Garden.

Five pinnate forms.

Craigi. Robert Craig, Philadelphia, Pa.
Willmotae. H. B. May & Sons, Upper Edmonton, England.

Nephrolepis varieties other than exaltata.

acuminata.
acuta.
Barteri.
Bausei.
biserrata.
biserrata (davallioides) furcans.
biserrata furcans minor (davallioides furcans minor).
biserrata var. (Undetermined form.)
canaliculata.
concinna.
cordata compacta—cordifolia compacta.
cordifolia compacta.
cordifolia gigantea.
cordifolia elegans.
cordifolia tessalata.
crispata congesta.
davallioides=biserrata.
davallioides furcans=biserrata furcans.
Duffii.
exaltata (=cordifolia).
"exaltata furcans"=biserrata furcans.
"exaltata grandiceps" = biserrata furcans minor.

*Produces some 2-pinnate leaves.
†As typically developed, 3-pinnate.
floccigera.
"Golwigheriana" (Zollingeriana?).
hirsutula.
hirsutula tripinnatifida.
Longii (=superba).
Mayii.
Mayii cristata.
Mayii ornata.
pectinata.
philadelphiensis.
pluma.
recurvata.
rivularis.
rufescens (hirsutula).
rufescens amabilis.
rufescens elegans.
rufescens tripinnatifida.
splendens.
superva.
tuberosa.
tuberosa plumosa.
washingtoniensis.
Westoni.
Wittboldii.
Zollingeriana.

Cincinnati.

HEAVY OUT-OF TOWN DEMAND.

The market is well supplied with stock and the end of the week should show even larger quantities, sufficient to meet the requirements of the largest volume of Easter business the trade in this city has ever experienced, the out-of-town demand being very heavy. Roses are in good supply and excellent American Beauties may be had. Carnations are also plentiful and generally are of good quality. The sweet pea receipts are also ample to meet all requirements, and have a fairly good call. Jonquils, daffodils, hyacinths and tulips are also in fair supply. Callas are fairly plentiful. Other offerings include excellent snapdragons, gladioli, lily of the valley, violets, marguerites and a few primroses. Greens are plentiful.

NOTES.

Louis Roth arranged a very pretty wedding decoration at the Hotel Alms last week which was very favorably commented upon.

Roy Rudolph and Miss Irene Markus will be married April 18, at the Evanston Presbyterian church.

H. W. Meckstroh has opened a new flower store in Clifton under the name of the Clifton Floral Co.

The regular meeting of the florists' society will be held Monday, April 9, at the Hotel Gibson.

C. E. Critchell has been showing American Beauties of excellent quality.

Visitors: Wm. Rodgers, Dayton, O.; Mrs. J. J. Lampert and Floyd Anderson, Xenia, O.; Miss Fannie White and O. Honaker, Lexington, Ky.; H. C. Schulds, Roanoke, Va.; Clark Marion, Overpeck, O. H.

Horticultural Society of New York.

The fall exhibition of this society will be held November 8-11 at the American Museum of Natural History. A schedule of classes and premiums for this exhibition is now being prepared and will be ready for distribution shortly. The following classes and premiums, open to all, for chrysanthemum plants have already been decided upon:

Specimen bushes, not less than 14-inch pots:

	First	Second
Yellow	$50.00	$35.00
White	50.00	35.00
Pink	50.00	35.00
Any other color	50.00	35.00
Anemone or single, any color	30.00	15.00
Not more than 14-inch pots:		
Yellow	$20.00	$10.00
White	20.00	10.00
Pink	20.00	10.00
Any other color	20.00	10.00

Specimen standards, not less than four feet in diameter and not less than three-foot stem, any color—$20.00 first, $15.00 second.

Not less than three feet in diameter and not less than 30-inch stem, any color—$15.00 first, $10.00 second.

Specimen, odd shape, in not less than 14-inch pots, any color—$20.00 first, $15.00 second.

In not over 14-inch pots, any color—$15.00 first, $10.00 second.

GEORGE V. NASH, Sec'y.

Worcester, Mass.

Heralded by an attractive full-page advertisement in the daily press, Randall's new flower shop at 22 Pearl street, Worcester, Mass., opened its doors to the public, March 31, and the handsome establishment, up-to-date in every appointment, planned by Frederick Coulson, architect, was thronged during the day and evening with admiring visitors. There was a gorgeous display of cut flowers and blooming plants and floral souvenirs were presented. If a successful opening is an omen of a flourishing business, this beautiful store, transformed to meet the steadily growing trade, year after year, will be a very busy establishment.

The Late Arthur Martin Kirby.

Arthur Martin Kirby, long connected with Peter Henderson & Co., well-known New York seedsmen, who for a number of years compiled the catalogues of that firm, at which work he was considered one of the most adept in the United Sttaes, died suddenly at his home in Montclair, N. J., March 26, aged 58 years.

Mr. Kirby was born in Ohio in 1859, but his family moved to Martinsburg, West Va., shortly after the civil war. In 1876 he entered the employ of Peter Henderson at the greenhouses in Jersey City and later was placed in charge of the flower-seed, bulb and implement department of Peter Henderson & Co., continuing in their employ until the time of his death.

He was extremely fond of flowers and maintained a very interesting garden at his home, where he tried out many new varieties from all sources. He was a versatile writer, with a strong power of imagination and his descriptive matter, particularly on flowers and bulbs, was most effective in his catalogue work. He was also the author of "Narcissus, Daffodils, and How to Grow Them." Mr. Kirby was very partial to sweet peas and was considered an authority on varieties. He was elected vice-president of the American Sweet Pea Society in 1914. He was a genial, companionable man, although he was not actively identified to any great extent with horticultural organizations. He was very popular with his fellow-workmen. Mr. Kirby was married and leaves twin daughters and one grandchild.

PATRICK O'MARA.

NEW ALBANY, IND.—Felix Losson has entered into partnership with his father, the firm to be known as Joseph Losson & Son.

DALLAS, TEX.—The Texas Seed & Floral Co., the Lang Floral & Nursery Co. and Alex Miller suffered glass damage from hail February 23.

ST. PAUL, MINN.—Mrs. O. J. Olson, wife of the well-known member of the firm of Holm & Olson, underwent a successful operation at a local hospital and is improving rapidly.

THE AMERICAN FLORIST

ESTABLISHED 1885.
Subscription, United States and Mexico, $1.00 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.
When sending us change of address always send the old address at the same time.
Advertising rates on application.
From the first issue the AMERICAN FLORIST has accepted only trade advertisements.
Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.
We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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CHIFFON is still a scarce item with the florist supply jobbers.

THE publicity given the garden movement is noteworthy. More than 20 weekly newspapers in leading Illinois cities are running gardening articles regularly.

LATEST Dutch reports, unconfirmed, are that freight steamers are coming to America in ballast to load provisions for return trips. If the above is true the spring bulbs and nursery stock expected will not come forward.

New York Flower Show Correction.

In Class 310 calling for climbing pink specimen rose, first prize was awarded to A. N. Pierson, Inc., Cromwell, Conn.; F. R. Pierson Co., Tarrytown, N. Y., second, instead of vice versa as previously reported through an error on the part of the jurors judging this class, and was in no way caused by either of the exhibitors involved.

CHARLES H. TOTTY.

Cleveland Flower Show.

The annual meeting and exhibition of the Chrysanthemum Society of America and the fall meetings and shows of the American Rose Society and the American Carnation Society will be held at the Hotel Statler, Cleveland, O., November 8-11. The preliminary premium list covering 122 classes has been issued and copies of same may be had upon application to M. A. Vinson, manager, 402 Leader-News building, Cleveland, O.

Association of Kew Gardeners in America.

Members, their ladies and horticultural friends to the number of about 30 attended the second annual banquet of the Association of Kew Gardeners in America, at Shanley's, New York, March 16, the event proving a most enjoyable affair. During the business meeting several important matters were discussed and the present officers re-elected as follows: Montague Free, president; James McPherson, vice-president; S. R. Candler, Southampton, N. Y., secretary-treasurer.

Flowers From Cuba.

Under date of January 26, 1917, the following communication recommending the placing of restrictions on cut flowers from Cuba was sent to the Secretary of the Treasury by Secretary D. F. Houston of the United States department of agriculture:

"It has been brought to the attention of this department by the state plant board of Florida that there is considerable danger of importing plant pests with cut flowers, especially roses, from Cuba. The rules and regulations under the Plant Quarantine Act of August 20, 1912, governing the importation into the United States of all plants covered under the definition of nursery stock in this act prohibit the entry of such stock unless a permit therefor has been granted by this department and unless the invoice is accompanied by an original certificate and each container bears a copy certificate issued by a duly authorized official of the country from which it is exported, stating that the nursery stock covered by the certificate has been thoroughly inspected by him or under his direction, and found or believed to be free from injurious plant diseases and insect pests. Cut roses and other cut flowers of woody perennial plants are included in the definition of nursery stock. You are therefore respectfully requested to issue the necessary instructions to customs officials in the state of Florida to refuse entry to roses and other cut flowers of woody perennial plants, except under permit and upon compliance with the other conditions governing entry as set forth above.

"There is no objection to allowing passengers from Havana to bring cut flowers aboard ship, but it is recommended that the inspectors at Havana be instructed to notify passengers that such flowers must not be landed; and that the inspectors at the Florida ports be instructed not to allow the flowers to be brought ashore. The horticultural inspectors of the state of Florida, who are also collaborators of this department, stationed at the various Florida ports of entry, will be glad to assist in the enforcement of these instructions."

Pursuant to the above, the treasury department issued the following instructions to Florida customs officers under date of February 7, 1917:

"The Collector of Customs, Tampa, Fla.

"Sir: I enclose herewith for your information and guidance a copy of a letter received from the department of agriculture under date of January 26, calling attention to the fact that the state plant board of Florida has stated that there is considerable danger of importing plant pests with cut flowers, especially roses, from Cuba.

"You will, as suggested by the secretary of agriculture, refuse entry to roses and other cut flowers of woody perennial plants except under permit and upon compliance with the other conditions governing entry, as set forth in his letter.

"It will be noted that there is no objection to allowing passengers from Havana to bring cut flowers aboard ship, but it is recommended that the passengers be notified that such flowers must not be landed.

JAMES W. BEVANS,
Acting Chief Division of Customs."

Hollyhock Rust Control.

According to plant disease specialists at Cornell University, Ithaca, N. Y., April is the time to take the first steps in combating hollyhock rust. Just as soon as the frost is out of the ground, examine each plant carefully and cut off close to the ground all large old leaves that have overwintered, leaving only the central heart with the small young green foliage. All old leaves and stems should be burned. It is on the old leaves and partly developed large leaves that the pathogene or disease causing organism winters, ready to affect the new leaves as fast as they appear. Next, examine the lawn or garden for a distance of from 50 to 100 feet in every direction and remove all mallows, which is a persistent and difficult weed to eradicate on account of its long stock-like root. This plant harbors the rust fungus, and is particularly favorable to it, as the disease can develop on it without killing it, and the fungus will spread from these to the hollyhock plants at every opportunity.

During the first six or eight weeks of the growing season, the hollyhocks should be examined carefully two or three times a week for any evidence of yellow rust pustules which will appear on the leaves, the leaf stems and on the stalks when the plants begin to make shoots, examining particularly the first set of leaves which develop. If yellow pustules appear on the leaves the whole leaf should be cut off. It will not be sufficient to pull off the leaf leaving the old peticle, because the fungus may be in that also. The plants may at first look rather ragged, but if they are to come through in good shape later even a large leaf with only one rust spot upon it should be destroyed. Spraying and dusting of plants with insecticides has been tried but the results have never been very satisfactory.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Man with experience in green house and nursery work, $15 per week. Send references.
H. G. W., 312 W. Chestnut St., Louisville, Ky.

Help Wanted. An A No 1 gardener for private estate; good wages and steady job for good man. Please state wages in first letter and apply to
R R McGEORGE, Wampum, Pa.

Help Wanted—Girl with some experience to work in a retail flower store. State experience, age and wages expected. Address
Key 766, care American Florist.

Help Wanted—Two men, one for store; one for greenhouse with knowledge in all branches; hustlers only; state wages and references.
J. B. GOETZ SONS, Saginaw, Mich.

Help Wanted—Rose house helpers and section men who have done some grafting. Apply
POEHLMANN BROS. CO.,
Plant B Morton Grove, Ill.

Help Wanted—Two men experienced in greenhouse work. One in retail sales department, one good potter. $16.00 per week to start.
F. HOLZNAGLE, Detroit, Mich.

Help Wanted—Experienced saleslady. Permanent position and good salary. Also several young ladies for the Easter rush.
THE CHICAGO FLORIST,
35 E. Adams Street, Chicago.

Help Wanted—Good all around greenhouse man as assistant to foreman. Must be a good potter and be able to handle hose, $65 per month and room. KLIMMER GREENHOUSE CO.,
Forest Park, Ill.

Help Wanted—An experienced general gardener; single; must know how to raise vegetables outside flowers and shrubbery. Wages, $50.00 per month, board and lodging. Apply
DR. J. H. VOJE, Oconomowoc, Wis.

Situation Wanted. On private place; experienced gardener and caretaker. Address
Key 774, care American Florist.

Situation Wanted—By a practical grower of cut flowers and plants commercial or institution capable of taking entire charge; life experience in Great Britian and this country. Prefer south. Good references.
FLORIST, 8 W. Chicago Ave., Chicago.

For Sale—84 foot corner with 4,200 feet of glass well stocked, including cottage. Must sell at reasonable price. ADDISON FLORIST,
4523 Addison St., Chicago, Ill.

For Sale—Glass, 6 x 8 to 10 x 12, single thick, $1.85; double thick, $2.85 per box.
METROPOLITAN MATERIAL CO.,
1303 1319 Flushing Ave., Brooklyn, N. Y.

For Sale—9 000 feet of glass with 7-room house in good location; retail and wholesale; five acres good land, in good condition. Address
Key 775, care American Florist.

For Sale or Rent—Greenhouses in good condition and good location; 23,000 sq ft of glass.
T. A. GROSSMANN,
5038 Lincoln Ave., Chicago, Ill.

FOR SALE—TWO GREENHOUSES.

One of an area approximating 14 000 square feet of glass, brick stack, heater and piping.

The other of an area approximating 1000 square feet of glass, headhouse 30 feet by 40 feet, heater and piping.

Write or apply to
SUPERINTENDENT OF BUILDINGS AND GROUNDS,
CORNELL UNIVERSITY, Ithaca, N. Y.

Situation Wanted

Head gardener, country estate superintendent or manager seeks position; competent, intelligent, temperate, steady; excellent greenhouse manager, life experience in growing all cut flowers, fruits and vegetables; landscape artist expert with orchard and farm crops, live stock and engines. Best references. **A. PAWLITZ,**
Pipestave Hill Farm, R.D. 97, W. Newbury, Mass.

SITUATION WANTED.

As working foreman or manager on a large commercial, public or private place. Good practical experienced grower and propagator of all cut flowers pot and bedding plants for Easter and Christmas forcing; landscape gardening, good vegetable grower, etc. German; married; no children. 34 years' experience in Germany and America. Honest, sober and steady; best of references. Please state particulars in first letter. Address
E. J., 625 Ivy Street, E. E. Pittsburgh, Pa.

HELP WANTED

Laborers to work around our greenhouses. Steady employment at $2.50 per day. Apply at

BASSETT & WASHBURN,
HINSDALE, ILLINOIS.

Help Wanted

Salesman, designer and all around storeman. Permanent position and good wages to the right party.
W. W. Adams, 1021 Rush St., Chicago

Help Wanted

Designer and General Salesman to take charge of Floral Department in a Seed Store. Give full particulars in first letter. Address
Key 770, care American Florist.

Help Wanted

A competent and thoroughly trained florist and landscape gardener to take charge of the gardening at the Topeka (Kansas) State Hospital for insane. Salary $50.00 per month, together with board, room and laundry. Applicants will please describe fully, qualifications, personality and experience. Address Superintendent,
Topeka State Hospital, Topeka, Kans.

Growers Attention

Chicago needs an exclusive growers' co-operative association. Growers doing a retail business not wanted. What have you to ship? If interested write
Key 776, care American Florist.

FOR SALE

Wholesale and Retail Greenhouse Establishment, located 17 miles from Minneapolis; 45,000 feet of glass; houses and stock in A-1 condition. Acre and one half of open fields, living house, barn, chicken coop and a fine orchard. $5,000 or more down, balance on easy terms, interested party take possession June 1. For full particulars write
Victor Peterson, Anoka, Minn.

To Seed Growers.

Advertisers, leading wholesale European Seed House, wish to get in touch with actual growers of Seeds, Farm and Garden, with a view to contracts. Please send terms and full particulars of special lines to
Key 769, care American Florist.

FOR SALE

Good paying retail store in leading Iowa city; modern in every respect. Great proposition for the right party. For further particulars, address
Key 771, care American Florist.

FOR SALE

5 greenhouses in good repair, 18x100 feet, and well stocked with about 4000 spring and bedding plants. The houses are heated by hot water. This is the finest business stand in this vicinity. 8 acres of fine garden from May, which may be sold with two houses if required. For further particulars apply to the
FENSING PARK NURSERY,
Mount Pleasant Avenue, LONDON, ONT.

FOR RENT

100,000 feet of glass in Chicago. Excellent location. Reasonable rent. Dissolving partnership.
Key 765, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $2.85; per 1000 $4.50. Samples on request. Electro of leaf, postpaid, $1.25. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

MOVE THEM NOW

Specialties for Vases, Window Box Stock, Bedding Plants.

THE EARLY ADVERTISEMENT GETS THERE.

The Florists' Supply House of America

Easter Weddings

Our Assortment of Wedding Accessories is the Largest in the Country.

Kneeling Stools, Ribbon Posts and Vase Standards, Tall Floor Vases, Shepherds' Crooks, Gates for the Aisle, etc. Bridesmaid's Baskets, Silk Fringed Lace Papers for the Bride's Bouquet, Baskets for the Flower Girls. Everything for the Wedding in the latest style, up-to-date in every particular.

Send for our latest illustrated supplement. A postal card will bring it.

H. BAYERSDORFER & CO., 1127-1129 Arch Street, PHILADELPHIA, PA.

Lancaster County Florists' Association.

Having a notification from the Reading florists that they were coming to visit us, we had been hoping for good weather and good roads, but Dame Nature would not have it that way, and instead of the delightful automobile trips we had planned, we were reduced to trolley service. J. Stanley Giles, John Downing, J. C. Bauder, Fulmer Lauck, Layton Butts, Frederick Frank, Alfred Loudon and Lee P. Arnold were the visitors and were met by Elmer Weaver, Harry Rohrer, B. F. Barr and the writer, and after lunch were taken to the M. J. Brinton establishment at Christiana by trolley with some 18 of our own boys as company. Mr. Brinton is the bulb king of this section and his place was quite an eye-opener to our visitors. He grows about 50,000 Spanish iris, about a quarter of a million lily bulbs and other stock in proportion, all of which is handled with the knowledge and care that produces 100 per cent results; of course there are some bulbs come blind, but that is the fault of the bulb. A batch of 3,000 gladioli produced less than 100 spikes; they were cold storage stock, and the small percentage of bloom is ascribed to this fact. They did, however, make excellent bulbs, but the production of bulbs in a greenhouse is an expensive proposition. Mr. Brinton, in addition to his bulb houses, has a block of Lord & Burnham houses devoted to carnations, and while not as good as he has had them on previous occasions, they were the envy of some of the growers looking them over, especially his Supreme. After the trip through the houses, Mr. Brinton acted as host and gave us a treat in a temperance cafe, where we spent a very enjoyable half hour waiting for our car.

Unfortunately on account of the time at our disposal we had to skip a number of places along this Christiana route, and places that our visitors would have enjoyed every much, but with only a few hours to do it in we had to jump from Christiana to Elmer and Chas. M. Weaver's at Ronk's, where sweet peas were to be seen in houses that made you tired to walk from end to end. Charles is the sweet pea grower and has some very good stock, houses being planted at different times coming along to keep the high quality of the cut. He also has a house of mignonette that has produced some grand stock, but is now being torn out to make room for his asters, of which he grows too many to count, all of them the early varieties. At Elmer's, we found a fine lot of seedling carnations, houses of the older varieties, and a good big batch of young stock. One of the carnation houses is not a carnation house—it is a sweet pea house with carnations. The carnations did fairly well before the sweet peas reached their six foot height, but are now beginning to suffer from the shade.

Getting back to Lancaster, a hurried trip was made to the B. F. Barr greenhouses, where we found the usual variety of stock being grown for store purposes, all of it being high in quality and superabundant for store needs. The sweet peas here, while not so numerous as at Weaver's, were the finest we saw all day. The new packing and warehouse building came in for its share of appreciation.

From Barr's we cut loose from business and went to the B. P. O. E. for a dinner ordered by H. A. Schroyer and A. M. Herr, and 18 of us ate a beefsteak dinner that could not be beaten for quality anywhere this side of the Atlantic. H. A. Schroyer entertained the visitors by roasting Chas. B. Herr and myself, and with a few good political stories.

The next call was the Chamber of Commerce rooms, where the meeting was called to order promptly at 7:30, and remarks were made by the visitors acknowledging their appreciation of their visit and inviting us to Reading. After seeing them on the car for home the meeting readjourned and Thomas Fries gave a very instructive talk on bulbs and other stock for Easter. He was given the thanks of the club. Albert M. Herr gave a resume of the proceedings of the Philadelphia club as we call their express meeting, and it was sincerely hoped that the New York meeting on March 16 will bring results. The question of coal prices was brought up, and there is not any one who has contracted at a less price than twice what he paid for this season's supply, many of them paying even more than double. If we do not raise our prices then we should adopt for our motto, Shakespeare's quotation, "What fools we mortals be." When you go to the coal man he says: "I'm sorry, but this is the price for next season." You are also sorry, but you sign your contract all the same. Why not say to your customer: "I'm sorry, but I will have to have this extra few cents for my plants this season in order to meet my own expenses"? If they really want the plant or flowers, they will readily pay the slight increase, the same as they are doing all along the line, and if they do not you are better off not to sell for your last year's price, which, in spite of all you can say or do, is a price that represents actual loss. George F. Leonard, of The Kentucky Tobacco Products Co., Louisville, gave a very interesting talk on Nico Fume, its uses, etc. For the next meeting J. Wade Galey will give us a paper on carnations. ALBERT M. HERR.

Miscellaneous Plants

Send your orders for the very finest hardened transplanted Tomato Plants obtainable. **Bonnie Best, Chalk's Jewel,** $5.25 per 1000. Same quality **Early Cabbage, Jersey Wakefield, Early Allhead,** $4.00 per 1000. **Sweet Peppers,** transplanted **Early Celery,** $5.25 per 1000. Cash with order. Prices f. o. b. Dunkirk, N. Y.

C. H. Richards, Dunkirk, N. Y.

Providence, R. I.

GOOD EASTER TRADE IN SIGHT.

Business is fair. The demand has kept up steadily, and generally has taken up most offerings in good order. The supply for the Easter trade seems to be adequate. Roses are in fair supply and carnations are more plentiful. Sweet peas are abundant, and prove to be a good seller. The supply of bulbous stock at times is larger than the market can easily take care of. Callas are short on this market but there is a good supply of Easter lilies. Some excellent snapdragons are arriving. Asparagus is very scarce. Pot stock for Easter is looking good, and prices are normal. Made up pans and baskets will sell well this year. There will be a large variety of foliage and blooming plants to select from and it looks as though the supply will exceed the demand.

NOTES.

Mrs. M. F. Pollock, who moved from her location on Franklin street, is now on Beacon avenue, and has larger quarters and a better location.

Westminster Greenhouses have an exceptionally fine showing of pot stock for the Easter trade. H. A. T.

Sensational New American Bedding Rose

"Los Angeles"

(Howard & Smith, 1917)

NEW HYBRID-TEA ROSE, LOS ANGELES.

It is a great pleasure to be able to offer such a meritorious new Rose, particularly so, one of American origin, and we believe that this splendid variety is only the forerunner of other equally good sorts "Made in America".

We have not only seen the originators' great field of it in California, but have also had the opportunity of watching the behavior of a dozen plants in our own trial beds the past Summer, under what has been one of the most trying seasons we have ever experienced and it has given a most satisfactory account of itself in strong, vigorous growth and in freedom of bloom, in which it was not equalled by any other variety in its first season after planting.

Following is the originators' description:

"Los Angeles is, by all odds, one of the finest Roses ever introduced. The growth is very vigorous and produces a continuous succession of long stemmed flowers of a luminous flame pink toned with coral and shaded with translucent gold at the base of the petals. In richness of fragrance it equals in intensity the finest Marechal Neil. The buds are long and pointed and expand into a flower of mammoth proportions, while the beauty of form and ever increasing wealth of color is maintained from the incipient bud until the last petal drops."

Unlike many of the new imported Roses, the plants are extra heavy two year old stock, which should give a full crop of flowers this season. Price, heavy two year budded plants, $1.50 each.

We make a specialty of two-year-old Roses, budded plants and such that will please your customers for spring planting. Our stock has all been potted up during the winter months, stored cool, and will be in prime condition for April and May Planting. Our list contains not only all the select standard sorts, but many new sorts offered by us exclusively in the United States. For complete list of varieties see our current Wholesale List, January to June issue, which will be mailed upon request, only to persons engaged in horticulture commercially.

HENRY A. DREER, 714 Chestnut Street, Philadelphia, Pa.

The above prices are intended for the Trade only

Kansas City, Mo.

WARM WEATHER FORCES IN OVERSUPPLY.

Business during the month of March proved a record-breaker, surpassing all expectations and beyond all preparations. The demand for funeral work was very heavy as the death rate was the highest in the history of the city. The demand in other lines was also better than is usual during the Lenten period. During the past week the warm weather caused an increase in the supply of cut stock and many pot plants for Easter appear to be too forward and soft, especially lilies, thousands of which are wide open a week before time. Cut roses show improvement and prices are reasonable. Carnations and sweet peas are a drug on the market and the quality is not as good as might be desired. Bulbous stock of all kinds is coming from all directions, owing to the fact that the growers cannot hold it back.

NOTES.

Charles Thomas, formerly with Geo. M. Kellogg Flower & Plant Co., has taken over the shares in the Rosery formerly owned by Ed. Ellsworth. The name Rosery will be continued. Mr. Ellsworth has also sold his farm at Independence to H. A. Delaney of Fall City, Neb., who will erect a range of glass on part of the property and raise hardy plants. Mr. Ellsworth will make his home at Forest Lake, where he will erect glass and grow for the wholesale trade.

W. J. Barnes reports the largest month's business in his history, especially in funeral work. This has helped to use up bulbous stock in large quantities, which brought good prices. His carnation crop has been exceptionally large and pot plants are fine. For Easter he will have a big line of plants and made-up baskets.

Easter supplies, especially in the basket line, are moving fast at the establishment of T. J. Noll & Co. Cut stock also sells well and the supply is plentiful. Preparations have been made for an exceptionally large Easter trade.

George M. Kellogg Flower & Plant Co. will have a fine line of pot plants for Easter. They have sold out their surplus of lilies and are now cutting plenty of carnations and roses, with American Beauty in better supply.

Samuel Murray will have one of the largest and choicest lines of Easter stock he has ever shown his patrons. Pot plants of all kinds, made-up baskets and novelties will be attractive features here as usual.

Captain Walter R. Barnes, son of W. J. Barnes, is once more doing military duty, as the local regiment has been called out. Captain Barnes is in command of Company K, Third Missouri.

Arthur Newell has added to his force E. C. Vossler, formerly of the Kimball Floral Co., Oskaloosa, Ia. Big preparations for Easter have been made at this establishment.

H. Kusik & Co. received a fine line of baskets and Easter supplies last week. The flower supply here is plentiful and moves fairly well.

Fred Fromholt has received a new Ford delivery car. Business has been far beyond his expectations.

Visitor: T. D. Long, representing Vaughan's Seed Store, Chicago.

E. J. B.

Over a Million Green Hyacinth Stakes

at the following special low prices:

	Lots of 5,000	Lots of 10,000
12-inch length	$0.90 per 1000	$0.85 per 1000
18-inch length	1.20 per 1000	1.10 per 1000

These prices only hold good until present stock is sold.
Write for prices in case lots, 25,000.

THE HOUSE OF MERIT

JOS. G. NEIDINGER CO.

FLORISTS' SUPPLIES

1309-11 N. 2nd Street, PHILADELPHIA, PA.

Mention the American Florist when writing

San Francisco.

STOCK PLENTIFUL WITH GOOD DEMAND.

Business quickly recovered from the dullness experienced during the beginning of Lent and trade may be said to be about normal again. There is plenty of stock of every description to be had. There is hardly a shortage in anything in the cut flower line. Roses are in large supply but prices have held fairly well in some cases, such as Russell and American Beauty, but other varieties are in such large supply that prices are ruling rather low. Carnations are still in over-supply. The St. Patrick's day demand cleaned up all the whites that were available. It seems that the coloring of white varieties has come to stay as far as this market is concerned. There was quite a large call for whites for the shipping trade also. The warm weather has knocked the color a bit on many of the pink and red varieties. There is quite a quantity of cut lilies arriving, but very few in pots as yet. They are of unusually good qualtity this season, showing that a fine grade of bulbs have been used. Prices are firm at about last week's figures. There is a very large supply of bulbous stock. Hyacinths, tulips, and daffodils can be had in any quantity. The supply of freesias is about done, the amount arriving now being very small. Violets are arriving in very large quantities, with prices about as usual, the street vendors disposing of enormous quantities daily. Sweet peas are daily becoming more plentiful. The warm weather is having a good effect on the quality of the flowers. Very few of the winter flowering Spencers are to be seen, but these, when in the market, bring a much better figure than the old winter flowering varieties. Orchids and gardenias are plentiful with no great call for them just at present. Vast quantities of flowering fruit blooms are to be had in any color. Acacias are shortening up rapidly, owing to the warm weather. There is a fine display of pot plants at all the stores, azaleas being especially favored. Some grand Azalea Hinodegerii are to be had. This beautiful evergreen azalea is very popular in this state, both for pot work and outdoor planting. Well grown ramblers, cyclamen and primulas are here in plenty. Erica Melanthera, splendidly grown, is seen in all the windows. Greens are becoming more plentiful with pleasant weather. Adiantums are perhaps the only item of which more could be used if the supply was not so short.

LATEST EDITION

ISSUED AUGUST 1916

The American Florist Company's

Trade Directory

FOR 1916

Contains 546 Pages. **Price $3.00 Postpaid.**

THE AMERICAN FLORIST COMPANY'S Trade Directory for 1916, fully revised to date, with thousands of new names and changes of address, is now ready for distribution. It contains 546 pages, including complete lists of the Florists, Seedsmen and Nurserymen of the United States, Canada, Central and South America arranged both by states and towns and all names alphabetically. Also lists of Foreign Merchants, Firms Which Issue Catalogues, Horticultural Supply Concerns, Parks, Cemeteries, Landscape Architects, Experiment Station Horticulturists, Botanical Gardens, Seed Growers, and much other conveniently indexed and invaluable trade information.

PUBLISHED BY THE

American Florist Co.

440 S. Dearborn St., CHICAGO

Canna YELLOW KING HUMBERT

(Emund's Queen Helen)

The Best Canna Novelty

This sport of King Humbert has the same habit of growth in the plants but with very dark green foliage and flower stalks excelling those of the King Humbert. The flowers are rich deep yellow, well spotted with red. Some plants occasionally give a scarlet or a scarlet-striped flower which is an effective and striking variation. In a bed or border the mass of trusses excel those of any other variety we know of.

We give below the opinion of Canna experts on this novelty:

W. W. COLES says: "This variety at a distance of one-half mile loomed up above everything else, and it was at first difficult to believe that a Canna could make such a beautiful showing at that distance. When this variety becomes known, I feel sure it will fill a place among the Yellow Cannas fully as important as King Humbert has among the reds."

STORRS & HARRISON say: "This is a wonderful new "sport" from King Humbert, bearing the same graceful heart-shaped leaves, but richly all-green instead of bronze; the same regal type and immense size of flower, but a brilliant Yellow instead of red, and produced much more abundantly. We predict for it a career fully equal to its red-flowered, dark-leaved parent."

GOOD & REESE say: "Immense flowers that are as large as the Orchid-flowering Cannas. Color golden-yellow evenly and distinctly spotted red. This Canna ranks right up with King Humbert. We have no hesitancy in saying there is no better Canna grown."

Price $20.00 per 100; $3.00 per doz.

VAUGHAN'S SEED STORE

CHICAGO — **31-33 W. Randolph Street**

NEW YORK — **43 Barclay Street**

Greenhouses, Nurseries and Trial Grounds, Western Springs, Ill.

NOTES.

The co-operation of the United States board of forestry has been secured for the great wild flower fete, to be held at the Fairmont hotel, April 24-28. One of its features will be its display of California trees, each tree of which will be labeled in order that those wishing to become acquainted with the various species of tree growth indigenous to this state may find the study greatly simplified. Mary Alice King will supply a miniature wild flower garden in one section of the Norman room, where the fete will be held. Carl Purdy, the well known California wild plant specialist, will also stage a large exhibit. Professor P. B. Kennedy, of the University of California, is planning an extensive and scientifically classified display of the state's flora. Mark Daniels, former national superintendent of parks, is director of the show, assisted by C. K. Bovestell, Jr. The daily papers are giving the show their hearty support and its success seems assured.

This state officially recognized the worth and work of Luther Burbank at Sacramento on March 7, which was his sixty-eighth birthday. An excellent picture of Mr. Burbank, surrounded by large quantites of flowers, was placed on view by Senator H. W. Slater, who hails from Burbank's home town. Senator Slater, on the invitation of Lieut.-Governor Stephens, spoke of the distinction offered California by numbering Burbank among its citizens. He called attention to the fact that throughout California thousands of school children would plant trees and shrubs in honor of Burbank. Burbank was forwarded a handsome rose-embossed birthday book, which contained the autographs of Governor Johnson, Lieut.-Governor Stephens, and the members of the senate. It was emblazoned with the great seal of the state of California.

A meeting of the California Dahlia Growers' Association was held last week at the Palace hotel to decide upon show dates and to discuss ways and means for bringing about amalgamation with the California Dahlia Society. Among those advocating the union were: A. W. Porter, T. A. Burns, Jessie Seal, A. Twitchell and C. S. Quick, secretary of the association. No decision was reached, however. It was decided to hold a dahlia show at the Palace hotel, with a charge for admission, in September, two weeks before the California Dahlia Society show at the Hotel St. Francis.

The various large nurseries near this city are doing a large volume of business this season. Roses, in particular, have cleaned up well, there being hardly any good stock left over. The demand for large ornamentals is unusually heavy. The same has been true of many fruit tree stocks. All things considered, it is proving one of the best planting seasons in years.

Daniel MacRorie left for an extended eastern trip a few days ago. He expects to be away for several weeks. His firm is very busy just at present and have added a new 5-ton White truck to their delivery service. T. Fenton is still on the sick list and the nursery is under the watchful eye of Andrew McDonald.

STOP POT AND STEM BREAKAGE

With the **DANN INSERT** in your auto springs; eliminates jolts and jars and saves tires. 1600 more miles guaranteed on tires.

FRED ALLEN AUTO SUPPLY CO.

1610 Michigan Avenue, CHICAGO, ILL.

AUTOMOBILE SUPPLIES

Have you received our catalogue? Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE

Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL.

There promises to be the usual good supply of pot plants for the Easter trade. MacRorie-McLaren Co., Eric James and H. Plath have an endless variety of the finest Easter specialties and at this date are booked very heavily for delivery during Easter week. Eric James' pot ramblers are especially fine.

Dr. J. P. Parker, of Santa Cruz, one of the leading orchid specialists of the state, is visiting in this city. Dr. Parker has a fine collection of all the leading commercial orchids. The greater part of his cut is disposed of in this market. G. N.

TOLEDO, O.—Louis F. Miller, local florist, found guilty of violating the state law forbidding the firing of boilers by other than licensed firemen, has filed suit in the federal court to have the law declared unconstitutional and discriminatory.

CARNATIONS---ROSES---BULB STOCK

Russell, Sweet Peas, Cattleyas, Valley, Beauties, Cecile Brunner

CURRENT PRICE LIST

IN EFFECT MONDAY, APRIL 9.

AMERICAN BEAUTIES.	Per doz.
Specials	$6.00
36 to 40 inches	5.00
30 inches	4.00
24 to 28 inches	3.00
Shorter	75c to 2.00

RUSSELLS.	Per doz.
Extra Long	$4.00
Long	$2.50 to 3.00
Medium	2.00
Short	75c to 1.50

		Per 100
Milady, Richmonds, Brilliants, Sunbursts, Ophelia	Long	$10.00 to $12.00
	Medium	8.00
	Short	4.00 to 6.00
Aaron Wards, White Killarney, Killarney	Long	$8.00 to $10.00
	Medium	6.00
	Short	3.00 to 4.00

Extra long special roses we charge accordingly.

MINIATURE ROSES.	Per 100
George Elgar	$2.00
Cecile Brunner	3.00
Baby Doll	3.00
Fireflame	4.00

SWEET PEAS.		
Sweet Peas,	Orchid-flowering	1.50
" "	Spencer	$1.00 to 1.25
" "	Short Spencer	.50 to .75

ORCHIDS.	Per doz.
Cattleyas	$6.00 to $7.50
Phalænopsis	3.00

CARNATIONS.	Per 100
Fancy	$4.00
Our selection	3.00
Splits	1.50

VALLEY.	Per 100
Fancy	$6.00
Firsts	4.00
Seconds	3.00

MISCELLANEOUS CUT FLOWERS.	Pe
Jonquils, Daffodils	
Tulips	
Darwin Tulips	
Easter Lilies	$10.00 to
Violets	
Snapdragons	per doz. 1.00 to

GREEN GOODS.	
Smilax	per doz.
Sprengeri, per bunch, 50c, 75c, $1.00	
Adiantum	
Adiantum Hybridium	
Farleyense	$10.00 to
Galax, gr. and br.	per 1,000
Leucothoe	
Mexican Ivy	
Ferns	per 1,000
Wild Smilax.	per case
Woodwardias	per 100

Every Florist Is Busy

and will have all the work that he can possibly attend to the next two months. Let us relieve you of the trouble of making up your wreaths for Memorial Day for we have the facilities to do it quicker and at a much less expense than you can.

Memorial Day Wreaths

SPECIAL INTRODUCTORY OFFER

12 Assorted 21-inch Wreaths like the accompanying illustration for **$15.00**

☛ If you desire to make up your own wreaths, bear in mind that we have the materials you need and can supply you with what you want at the most reasonable prices.

MAGNOLIA LEAVES

15-lb. Carton, ... $3.00

Immortelles--Cape Flowers--Prepared Lycopodium

SPHAGNUM MOSS, per Bale, $1.35; Doz., $15.00

POEHLMAN

72-74 E. Randolph St.,

OSE PLANTS, GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

RAFTED—2½-inch Russell .....$150.00 per 1000
Lots of 5000 or more..... 145.00 per 1000
RAFTED—2½-inch Ophelia, Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond ..... 120.00 per 1000
Lots of 5000 or more..... 110.00 per 1000
These prices are absolutely net cash.
For 3½-inch stock an additional $50.00 per 1000 will be charged.

OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner .....$7.00 per 100; 65.00 per 1000
Lots of 5000 or more..... 62.50 per 1000
Sunburst, own root....$10.00 per 100; 90.00 per 1000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

CHRYSANTHEMUM ADVERTISEMENT WILL APPEAR IN LATER ISSUES.

Palms Western Headquarters Palms

argest and most complete stock offered in the West, in a healthy, strong and clean condition.

NTIA FORSTERIANA SINGLE PLANTS
ch pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves			Each
a pots	6-7	30-32	inches high.....	1.50
a tubs	6-7	42-46	inches high.....	4.00
a tubs	6-7	48-50	inches high.....	5.00
a tubs	6-7	50	inches high, heavy	7.00
a tubs	6-7	8	feet high, heavy..	40.00
a tubs	6-7	9-10	feet high, heavy..	50.00

NTIA BELMOREANA SINGLE PLANTS.

Leaves			doz.	100	1,000
ch pots.....			$1.50	$12	$100
pots	5	10-12 inches high	2.50	18	150

			Each
pots	5-6	16 inches high	5.00 40.00 .45
pots	5-6	26-28 inches high.....	1.50
cimen plants, 15 inch tubs, $75.00 each.			

TIA FORSTERIANA MADE UP PLANTS.

Plants			Each
tubs	4	72-78 inches high, heavy..	30.00
tubs	4	75-80 inches high, heavy..	35.00

ASPIDISTRAS.
pots, 10-12 leaves, vari..... 1.50

ARECA LUTESCENS.

Plants			Each
6 inch pots	4 bushy	24-26 inches high....	$1.25

PHOENIX ROEBELENII.
4 inch pots, 50 cents each; 5-inch pots.....$1.00

PTYCHOSPERMA ALEXANDRAE.
2¼ inch pots, 90c per doz.....$7.00 per 100

LIVISTONA ALTISSIMA.
2¼ inch pots, $1.00 per doz.....$8.00 per 100

LIVISTONA ROTUNDIFOLIA.
4 inch pots.....50c each

STEVENSONIA GRANDIFOLIA.
4 inch pots .....50c each

DRACAENAS.

	Each	Doz.	100
5 inch Imperialis	1.00	12.00	
4-inch Terminalis	.40	4.20	
3 inch "	.25		22.00
5 inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

Miscellaneous Plants

CROTONS.
l colored, 4-inch, $4.80 per doz., 5- 60c and 75c each.

PANDANUS VEITCHII.

	Per doz.
.....	$ 4.20
.....	7.20
.....	12.00
.....	18.00
.....$24.00 to	$30.00

RUBBER PLANTS.

	Per doz.
5-inch pots	$6.00
6-inch "	9.00
7-inch " .....Each	$1.50 to $2.00
Larger plants .....Each	2.50 to 3.00

TABLE FERNS.

	Per 100
2½-inch pots	$4.00
3 -inch "	8.00

PTERIS ASSORTED.

	Per 100
4-inch pots .....$15.00 to	$20.00

ASPARAGUS PLUMOSUS.

	Per 100
2¼-inch pots	$4.00
3 -inch "	8.00
6 -inch " .....Each	.35

ASPARAGUS SPRENGERI.

	Per 100
2¼-inch pots	$3.50
3 -inch "	7.00
4 -inch "	12.00

HOLLY FERNS.

	Per 100
4-inch pots .....$15.00 to	$20.00

A Nominal Charge is Made for Packing.

N BROS. CO.

ong Distance Phone, Randolph 35.

CHICAGO, ILL.

Beauties, Roses, Fancy Russell, Carnations and Bulb Stock.

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

CURRENT PRICE LIST—In Effect Monday, April 9

AMERICAN BEAUTIES

Our cut mostly medium and short length stems, but very fine flowers.	Per doz.
Specials, extra long stems	$5.00
Stems 30 to 36 inches	$3.00 to 4.00
Stems 18 to 24 inches	1.50 to 2.00
Stems 12 to 15 inches	1.00
Shorter lengths	.35 to .75

RUSSELL—The best in this market.

	Per doz.
Specials, extra long	$2.00 to $2.50
Long	1.50
Good medium	1.00 to 1.25
Good short	.50 to .75

RED ROSES

Rhea Reid, Richmond and Hoosier Beauty	Per 100
Long	$8.00 to $10.00
Good medium	6.00 to 7.00
Good short	4.00 to 5.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$8.00 to $10.00
Good medium stems	6.00 to 7.00
Good short stems	4.00 to 5.00

Pink and White Killarney, Brilliant	Per 100
Long	$8.00
Good medium	$5.00 to 6.00
Good short	3.00 to 4.00

OUR SELECTION: Assorted Roses, not over half white, in lots of 200 or more, at the rate of $3.00 per 100.

CARNATIONS

Red, extra fancy **Belle Washburn**	$3.00 to $4.00
Pink and White, extra fancy	3.00

BULB STOCK

A large supply at market prices, depending on quality.

	Per 100
TULIPS	$2.00 to $4.00
PAPER WHITES	3.00
JONQUILS AND DAFFODILS	2.00 to 3.00
VALLEY	6.00

GREENS

ASPARAGUS and SPRENGERI	Per 100	$2.00 to $3.00
GALAX, Green or Bronze	Per 1000	1.25
CHOICE COMMON FERNS	Per 1000	3.50

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

EARLY EASTER DEMAND IS GOOD.

The early Easter demand is good at this writing and much heavier than last year. Stock of all kinds is plentiful and from present indications there will be plenty of nearly everything to go around, although it would not be at all surprising if the market cleaned up completely before the rush is over, which, of course, will depend largely upon the local demand. With favorable weather the local demand should exceed all expectations, for plants are unusually scarce and while the retail florists are pretty heavily stocked at present an early clean-up may be expected, consequently cut flowers will be pushed more than in former years and with the reasonable prices that are prevailing everyone feels like taking a change and when large displays are made the public cannot resist the temptation to buy. The quality of the cut flowers in general that are being offered is all that one could desire. American Beauty roses are in exceptionally large supply this year in the medium and longer stemmed grades and are in good demand owing to their splendid quality. Mrs. Chas. Russell roses are in good supply but an early cleanup is in sight for this variety. Ophelia is in good crop but is selling well and is always a favorite with the buyers. Killarney, White Killarney, Killarney Brilliant and all the other varieties grown for this market are arriving in large quantities, including a splendid grade of My Maryland and Champ Weiland. The miniature roses Baby Doll, Cecile Brunner, George Elgar and Fireflame appear to be plentiful but should clean up early. Carnations are more plentiful for Easter than was at first expected, but are selling well and seem to be cleaning up as nicely as can be expected. Orchids are in good supply but that there will be no surplus, is the general opinion of all the dealers. Gardenias should move quickly. Lily of the valley is in large supply and will no doubt be disposed of early, but the demand the past week on this item has been rather weak, consequently it was sold at lower prices than at any other time this season. Lilies and callas are good property and are commanding high prices. Snapdragons are seen in large quantities at several of the stores, but the demand seems to keep pace with the supply. Sweet peas are in brisk demand and will probably be in short supply before the end of the week, for the dealers do not appear to be any too anxious to accept too many orders just yet. Violets are more plentiful than last Easter but everyone expects to experience an early clean-up on first-class stock. Spanish iris is to be had but not in any great quantities. Calendulas, mignonette, daisies, freesias, anemones, lupines, pansies, forget-me-nots and other miscellaneous seasonable stock is included in the many offerings and is having a good call. Bulbous stock is in good supply, especially tulips and southern jonquils. Taken all in all, the offerings in cut flowers is complete in almost every respect and the supply is large with prices reasonable. Plants of all kinds have been in exceptionally heavy demand and cleaned up early, particularly lilies and azaleas, which had the best call. Many of the growers were unable to fill all their orders in full and report the most satisfactory cleanup in years. Business for the month of March has not been nearly as good as it might be and the general report is that sales are about 20 to 25 per cent behind those of the same month of 1916.

My Friend Bill

Says:

Create

He says: Again a few enterprising, up-to-the-minute men have proven that our trade may boast of many wide-awake members who can ably solve the Florists' problems, by offering the

Rapid Rapper

which has made probably the greatest success ever experienced in any branch of our business.

To These

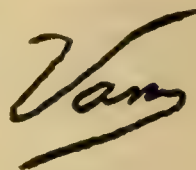
creators, benefactors and builders, we offer our heartiest congratulations.

Bill Says

that their great success simply proves that it more than pays to always strive to only give everybody in the trade

100%

Service



CUT FLOWERS

PERCY JONES, Inc., Chicago, Ill.

HEAVY CROP OF ROSES

RUSSELL AND OPHELIA

All the other varieties listed in the price list below. Order Here.

Buy Direct From The Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

In effect Monday, April 9.

	Per doz.
AMERICAN BEAUTIES	
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

	Per 100
RICHMOND	
Specials	$10.00
Select	8.00
Medium	6.00
Short	$4.00 to 5.00

	Per 100
MILADY	
Specials	$10.00
Select	8.00
Medium	6.00
Short	$4.00 to 5.00

	Per 100
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia	
Specials	$10.00
Select	8.00
Medium	6.00
Short	4.00 to 5.00

	Per 100
ROSES, OUR SELECTION	$4.00
Carnations, fancy	$3.00 to 4.00
Freesias	3.00 to 4.00
Harrisii	$12.50 to 15.00
Jonquils	3.00 to 4.00
Sweet Peas	.75 to 1.50
Tulips	3.00 to 4.00
Valley	6.00
Violets	.50 to 1.00
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Galax, bronze and green, per 1,000	$1.25
Ferns, per 1000	$3.50
Leucothoe Sprays	75c to 1.00
Smilax	per doz. strings 2.00 to 2.50

2,000,000 Feet of Modern Glass

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 **CHICAGO**

ROSES

Heavy supply of all the leading varieties grown for the World's Largest Wholesale Cut Flower Market, including the miniature Baby Doll, Cecile Brunner, Elgar and Fireflame.

EXTRA FANCY SWEET PEAS

An ample supply of Extra Fancy Stock in the Orchid Flowering varieties. This stock is bound to please your most exacting customers.

CARNATIONS--BULBOUS STOCK

We lead in Quantity, Quality and Variety. In addition we have a complete line of all other seasonable Cut Flowers, besides a full line of Greens.

Order Here You Cannot Do Better Elsewhere—Often Not Nearly As Good.

Beauties -- Roses -- Carnations

CURRENT PRICE LIST Subject to Change Without Notice.

In effect Monday, April 9.

AMERICAN BEAUTIES.	Per Doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00

RICHMOND.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short stems	4.00

MRS. CHAS. RUSSELL.	Per 100
Fancy stock	$10.00 to $20.00

PINK KILLARNEY, WHITE KILLARNEY, KILLARNEY BRILLIANT, SUNBURST, OPHELIA.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
Short Stems	4.00

MINIATURE ROSES.	Per 100
Baby Doll	$2.00
Elgar	2.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy White and Pink	$2.50 to $3.00
Good	1.50 to 2.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	3.50
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.25

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

NOTES.

A. Lange had a splendid quarter page advertisement in the Rotogravure section of the Chicago Sunday Tribune, April 1, devoted entirely to cut Easter lilies quoted at $1.50, $2.00 and $3.00 per dozen, according to the length of stems. The W. W. Barnard Co. also had a quarter page in the Rotogravure section featuring vegetable seeds. Vaughan's Seed Store's four column advertisement, twelve inches deep, well up in the front section of the same issue, was cleverly prepared and attracted much favorable attention.

Poehlmann Bros. Co. never had such a heavy demand for Easter plants as it did this year and sold out completely in all lines as early as last week. Lilies and azaleas had the best call, with rambler roses, hydrangeas and rhododendrons a close second. Palms also are moving quickly, and, judging from the heavy demand this firm is experiencing for cut flowers and supplies, this will be the best Easter that this company has experienced in years.

Percy Jones' establishment had a narrow escape from being destroyed by fire last Saturday, March 31, when a blaze broke out at noon in the kitchen of the Perfecto underneath. The smoke was so thick in the Percy Jones establishment that it could be cut with a knife, but outside of a little unpleasantness no real damage was experienced.

The well-known wholesale firm of Zech & Mann was twelve years old Thursday, March 29. The total sales the past year were the largest in the history of the firm, which is due principally to the able management of Allie Zech, who is always on the job early and late, looking after the wants of their many customers.

Matt Mann, Herman Schiller, R. J. Windler and Charles Hunt visited Alois P. Frey's Rose Lawn Nurseries, at Crown Point, Ind., Friday, March 30, making the trip by auto in Mr. Hunt's machine. The Rose Lawn Nurseries are better known as the home of the Rainbow freesias.

Peter Reinberg is well pleased with the outlook for Easter for the early demand has been exceptionally heavy and compares most favorably with that of last year. Manager Felix Reichling is confident of a grand cleanup in all lines before the rush is over.

F. G. Hely is now manager of The Rapid Wrapper Co., 56 East Randolph street, manufacturers of the Rapid Rapper, the greatest time-saving wrapping device known to the florists' trade. The local sales branch of The Rapid Wrapper Co. has been incorporated for $25,000.

The Chicago Flower Growers' Association is handling a large supply of Narcissus Poeticus in addition to a complete line of all other seasonable stock. The Easter demand is exceptionally heavy at this establishment and everything points to a record-breaking trade.

H. E. Philpott, of Winnipeg, Can., is helping out A. T. Pyfer & Co. during the Easter rush. Mrs. Philpott is seriously ill at Minneapolis, Minn., where she has been under the care of a physician since January.

Kennicott Bros. Co. is rapidly building up a nice shipping trade and the report at this house is that the out-of-town demand last week was exceptionally good and away head of the same week of last year.

Nicholas Lemperis is the proud father of a baby girl who gladdened his home on April 1. He does the buying in the wholesale market for Mangel, the Palmer House Florist.

J. A. Budlong reports a heavy out-of-town demand for stock for Easter, and everything indicates that the city trade will also be exceptionally heavy owing to the scarcity of plants.

A. Miller, of the American Bulb Company, has returned from a business trip to St. Paul and Minneapolis, Minn. He reports a scarcity of lilies in the twin cities for Easter.

O. A. & L. A. Tonner report a brisk demand for Spanish iris, which they are handling in addition to a large quantity of fancy snapdragons and other seasonable stock.

Fred Lautenschlager, with Kroeschell Bros. Co., is home from the east, where he represented his firm at the recent New York, Philadelphia and Boston flower shows.

F. O. Franzen has several nice orders booked for landscape gardening which he will give his personal attention to as soon as he is through with the Easter rush.

E. C. Pruner is home from a most successful trip through the southwest.

Joe Marks, with A. Henderson & Co., is back from a southern trip.

HANGING BASKETS

Enameled Green
Extra well made.

8-inch	$1.00 per doz.
10-inch	1.35 per doz.
12-inch	1.75 per doz.
14-inch	2.25 per doz.
16-inch	2.90 per doz.
18-inch	3.70 per doz.

GREEN MOSS

Fancy sheet 3-bu- sack well filled.
XXX quality.

$1.50 per sack

Pittsburgh Cut Flower Co.
116-118 SEVENTH ST., PITTSBURGH, PA.

Mention the American Florist when writing

Victor Young is now sole proprietor of the store doing business under the name of Victor Young & Company at 1239 North Clark street.

A. L. Vaughan & Co. report that Saturday, March 31, was the biggest cash day that they have experienced in years.

Weiland & Risch are cutting from a splendid crop of Champ Weiland roses for Easter, which are in brisk demand.

The Chicago Florists' Club will meet at Quincy No. 9, 150 West Randolph street, Thursday evening, April 5, at 8 o'clock.

The Chicago Florist, 35 East Adams street, is using the store two doors west during the Easter rush.

Mrs. Walter A. Amling, of Maywood, is visiting with her folks at Holgate, O.

Mrs. John Zech broke her right arm as a result of a fall last Sunday, April 1.

TO TRADE WITH US REGULARLY.

We always have a Tremendous Supply of All Seasonable Cut Flowers and Greens. Our service is so supreme that we seldom have a complaint from a dissatisfied customer which is the result of many years' of personal experience in filling out-of-town and city orders. You can depend upon us to take care of all of your orders properly at all times.

CURRENT PRICE LIST — Subject to Change Without Notice.

In effect Monday, April 9.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$6.00
Stems 48 inches	5.00
Stems 30 to 36 inches	4.00
Stems 24 inches	3.00
Stems 18 to 20 inches	2.00
Stems 12 inches	1.50
Short stems	100, $6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES.	
Richmond, special	$10.00
" select	8.00
" medium	6.00
" short	4.00
Milady, special	$10.00
" select	8.00
" medium	6.00
" short	4.00
Killarney Brilliant, special	$10.00
" " select	8.00
" " medium	6.00
" " short	4.00
Ophelia, special	$10.00
" select	8.00
" medium	6.00
" short	4.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	6.00
" " short	4.00
Killarney, special	$10.00
" select	8.00
" medium	6.00
" short	4.00
Mrs. Ward, special	$10.00
" " select	8.00
" " medium	6.00
" " short	4.00
Sunburst, special	$10.00
" select	8.00
" medium	6.00
" short	4.00
Cecile Brunner	3.00
Elgar	3.00
Baby Doll	3.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Special fancy	$2.00 to $4.00

ORCHIDS.	Per doz.
Cattleyas	$6.00

EASTER LILIES.	Per 100
Select	$12.50
Short	8.00

MISCELLANEOUS.	Per 100
Violets—Single and double	$0.50 to $1.00
Valley	6.00
Calendulas	3.00 to 4.00
Daisies	.75 to 1.50
Snapdragons, per bunch	.75 to 1.00
Mignonette	4.00 to 8.00
Callas, per doz.	1.50 to 2.00
Sweet Peas	.75 to 1.50
Jonquils	2.00 to 4.00
Tulips	2.00 to 4.00
Daffodils	2.00 to 4.00

GREENS.	
Asp. plumosus, per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Adiantum, per 100	1.00
Smilax, choice, per doz.	1.50 to 2.00
Fancy ferns, per 1,000	3.50
Galax leaves, per 1,000	1.25
Wild Smilax, per case	5.00
Boxwood —per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Stollery Bros., 1046 Wilson avenue, have sold their lease in their present quarters, which they have occupied for the past eight years, and will move into the old remodeled L station, directly across the street. They received a nice lump of money for surrendering their lease, which had three more years to run, and will have as good a location after they move as they did before.

Wietor Bros. never had such a large crop of American Beauty roses for Easter as they have this year, and feel proud of the splendid stock they are offering in this line. Their supply of Ophelia is also extra large and everything points to an early cleanup in both items.

The Freres-Windler Co. treated all their customers to a fine smoke on the opening of their new wholesale house Monday, April 2.

M. C. Gunterberg is offering a large quantity of fancy double violets, which are in larger supply with her this Easter than last year.

Double Violets

Large Supply of Very Choice Stock. Order Here—Prices Right.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 **CHICAGO.**

Mention the American Florist when writing

Mrs. Horton, of the Bassett & Washburn office force, was confined to her home several days this week with a severe cold.

Kyle & Foerster continue to supply the trade with gardenias, which are none too plentiful in this market.

Vaughan's Seed Store reports unprecedented demand for gladiolus bulbs in all sizes.

Visitors: Frank Gorly and Marion Uhlschmidt, St. Louis, Mo.; Joe Tuckis, Rock Island; W. L. Peglow, with The Kaber Co., La Porte, Ind.; Wm. Dilger, Detroit, Mich.

Chicago Bowling.

Scores made by the Florists in the North Chicago League, March 27:

Players—	1st Game	2d Game	3d Game
Huebner	156	180	206
Lorman	175	181	180
Einweck	140	155	209
Zech	136	180	170
Olsem	181	144	174
Totals	788	840	939

NEW BEDFORD, MASS.—Fred C. Covill has made improvements at his store.

ZECH & MANN

THE ALWAYS RELIABLE WHOLESALE FLORISTS

Large Quantities of Fancy

Orchid Flowering Sweet Peas
Russell--Valley
Roses-Carnations-Lilies-Greens

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

30 E. Randolph St., L. D. Phones Central {3283 3284 Automatic, 42-965 Chicago

We make a specialty of
High Grade Flowers
that will reach our customers in good condition and give complete satisfaction.
INCREASE YOUR PROFITS
by placing your orders with us.

A. T. PYFER & CO.
—Wholesale Florists—
30 E. Randolph St., CHICAGO, ILL.
Long Distance Telephone—Central 3373.

St. Louis, Mo.

TRADE EXTREMELY QUIET.

Business during the past week has been very slow, even funeral work being slack. This of course is caused by the "lull before the storm," as it were, the latter part of Lent always being slow. Roses of all kinds are plentiful and very good in quality. The cheaper grades move only at clean-up prices. Carnations are plentiful, but already show the effects of warm weather. Violets are soft and have no keeping qualities. Sweet peas are fine, and while they are coming in heavy, seem to move every day. This speaks well for Easter, as sweet peas are by far the biggest seller for Easter cut flowers and corsages. Callas and Easter lilies are a glut. Bulbous stock also crowds the counters. Greens of all kinds are none too plentiful.

NOTES.

The Retail Florists' Association had its monthly meeting March 26 with a large attendance. The principal business transacted was the adoption of a new constitution and by-laws. The new president, F. H. Weber, is getting into swing in a hurry.

G. H. Angermueller had to get busy himself the past week packing shipments of supplies for the Easter trade, especially with Harry (Spitz) Schlecter hobbling around with a lame foot.

The local retailers all seem to take a special pride in their window displays. No matter what section of town you go to, the window displays always are attractive.

Ed Westman, of Scruggs-Vandervoort & Barney, states he has 10,000 pots of lilies which he is going to sell at 50 cents per pot as an advertising

One of the daily newspapers had a half-page illustrated article in the Sunday edition March 25 on the Easter corsage and how necessary it was.

Some big decorations are booked for Holy Thursday and Easter according to reports from a number of retailers. feature for Easter.

Visitor: Sam Seligman, New York.

J. J. W.

Fort Wayne, Ind.

INDICATIONS OF SHORT EASTER SUPPLY.

The past week's business was quiet, and the florists took advantage of this condition to make extensive preparations for Easter. The weather has been very warm and has affected the greenhouse stock to a great extent. Flowers in general will not be very plentiful for Easter; roses especially will be at a premium, while Easter lilies will only be in moderate supply and will retail at 30 cents per bloom on the plants. In all pot and bulbous plants the prices will be correspondingly higher.

NOTES.

The gardening movement has been taken up in Fort Wayne by the public schools. Advertising is carried in the local papers with printed coupons which entitle the holder to the privilege of working vacant lots for gardening purposes the entire summer. Last year one thousand children cultivated gardens, one small boy netting a profit of $150 on one city lot and doing all the work himself.

Harry Doswell, landscape architect, is drawing plans to landscape Harrison Hill, an exclusive real estate addition.

Edgar Wenninghoff is driving a new Ford touring car and expects to do a large Easter business.

H. K.

MANKATO, MINN.—The Windmiller Floral Co. will make extensive alterations at its establishment this spring.

LONDON, ONT.—After a careful survey of the large ranges in this vicinity, it is estimated that the supply of stock for Easter will be 30 to 40 per cent below normal this year.

ST. PAUL, MINN.—Holm & Olson are planning to erect a large cold storage warehouse to care for their increasing spring and fall trade and guard against climatic conditions.

If you want good stock and good treatment

Send Your Orders to us for

ROSES, CARNATIONS,

Valley, Sweet Peas, Lilies, Callas, Lupines, Jonquils, Calendulas, Snapdragons, Hyacinths, Stocks, Tulips, Mignonette, Daisies, Pansies, Forget-me-nots and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood. We have home grown Asparagus—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE.

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Snapdragons--Sweet Peas

Also Carnations, Daffodils, Tulips, Mignonette, Jonquils, Roses, Freesias, Poeticus, Callas, Stocks, Pussy Willows, Violets, Etc.

SUPPLIES

Fancy line of Cut Flower and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies **30 East Randolph St., CHICAGO, ILL.**

Nashville, Tenn.

TRADE UNAFFECTED BY LENT.

The Lenten season has had no effect on the trade in this city; if anything, the demand during the past few weeks has been better than at any time since the holidays, increased by an unusual number of funerals, among them being those of a number of prominent residents. The weather is fine and the supply of flowers seems sufficient to meet all demands.

NOTES.

Geny Bros. arranged a handsome floral flag 2x3 feet which was presented to Ex-President Taft upon the occasion of his visit to this city recently. It was presented by the Knights of Columbus and was a very artistic piece of work. This firm is cutting some very good American Beauty at present and will have a plentiful supply of roses of all kinds for the Easter trade. Violets are done for and so are the azaleas, but there will be a nice lot of rhododendrons at this establishment.

Thomas H. Joy and wife have returned from St. Louis, where they attended the spring flower show. The Joy Floral Co. is cutting fine roses of all kinds, especially the Killarneys, Ophelia, Richmond, Ward and Cecile Brunner. This firm will have a fine line of plants for Easter, among them Spiræa Gladstone and a complete line of bulbous stock.

Mrs. Brown, the widow of Joe Brown, is still running the business, although she has not settled definitely on her future plans. She is at present superintending the work of several capable men and is meeting with good success. Trade has been good and she has a fine lot of stock that will be in right for Easter.

C. H. Tritchler is in the market every Saturday with a fine wagonload of blooming plants. Mr. Wain, of Stainback avenue, is also there with pot hyacinths of excellent quality.

Mr. Donahue, who was responsible for the large stock of rose plants and shrubbery put on sale here a few days ago, has sold out the entire stock except a few fruit trees.

M. C. D.

PAWTUCKET, R. I.—The mayor of this city has designated April 21 as "planting day."

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches...	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,

Wholesale Florist

1324 Pine St., ST. LOUIS, MO.

COLUMBIA, PA.—Mrs. Goldbach has discontinued her flower shop in this city and will give her entire time to her establishment at Lancaster.

GREAT NECK, N. Y.—W. G. Woodger, formerly of Pocantico Hills, N. Y., has taken the position of superintendent of the Booth estate here.

For the Retailer or for the Grower
KENNICOTT BROS. CO.
WHOLESALE FLORISTS
IN CHICAGO H. B. KENNICOTT, President. J. E. POLLWORTH, Sec'y and Gen'l Mgr.

Pittsburgh, Pa.

MARKET BADLY OVERSTOCKED.

Poor weather and an overload of stock has crippled business considerably. The market has been flooded with all kinds of stock, especially lilies, callas and bulbous stock of all kinds. Some dealers claim the disagreeable weather had something to do with the decline in business; others say it was due, and now is the time, The outlook is there will not be a great deal of excitement in the flower business much before Easter. But taking it all as a whole, we will not complain very much as this has been a very good season all through and everyone seems satisfied. Carnations are still holding up well, the best selling at $3 per 100 and the mediums at $15 per 1,000. Roses still hold up in price and will continue until Easter, but we do not look for an advance much over present figures. Bulbous stock, such as tulips and daffodills, are sold at remarkably low prices. Lilies are very plentiful at present and many are sold at $6 per 100, the top price being $8. Many callas are arriving and suffer the same fate as the Longiflorum lilies. Sweet peas are cleaning up each day at fair prices. Snapdragons and yellow daisies are coming good and sell readily. Smilax and all other greens are very scarce.

NOTES.

Nearly all of the local plantsmen are sold out of good azaleas. The John Bader Co. sent out a card notifying the trade that it was sold up on azaleas, but has plenty of other good stock to offer.

The McCallum Co. is offering some very fine lilies and sweet peas to the trade this Easter. The supply department has been kept busy rushing orders out in time for Easter.

John Harris and John Manos, who have been on the sick list for the past two weeks, will soon be on the job again. George Marshall is back again after a brief illness.

George Wessenauer of Sewickley is preparing for a large Easter business this year. It is remarkable how he has increased his business in that select suburb.

Randolph & McClements have some very good blooming plants, but they will use them all for their retail business.

Abe Krongold is making a fine display of plants and cut flowers in his new location on Liberty avenue.

With a scarcity of good plants for Easter, the cut flower business should see an increase this year.

Jos. Thomas of Greensburg has a fine lot of hydrangeas he is offering the trade this year.

H. J. Irwin has opened a new store in Monesson, Pa.

M.

GREAT NECK, L. I.—William E. Maynard will open a flower shop here April 1.

LOUISVILLE, KY.—Miss Eunice Walker, daughter of Herbert Walker of the F. Walker Co., has been awarded a prize of $25 for the best cover design for a tablet by the board of education.

SPHAGNUM MOSS
Wisconsin burlaped bales perfectly dry, $1.50 each.
Full line of Supplies and Wire Work.
All Cut Flowers in Season
The Cleveland Florists' Exchange, 660 Huron Rd., CLEVELAND, OHIO

Albany, N. Y.

CLUB MEETING.

Brevity marked the meeting of the florists' club on the evening of March 29. Out of respect to Frederick Henkes, formerly president of the club, the meeting was adjourned after a few minutes' session and all boarded automobiles for the home of Mr. Henkes at Newtonville to express their sympathies on account of the death of his oldest son, Frederick J. Henkes, who was ill four days with erysipelas. The young man was 19 years old and was actively engaged in helping his father and uncles to conduct their business of wholesale florists. For the meeting, Roman J. Irwin of New York sent some exhibits of new carnations. Three were from S. J. Goddard, Framingham, Mass., and two from the Cottage Gardens Co., Inc., Queens, N. Y. The three specimens grown by Mr. Goddard were: Laddie, a salmon pink, to be introduced in 1918; Doris, dark red; Rosalia, dark pink, introduced in 1917. The Cottage Gardens Co. contributed Crystal White, to be introduced in 1918, and Cottage Maid, light pink, to be introduced this year. The five varieties were favorably commented upon and had good points in four qualifications—size, color and length and strength of stem. Some violets, double and white, made up into a design were shown by James Snyder, a grower of Rhinebeck.

NOTE.

Among the recent visitors to the city was Patrick Welch, president of Welch Brothers Company of Boston. He was on his way from Montreal and stopped over to visit the Albany Cut Flower Exchange, in which he has an interest. Mr. Welch said he found business in Montreal and Albany quiet, but the prospects for Easter were good, judged by the orders the retailers have placed with the wholesale house in Montreal and the one in Albany. The retailers have ordered full lines in a wide variety.

R. D.

Oklahoma City.

Flower stores are already putting on their Easter garb with rambler roses and bulbous plants in profusion. Storemen say that the prospects for a big trade are assured; never before were there so many orders placed in advance.

NOTES.

The five and ten-cent stores are handling a large amount of small plant stock, and this includes not only hardy plants but small palms and ferns as well. One of the dry goods stores has been trying out special Saturday sales of roses and carnations. Whether this will be a permanent feature or not remains to be seen.

Southern Wild Smilax
$2.50 per case.
Natural Green Sheet Moss, $1.75 per bag of 100 square feet.
Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.
Southern Grey Moss, $2.50 per bag of 25 lbs.
E. A. BEAVEN, Evergreen, Ala.

Joseph Ziska & Sons
169-175 N. Wabash Ave., CHICAGO
Wire Designs and Wholesale Florists' Supplies

Mention the American Florist when writing

REFRIGERATORS
WRITE FOR CATALOG
Buchbinder Bros.
518 Milwaukee Ave., Chicago, Ill.

Mention the American Florist when writing

Joseph E. Wiltgen Michael F. Freres
Wiltgen & Freres
WHOLESALE FLORISTS
Long Distance Phone, Randolph 1975
173 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

D. E. FRERES R. J. WINDLER
The Freres-Windler Co.
30 E. Randolph St., Chicago
Room 218 Atlas Block
Long Distance Phone, Majestic 7175

Mention the American Florist when writing

Furrow & Co. are cutting some excellent stock of carnations and roses at their Guthrie establishment. Among the roses, the varieties that are doing so well include Ophelia, Hoosier Beauty and Killarney.

S. S. B.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

John Kruchten Co.

162 North Wabash Avenue, **WHOLESALE FLORISTS** L. D. Phone Central 8016-8017. **CHICAGO, ILL.**

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, **Wholesale Florists** Long Distance Phone, Randolph 6784 **CHICAGO**

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978.

ZECH & MANN

Wholesale Florists

30 East Randolph St., - - Chicago

Telephone Central 3284

A. L. Randall Co.,

RANDO BRAND Wabash Ave. and Lake St., CHICAGO, ILL. RANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

Wholesale Florist

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

WEILAND & RISCH

SHIPMENTS EVERYWHERE — GROWERS AND SHIPPERS CUT FLOWERS — IMMEDIATE DELIVERIES

154 NO. WABASH AVE. CHICAGO

PHONE CENTRAL 879

Wholesale Flower Markets

Chicago.

EASTER PRICE LIST.	Dozen
Roses, Beauty, specials	$6 00
" " 36-in.	5 00
" " 30-in.	$3 00@ 4 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short, per 100,	6 00@ 8 00
" Mrs. Chas. Russell	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	4 00@12 00
" Killarney	4 00@12 00
" White Killarney	4 00@12 00
" Richmond	4 00@12 00
" Prince de Bulgarie	4 00@12 00
" Rhea Reid	4 00@12 00
" My Maryland	4 00@12 00
" Mrs. Geo. Shawyer	5 00@15 00
" Milady	5 00@15 00
" Sunburst	4 00@12 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	4 00@12 00
" Ophelia	4 00@12 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	5 00@15 00
" Tipperary	4 00@12 00
" Francis Scott Key	5 00@15 00
" Bayard Thayer	5 00@20 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	3 00@ 6 00
Cattleyas, per doz.,	6 00
Freesias	2 00@ 4 00
Gardenias, $4 00 per doz.	
Sweet Peas	1 00@ 2 00
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons, $0 75 per doz.	
Violets	50@ 1 50
Lilium Harrisii	12 50@15 00
Valley	4 00@ 6 00
Jonquils	3 00@ 4 00
Daffodils	3 00@ 4 00
Mignonette	4 00@ 6 00
Bouvardia	4 00@ 8 00
Pansies, per bunch, 10c@15c	
Adiantum Croweanum	1 00
Ferns, per 1000,	3 00@ 3 50
Galax "	1 00@ 1 25
Leucothoe	75
Mexican Ivy, per 100,	5 00@6 00
Plumosus Strings, each,	60@ 75
Smilax, per doz.,	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case,	8.00
Wild Smilax, per case,	$5 00

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

Mention the American Florist when writing

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.

Evergreen, Ala.

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. Chicago

WHEN YOU NEED
BEAUTIES IN QUANTITY
Let us figure on your order. Our prices will interest you and the quality will more than come up to your expectations.
THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

EASTER MARKET CONDITIONS EXCELLENT.

Conditions appear especially favorable to a full supply in all lines of cut flowers for Easter. The temperature of the past week has been a trifle above normal, helpful to the backward crops and such that air can be freely given to hold those that are forward. The past week's business has been satisfactory; there has been a fairly active demand with no oversupply of stock. American Beauties are more plentiful. Other roses are also gaining and the quality all along the line is fine. Carnations are about equal to the demand, most of them grade high. Sweet peas are a distinct factor; quantity and quality have never been exceeded in this city. The market has somehow adjusted itself to the influx of this wonderful flower. Three years ago it would have been impossible to move the shipments that are now received and handled without trouble. Carnations are probably the flower that has suffered most in the competition, as many growers have planted at least a part of the space formerly occupied by carnations with sweet peas. Easter lilies are now, and will for the coming week be in full supply. Callas are also plentiful. Cattleyas will be the choice flower; $1.00 to $1.25 each is the quoted price for Easter delivery. The supply of lily of the valley is about normal. There will be quantities of violets—they are still favored as a corsage flower for Easter Sunday, particularly with a few gardenias, which latter will be in good supply. There is every indication of a good Easter trade. Nearly all the growers are sold out. Hydrangeas are good stock, as azaleas this season are not half a crop; in some cases whole shipments will have to be summered and grown on for next season. This is owing to the long delays en-voyage last fall. Rhododendrons arrived safely and many fine lots are seen, particularly Pink Pearl, a house full of specimen plants of this variety at W. K. Harris' being exceptionally well flowered. Spireas are seen in fine shape in all the stocks. America, a rich pink, is a special with W. K. Harris. This variety should rank high in all future Easter stocks.

CLUB MEETING.

There was a fair attendance at the meeting of the florists' club, held April 3, the feature of the evening being the wonderfully interesting account given by J. Otto Thilow of his recent trip to the Hawaiian Islands. The speaker was in his best vein and gave a glowing description of the wonderful flora of these beautiful islands. The club decided to accept the invitation of the Pennsylvania Horticultural Society to join that body in a spring exhibition next year that would eclipse anything ever before held in this city.

NOTES.

The artistic success of the rose festival is still uppermost in the minds of those who worked so hard to bring it about. The advanced ideas which were so well carried out, such as the garden effect of the exhibits as a whole, the covering of the floor of the exhibition spaces with moss and growing ferns,

EDWARD REID
American Beauties, Orchids, Valley. High Grade Roses and Carnations.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

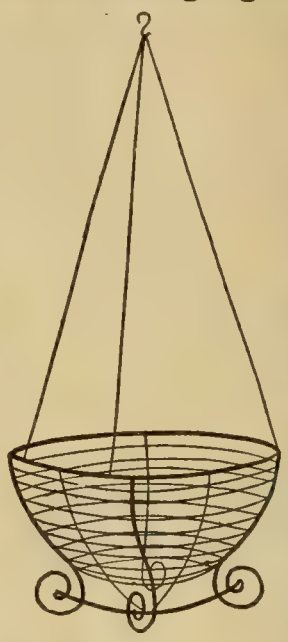
WELCH BROS. CO.
WHOLESALE
Cut Flower Market
262B DEVONSHIRE STREET, BOSTON, MASS.
Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

Wholesale Flower Markets

CINCINNATI, April. 4.	Per 100
American Beauty, per doz.	1 00@ 6 00
Roses, Killarney	4 00@15 00
" Mrs. Chas. Russell	8 00@15 00
" Ophelia	8 00@15 00
" Richmond	4 00@15 00
" Sunburst	4 00@12 00
Carnations	3 00@ 6 00
Lilium Giganteum	12 50@15 00
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Sweet Peas	75@ 2 00
Jonquils and Daffodils	2 00@ 3 00
Tulips	4 00

BOSTON, April. 4	Per 100
Roses Beauty	20 00@60 00
" Killarney Queen	4 00@12 00
" White and Pink Killarney	4 00@12 00
" Double White Killarney	4 00@12 00
" Killarney Brilliant	6 00@16 00
" Hadley	6 00@16 00
" Cardinal	4 00@10 00
" Mock	8 00@16 00
" Mrs. Chas. Russell	8 00@16 00
" Sunburst	8 00@16 00
" Taft	4 00@12 00
" Milady	4 00@10 00
" Ward and Hillingdon	4 00@10 00
" My Maryland	3 00@12 00
Cattleyas	35 00@50 00
Lily of the Valley	3 00@ 4 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO, April. 4.	Per 100
Beauty Special..per doz.,	$6 00
" Fancy.... "	4 00
" Extra.... "	3 00
" 1st..... "	2 00
" 2nd..... "	50c@1.00
Roses, Killarney	4 00@10 00
" My Maryland	4 00@10 00
" Sunburst	4 00@10 00
" Ward	4 00@ 6 00
" Ophelia	5 00@15 00
" Russell	10 00@15 00
" Stanley	6 00@10 00
" Mock	6 00@ 8 00
" Shawyer	4 00@12 00
Lily of the Valley	6 00@ 7 00
Lilies	10 00@12 00
Cattleyas	40 00@50 00
Carnations	2 00@ 3 00
Violets	30@ 40
Asparagus Sprengeri	35@ 50
Ferns	per 1000, 2 50
Smilax	15 00@20 00

Wire Hanging Baskets

We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.
Measure across top of basket.
Size Per doz.
8 inch....$1.10
10 inch.... 1 35
12-inch.... 1.60
14-inch.... 2.10
(Special larger sizes made to order.)
GREEN SHEET MOSS.
Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.
1 Bale (5 bundles) for ..... $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00
H. G. BERNING,
1402 Pine St., St. Louis, Mo.

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Wholesale Florist
262 Devonshire St., Boston, Mass.
Telephone Main 2698.
American Beauties, Orchids, Valley, Carnations.
All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.
Central Market
ROSES, ORCHIDS, VALLEY
High Grade Carnations
Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers and Greens

RICE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing

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Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

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Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, VIOLETS, EASTER LILIES and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

A good opening for a few more growers of cut flowers.

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(Successor to McCallum Co.)

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Manufacturers and Importers of Florists' Supplies.

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Trade Directory

Containing the Names and Addresses of Florists of the United States and Canada.

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Special Picked. Leave Your Regular Orders with Us.

Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.

FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN,

Wholesale Florist.
1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, April. 4.	Per 100
Roses, Beauty, special	30 00@50 00
" " fancy	20 00@30 00
" " extra	15 00@20 00
" " shorter grades	10 00@12 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	5 00@12 00
" White Killarney	5 00@ 8 00
" Liberty	10 00@30 00
" Hadley	10 00@35 00
" Sunburst	6 00@12 00
" Ophelia	8 00@15 00
" Hoosier Beauty	8 00@15 00
Carnations	2 00@ 4 00
Cattleyas.....each. $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	4 00@ 6 00
Calendulas	2 00@ 3 00
Daisies, yellow	1 50@ 2 00
Violets, single and double	50@ 75
Sweet Peas	75@ 2 00
Freesias	3 00@ 4 00

PITTSBURGH, April. 4.	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	3 00@12 00
" My Maryland	3 00@12 00
" Sunburst	3 00@12 00
" Mrs. Aaron Ward	3 00@12 00
Cattleyas	75 00
Lilium Giganteum	12 00
Carnations	3 00
Lily of the Valley	5 00
Snapdragons	5 00
Paper Whites	3 00
Violets	50
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, April. 4.	Per 100
Roses, Killarney and W. Killarney	4 00@10 00
" Ward	4 00@ 6 00
" Mrs. Chas. Russell	6 00@30 00
" Ophelia	5 00@12 00
" Hoosier Beauty	5 00@12 00
Lilies.....per doz., 1 50@ 2 00	
Cattleyas....per doz., 6 00	
Carnations	1 50@ 3 00
Rubrums	4 00
Valley	4 00@ 6 00
Violets	75@ 1 00
Sweet Peas	75@ 1 50
Tulips	2 00@ 4 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16-inch	2.90
18-inch	3.70

THE McCALLUM CO.

INC.

Pittsburgh, - Pa.

Mention the American Florist when writing

ST. LOUIS, April. 4.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	4 00@10 00
Carnations	3 00
Valley	4 00@ 6 00
Lillies	10 00
Orchids	50 00@ 60 00
Ferns	per 1000, 3 00

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

forming a natural green background, the elimination of the exhibition tables, the universal basket covered vase in suitable sizes, together with the elaborate decoration of the hall, are all steps forward, setting a standard that will undoubtedly be adopted in all the large exhibitions of the country.

Robert Jamison, the man responsible for the seven-foot Hadleys of the Jos. Heacock Co. at the rose festival, and any other grower with like success in raising the standard of the forcing roses, should have some kind of recognition at the hands of the society. Such good work is deserving of great praise and a little remembrance.

Edward Reid is set for a big Easter and the large orders coming in look as if he would have the time of his life getting through. Easter lilies, carnations and tip top roses are the specialties, with cattleyas and lily of the valley on the side.

An effort has been made by all growers to boost prices for Easter plants, by which it is hoped to get back some of the excess coal and labor expense of the past winter. As they are for the most part sold out, it is to be hoped that the slight advance went through; an appreciation such as this will be sure to put vim and ginger into preparations for next year.

The nomads of the street gentry are now forbidden access to the shopping district of Walnut, Chestnut and Market streets. It is also contrary to law to rent space on the sidewalk, but quite a number of stationary flower cases or stands are operating in the crowded shopping centers.

An extra force and night work is now the condition with Jos. G. Neidinger, the next two months being his busiest of the year. Magnolia wreaths and waxed flowers for their decoration are strong features here.

H. Bayersdorfer & Co. had a wonderful Easter business. Now it is, get ready for Memorial day. Magnolia leaves and wreaths for the cemetery are generally handled in great quantities.

Easter lilies, callas, high grade sweet peas and bulbous stock together with a line of tea roses are the feature of the Berger Brothers' line for Easter. Business has been good the past week.

The Leo Niessen Co. is prepared for their largest Easter business. American Beauty roses, Easter lilies and the finest sweet peas they have ever handled, will be the leaders.

High-grade roses in all the popular varieties are features of the stock of the Philadelphia Wholesale Florists' Exchange. They expect a great Easter business.

Secretary Rust reports a very good attendance at the spring show, notwithstanding the great attractions of the rose festival held at the same time.

Sweet peas of exceptional quality are the feature with E. Bernheimer. Prima Donna and September Morn roses are selling well.

The S. S. Pennock-Meehan Co. has taken an additional store at 1638-40 Market street to handle its Easter plant stock. The plant business of this firm is rapidly assuming large proportions.

K.

OUR MOTTO: The Best the Market Affords.

Valley

Orders taken now for 1917 Crop of German - Swedish - Dutch Pips.

CHAS. SCHWAKE & CO., Inc., 90-92 West Broadway, New York.

New York.

SUPPLY INCREASES BUT DEMAND WEAK.

Mild weather during the past week brought an increased supply of stock to market and the movement in the wholesale district has been slow. With Easter near at hand, there should be an awakening soon, but at this writing everything moves slowly. American Beauties have been more plentiful and the best have been hard to move at the wholesale rate of 40 cents. In tea roses there is an abundant supply and briefly stated, everything is plentiful. The street boys are now active and are handling quite a line of stock. Plants, as a matter of course, are the leading features in the retail stores and will continue to be until near the end of the week.

A. F. F.

Costos Sakelos, New York.

Costos Sakelos.

Costos Sakelos, the Colonial Florist of New York, is one of the most enterprising retailers of that city. He has been in business for 16 years and now has five stores. He is president of the Greek-American Florists' Association, a member of the New York Florists' Club and popular in all branches of the trade. His chain of stores cover both Manhattan and Bronx boroughs and he makes swift delivery to any place within 40 miles of New York. His headquarters and main office is at Broadway and 157th street.

A. F. F.

HENTZ & NASH INC. N.Y. WHOLESALE COMMISION FLORISTS GROWER AGENT 55 and 57 West 26th St.

Mention the American Florist when writing

—We are—

Wholesale Florists

Have twenty-two years' experience behind us, and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.

GUTTMAN & RAYNOR, INC.

PHONES: FARRAGUT 558 2036 2037

101 W. 28th St., NEW YORK

Seattle, Wash.

Business has been very quiet. Stock is plentiful, especially bulbous plants and flowers. Carnations have been rather low in price, $2.50 per 100 the very best. Asparagus is rather scarce.

A big plate glass window in Cheasty's store, Second avenue and Spring street, was broken March 27 when one of Rossaia Bros.' trucks crashed in to it.

P. E. L.

BALTIMORE, MD.—John Simon's Sons have added a handsome auto to their delivery service.

NEW ORLEANS, LA.—Chairman C. W. Eichling of the flower show committee of the New Orleans Horticultural Society has submitted a schedule of prizes for the fall show.

DANVERS, MASS.—The Essex County Independent Agricultural College has completed a new demonstration building at a cost of $60,000. A large greenhouse will be erected in the near future.

PAUL MECONI
WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

J. J. COAN, Inc. Wholesale Florist
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Phones 5413 5691 Farragut
EVERYTHING IN CUT FLOWERS

Riedel & Meyer, Inc.
Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
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Wholesale Commission Florist
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Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
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Telephone 7362 Madison Square
Mention the American Florist when writing

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WHOLESALE FLORIST
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Telephone 5335 Farragut.

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WHOLESALE FLORIST
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut.
CONSIGNMENTS SOLICITED

Telephone Farragut 9761.
Goldstein & Futterman
WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York

Telephone Farragut 634, 3066
HERMAN WEISS
Wholesale Florists
106 W. 28th St., NEW YORK

Wholesale Flower Markets

NEW YORK, April 4.

	Per 100
Roses, Beauty, special	25 00@40 00
" " extra and fancy	15 00@20 00
" " No 1 and No 2	4 00@ 8 00
" September Morn	6 00@20 00
" Prima Donna	4 00@12 00
" Alice Stanley	2 00@10 00
" Mrs Geo. Shawyer	2 00@ 8 00
" Double White Killarney	1 00@ 8 00
" Killarney, Special	4 00@ 6 00
" " No 1 and No 2	1 00@ 3 00
" " Queen	2 00@ 8 00
" " Brilliant	2 00@ 8 00
" Aaron Ward	4 00@10 00
" Richmond	1 00@ 8 00
" Sunburst	2 00@10 00
" J L Mock	2 00@15 00
" Ophelia	2 00@10 00
" Mrs. Chas. Russell	2 00@15 00
" Hadley	4 00@50 00
" Hoosier Beauty	1 00@ 8 00
Cattleya Orchids, special	75 00
" inferior grades	25 00@35 00
Rubrums	6 00@ 8 00
Lilies, Longiflorum and Formosum	4 00@ 6 00
Lily of the Valley	4 00@ 5 00
Carnations	1 00@ 3 00
Mingonnette, per doz	25@ 75
White Lilac, per bunch	50@ 1 00
Gardenias, per doz.	1 00@ 4 00
Sweet Peas	25@ 50
Sweet Peas, Spencers	1 00@ 1 50
Snapdragons	8 00@16 00
Violets	15@ 25
Yellow Narcissus	1 00@ 2 00
Darwin Tulips	5 00@ 6 00
Tulips	1 25@ 2 50
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus, doz. bchs.	3 00@ 4 00
Smilax, doz. strings	75@ 1 25
Freesias	1 00@ 1 50
Iris, per doz	50@ 1 50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, New York City
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.

Growers' Cut Flower Co., Inc.
E. J. VAN REYPER, Manager
Roses, Carnations, Violets
And all the NOVELTIES in the market.
LILIES AND VALLEY EVERY DAY IN THE YEAR
Consignments Solicited.
Phones: 6237 Farragut 3563 129 W. 28th St., New York

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WHOLESALE FLORIST
64 West 26th St., NEW YORK
(Opposite Coogan Building)
20 years experience
Consignments Solicited and Prompt RETURNS GUARANTEED.

WM. KESSLER,
Successor to Kessler Bros.
113 W. 28th St., NEW YORK
CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut Shipments Everywhere
Prompt and satisfactory. Consignments solicited

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 26th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising.
V. S. DORVAL, Secretary.

The Kervan Company
FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
Telephones: Farragut 2164-5893
119 West 28th St., NEW YORK

George B. Hart
Wholesale Florist
24-30 Stone St., Rochester, N.Y.

Nippon Garden, Inc.
Successors to Satow & Suzuki
259 Fifth Avenue New York
Greenhouses: Woodside, L. I.
Telephone: Madison Square 8950
We are headquarters for Japanese Miniature Gardens, Fern Dishes, Vases, Flower Pots, Jardinieres and Dwarf Plants. A great stock of Fern Monkeys and Fern Balls.

M. C. Ford
121 WEST 28th STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

BADGLEY & BISHOP, Inc.
Phones 1664—1665 Madison Square
34 West 28th Street, NEW YORK
Receivers and Distributors of Choicest Cut Flowers
Mention the American Florist when writing

Easter Baskets

FOUR SPECIAL OFFERS:

Assortment 1.
25 Assorted Baskets for potted plants and cut flowers..... **$6.00**

Assortment 2.
VERY SPECIAL
25 Assorted two-tone decorated tumbler baskets with liners... **8.00**

Assortment 3.
25 Assorted baskets for plants with liners..... **$14.00**

Assortment 4.
25 larger Assorted baskets for plants with liners..... **21.00**

To Reach Our Store take a Chicago Avenue, Division Street, Milwaukee Avenue or Armitage Avenue car at State and Randolph Streets and get off at Huron Street. Cars stop right in front of our store and display rooms.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., Chicago

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,
1302-1308 W. Division St., CHICAGO

Rochester, N. Y.

LULL BEFORE EASTER RUSH.

Just before the Easter rush, trade in general has been affected by a lull. Of course there is funeral work and orders of various kinds, but business is not what it should be at this time. Stock is abundant, especially bulbous flowers, and pot plants are in good supply. Calla and Harrisii lilies are in over supply and have begun to accumulate. Rose receipts are heavy and prices have dropped. Sweet peas of excellent quality are received in numbers far greater than requirements. Carnations are pale in color and are beginning to show the effect of the sunny weather by brittle stems and over production.

NOTES.

At H. P. Neun's range, Mr. Thomann, the foreman, is producing some excellent Primula obconica, lilac and azalea plants. Mrs. A. F. Keyes of this firm has returned from a trip to Cincinnati, Toledo, Cleveland and points west, where she called on many florist stores.

Charles Curtice, of Irondequoit, is growing fine orchid sweet peas nine feet in height. His stock this year is better than ever and he is booking large orders for Easter. He has 1,000 Easter Greeting pelargoniums right on time.

The Rochester Floral Co. has added another office at the rear of the store; also a balcony fitted with counters and cases, which will prove an advantage during the Easter rush. Paul Kennedy is now in the employ of this firm.

H. E. Wilson has a fine lot of pot plants for the Easter trade. Miss Ethel Phillips, bookkeeper at this establishment for a number of years, and a very popular young woman, was married April 3.

E. C. Kaelber is competing for the prize offered by the Fulper Vasecraft Co., and arranged ten different styles of vases filled with choice flowers, which made a very pleasing display.

George T. Boucher is arranging some very handsome window displays. One of rhododendron plants with large vases of daffodils was especially effective.

W. A. Dawson, of Willimantic, Conn., has introduced his new carnation, Red Wing, in this city and the blooms are finding favor with the trade.

The trials which the experiment station at Cornell University are making here with Geo. B. Hart's refrigeration system are proving satisfactory.

Salter Bros. have renovated and redecorated the interior of their lower store. They have been doing a great deal of funeral work lately.

Paul Campers, of the Rosery Flower Shop, is having a heavy call for funeral work and reports a steadily increasing cut flower trade.

David Scott, of Corfu, is producing fine giant snapdragons and long-stemmed orchid sweet peas, for which there is a good demand.

George Kramer has returned from Buffalo, where he attended the funeral of the father of Henry Krauss, of S. A. Anderson's force.

Hugo Teute's plants are in fine condition for Easter. He is disposing of large quantities of primroses.

J. B. Keller Sons have been very busy with funeral work, many of the designs being elaborate. CHESTER.

Paper Boxes For Cut Flowers

Notice our prices on your **Most Popular Sizes** in that **Most Popular Mist Gray Shade**

18x5x3, 3 in. Lid $28.00 per 1000
24x5x3½, 3½ in. Lid $39.00 per 1000

Other sizes in proportion. **Printed Free** in lots of 1000. We also carry a White and a Green Box in stock. Quality guaranteed—Service, the kind you want.

Lindley Flower Box Co., Marion, Ind.

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Massachusetts Agricultural College Notes.

Professor A. H. Nehrling left Amherst March 17 to take up his new work as manager of the McDonald Floral Company, Crawfordsville, Ind. Clark Thayer, instructor at Cornell, has arrived to fill temporarily the position left vacant by Professor Nehrling.

The Florists' and Gardeners' Club Annual is being distributed. Members of the trade may obtain copies by addressing Harry Saidel, Amherst, Mass.

C. E. W.

NEW BRITAIN, CONN.—Fire believed to be of incendiary origin completely destroyed the flower shop of A. C. Strom, February 21, resulting in a loss of between $3,000 and $4,000, partly insured.

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Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bragg's Flower Store, Rochester, Minn.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Broadway Florist, The, Los Angeles, Calif.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
California Florist, Tacoma, Wash.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago.
Central Floral Co., Detroit, Mich.
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Cooke, Geo. H., Conn. Ave. and L, Washington.
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The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

FERRY'S seeds are offered by Marshall Field & Co.

SOME Dutch travelers are booking return passage on Norwegian steamers.

ROCKFORD, ILL.—Mrs. Caroline Miller Brown, mother of Mrs. H. W. Buckbee, died here March 28.

ATLANTA, GA.—H. G. Hastings & Co. report February 26, the last Monday of the month, as a big mail order day this season.

PARIS, KY.—Spears & Sons, bluegrass seed dealers, have purchased 350 acres of land near Escondida, Bourbon county.

FRENCH BULB prices, according to a Dutch report, are 30 francs for Narcissus Paper White Grandiflora and 120 francs for White Roman hyacinths.

OKLAHOMA CITY.—A pure seed bill was passed at the last session of the legislature. Attorneys for the seedsmen have petitioned the governor to withhold his signature.

MARCH weather has been favorable for the mail order seed trade. The rush of this business, which overcrowded most houses, has been steadied by the moderately cool weather.

ONION SETS at Chicago are selling at from $4.75 to $5.25 per bushel. Some printed quotation cards show higher prices but actual sales on South Water street do not confirm any higher figures than given above April 4.

NEW YORK.—J. B. Deamud at Vaughan's Seed Store reports new high records in mail and counter trade.—Submarine warfare has evidently crippled the auction sales of imported nursery stock and spring bulbs in this city.

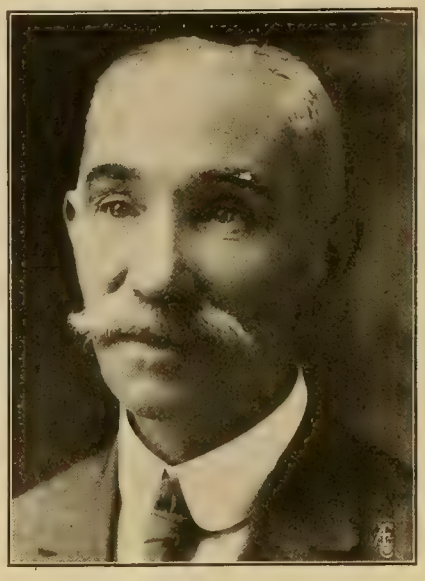
PACIFIC FREIGHT RATES.—Regarding the possibility of increased ocean freight rates on the Pacific it is stated by a concern doing large business on that ocean that the amount of tonnage available is greater than last year and the rates logically should not be advanced.

AT a meeting of the stockholders of the United States Beet Seed Co., held at the Congress hotel, Chicago, last month (March), T. R. Cutler, vice-president and general manager of the Utah-Idaho Sugar Co., was elected president of the seed company to succeed H. H. Rolapp, the former president.

VISITED CHICAGO: C. W. Scott, New York, and S. Suzuki, of the Yokohama Nursery Co., the latter enroute to Japan; R. G. Lyon and W. W. Freeborn, of H. G. Hastings & Co., Atlanta, Ga.; G. W. Taylor, Georgetown, Ky.; R. E. Brotherton, of the Peninsula Seed Co., Port Huron, Mich., enroute to Seattle and the Washington pea district.

FARMER'S Bulletin 773, entitled "Corn Growing Under Droughty Conditions," issued by the United States department of agriculture, shows in a general way how crop failures may be made less frequent in semi-arid regions.

NEW ORLEANS, LA.—The J. Steckler Seed Co. reports that the seed business this year is very much greater than that of 1916. While some of the individual purchases are not as large as last year, the volume of sales is largely increased.



The Late Arthur Martin Kirby.

See Obituary, Page 641.

California Seed Crop.

San Francisco, March 24.—C. C. Morse & Co., report as follows: "The demand for seeds this season to date compared with 1916, is in every case greater, in many instances showing an increase of over 50 per cent. On many varieties of sweet peas, and on mixtures also, the demand has increased, though we hardly expected the demand to be as good for sweet peas. We are fully booked up for all of our lines and have been for some time, and every day we are forced to refuse many customers.

"The growing season in California this year is very backward, and we figure at the present time that all crops are at least a month behind normal. This is accounted for by the very cold, dry weather experienced in January, and by the fact that a large acreage had to be replanted. We have had ample rain for the crop, but we will not object to one or two showers in April.

"Our most serious trouble at the present time is the question of labor, as the wages demanded by common field hands are now 50 per cent higher than they were a year ago."

Seed Catalogues.

Seed catalogues are not always so discreet. I do not know why it is, but there is something restless about their effect; one does not sit down to be soothed by them at the end of a distracting day. Perhaps it is the very principle of life and growth on which they depend, the leapening pulse of the awakening year which beats through their pages; perhaps it is the anticipation of all the pains one will have to take with those seeds to make them amount to anything. At any rate, Christopher and I never sit down to Burpee or Henderson without a distinct summoning of resolution; and we never get up without having ordered twice as many seeds as our garden will accommodate. Seed catalogues are dangerous. They go to one's head.—Scribner's for April.

Sugar Beet Seed.

The most vital problem now confronting the domestic beet sugar producers is the matter of obtaining beet seed. The domestic beet sugar producers require annually over 125,000 bags of seed in order that sufficient raw material may be furnished the various factories. Under normal conditions this amount of seed would cost approximately $1,000,000. The figures presented at a recent meeting of the beet sugar producers show that this amount is costing, under the present conditions, over $3,000,000. The beet sugar producers have decided to increase their beet seed operations in this country to a large extent and expect within a few years to be able to supply a large part, at least, of their seed requirements with home-grown beet seed.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Thorburn's

SEEDS AND BULBS

For the Trade

J. M. THORBURN & CO.

Established 1802

53 Barclay Street, - New York

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,

PEDRICKTOWN, N J.

Mention the American Florist when writing

Grass Mixtures

FOR

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,

CHICAGO, ILL.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

My New PRICE LIST of

Winter Orchid-Flowering Sweet Pea Seed

Has been mailed. If you have not received a copy, send Postal for it.

Part of new crop is ready now.

Ant. C. Zvolanek, Lompoc, Calif.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

HARDY LILIES

Full cases of Lilies at 1000 rate.

	Doz.	100	1,000
LILIUM AURATUM			
8- to 9-in.	$0.75	$5.75	$52.00
9- to 11-in.	1.60	9.00	85.00
LILIUM MELPOMENE MAGNIFICUM			
8- to 9-in.	1.00	6.00	55.00
LILIUM SPECIOSUM ALBUM			
8- to 9-in.	1.50	8.50	80.00
LILIUM SPECIOSUM RUBRUM			
8- to 9-in.	1.00	6.00	55.00

Madeira Vines

Large Bulbs, $2.00 per 100, $18 per 1,000.

Fancy-Leaved Caladiums

The English collection containing twelve varieties of the very finest transparent leaf sorts. Extra fine bulbs. $2.25 per doz., $15.00 per 100.

Brazilian Collection of 12 varietes. $1.50 per doz., $12.00 per 100.

Mixed Brazilian Varieties. $1.25 per doz., $10.00 per 100.

Tuberoses	100	1000
Double Pearl. Bulbs 4 to 6 in. in circumference	$1.00	$7.50

Arthur T. Boddington Co., Inc.

128 Chambers Street, NEW YORK.

ORDER SEED PACKETS NOW FOR 1918

Paper scarce. Requirements will be double.

THE BROWN BAG FILLING MACHINE CO.

FITCHBURG, MASS.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

The L. D. Waller Seed Co.

Guadalupe, California

Wholesale Growers of

FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS

Correspondence Solicited.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Western Seed & Irrigation Co.

Wholesale Seed Growers and Dealers

SPECIALTIES:

Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, NEBRASKA.

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA.

Lily Bulbs

Shipment from Storage

	Size.	Per Case.	No. in Case
Giganteum,	7- 9 in.,	$14.50	300
"	8-10 in.,	16.50	250
"	9-10 in.,	16.50	200
Multiflorum,	7- 9 in.,	15 00	300
"	8-10 in.,	17.50	250
Auratum,	9-11 in.,	9.00	100

Giganteum shipped from Chicago as well as New York.

McHutchison & Co. The Import House

95 Chambers St., NEW YORK

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.

Rocky Ford, Colorado.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

American Bulb Co.

A. Miller, President.
WHOLESALE DEALERS IN
Bulbs, Seeds, Supplies, Etc.
178 N. Wabash Ave., Chicago, Ill.

Mention the American Florist when writing

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER.
Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.
Correspondence Solicited.

Mention the American Florist when writing

R. & M. GODINEAU
SEED GROWERS
Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.

EDGAR F. HURFF,
Correspondence Solicited. **SWEDESBORO, N. J.**

Mention the American Florist when writing

We carry a reserve stock of all the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Mention the American Florist when writing

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

F. O. FRANZEN 5319 N. Clark St. CHICAGO

Mention the American Florist when writing

Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000
Thenanthos - -	$12.00	
White Enchantress,	$3.00	$25.00
White Wonder, -	3.00	25.00
Matchless, - - -	3.00	25.00
Peerless Pink, - -	3.00	25.00

	Per 100	Per 1000
Aviator, Best Money Maker,	$6.00	$50.00
Ward, - - - - -	$3.00	$25.00
Washington, - -	3.00	25.00
The Herald, - - -	3.00	25.00
Victory, - - - -	3.00	25.00
Champion - - -	3.00	25.00

MISCELLANEOUS PLANTS

Wandering Jew, 5 varieties, **Lantana, Trailing Lantana, Sweet Alyssum, Ageratum, Feverfew, Dusty Miller, Salvia, German Ivy, Rose Geranium, Cupheas, Mesembryanthemums,** large flower, **Petunias,** double and single, **Snapdragons.** All above 2½ in. stock, $3.00 per 100; $25.00 per 1000.

FUCHSIAS
2 in.....3c each 2½ in.....4c each
3 in.....6c each

BEGONIAS
Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

CALCEOLARIA HYBRIDUM
3 in.....10c each 4 in.....15c each

SCHIZANTHUS WISTONENSIS
3 in.....5c each

PRIMULA MALACOIDES
2½ in.....3c each 3 in.....5c each
5 in.....15c each

PRIMULA OBCONICA
4 in.....10c each 5 in.....15c each

YELLOW DAISIES
2½ in.....4c each

PYFER & OLSEM, Wilmette, Illinois.

Mention the American Florist when writing

KELWAY'S

SEEDS--Flower, Vegetable and Farm

For present delivery or on contract. Wholesale only.
Special quotations for next season and from 1917 harvest now ready.

Langport, - England.

Mention the American Florist when writing

CEDAR ACRES
Gladioli Exclusively

Catalogue giving full cultural directions and attractive prices on all varieties. It is free.

B. HAMMOND TRACY, Box A, Wenham, Mass.

Mention the American Florist when writing

Jos. Heacock Co.,
Wyncote, Pa.
Grower of Kentias.

Mention the American Florist when writing

Orchids

If you want **Orchids** for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but **Orchids.** Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

BEGONIA BULBS

	Per 100	Per 1000
SINGLE—White, Scarlet, Yellow, Pink	$2.50	$20.00
Single Frilled	4.00	35.00
Single Butterfly	4.50	40.00
Single Mixed Colors	2.50	20.00
DOUBLE—White, Scarlet, Yellow, Pink	$3.50	$30.00
Double Frilled	5.50	50.00
Double Butterfly	5.50	50.00
Double Mixed Colors	3.00	28.00

AMERICAN GROWN (Vaughan's Farms)

GLADIOLUS BULBS

	Per 1000
Mrs. Francis King, 1st Size	$15.00
" " " Medium Size	10.00
Augusta, Medium Size	15.00
America, Medium Size	17.00
Chicago White, First Early	20.00
" " Medium Size	15.00
Florist XXX Mixed, 1st Size	15.00
Standard Mixed	10.00
Panama, 1st Size	30.00
Niagara, 1st Size	40.00
" Medium Size	35.00
Europa, the Grand White	90.00
Mrs. F. Pendleton	Per 100, 7.50
Myrtle	Per 100, 10.00

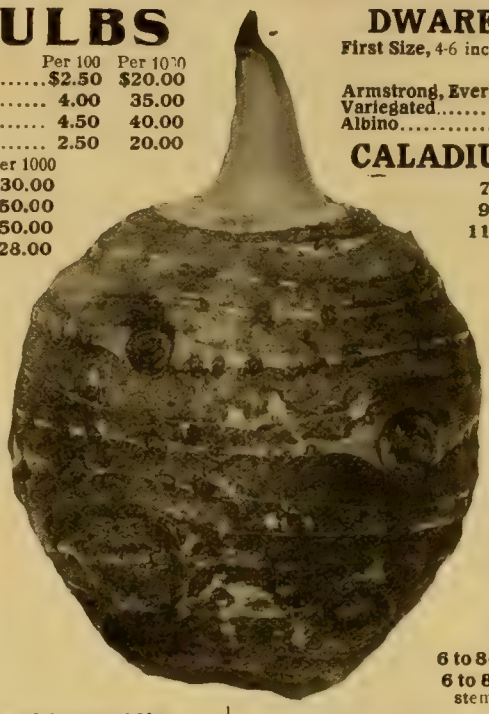
See our Spring "Book for Florists" for Complete Named List.

Spiraea (Clumps)

Best kinds grown. Prices reduced. (F. O. B. Chicago.)	Per 100
America, Lilac Rose	$8.50
Avalanche, White	9.00
Gladstone, White	8.00
Queen Alexandra, Pink	8.50

CALADIUMS, Fancy Leaved

Rare and new varieties.....each, 40c; doz., $3.50; 100, $25.00
Choice standard varieties.... each, 20c; doz., 2.00; 100, 15.00



DWARF TUBEROSE BULBS

First Size, 4-6 inches..... Per 1000 $8.00

OTHER SORTS	Per 100
Armstrong, Everblooming	$2.00
Variegated	1.75
Albino	1.75

CALADIUM ESCULENTUM

	Per 1000
7 to 9-inch	30.00
9 to 11-inch	55.00
11 to 12-inch	85.00

10% discount if shipped from New York City.

Lily of the Valley

Per 1000
Pips, Hamburg, Holland Grown. $20.00

LILY BULBS

Lilium Giganteum

(NEW CROP)	Per 1000
6 to 8-inch (Case of 400, $12.50)	$30.00
7 to 9-inch (Case of 300, 15.00)	45.00
8 to 9-inch (Case of 250, 15.00)	58.00
9 to 10-inch (Case of 200, $16.00)	77.50

Lilium Formosum

Per 1000
6 to 8-inch, (350 to case) regular strain... $35.00
6 to 8-inch, (350 to case) true black stem variety..... 40.00

Hardy Lilies—Splendid Solid Bulbs

	Per 100	Per 1000
Lilium Auratum (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
Lilium Rubrum, 8-9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00

LILY OF THE VALLEY CLUMPS

Special Packed—Co'd Storage.
Every seedsman should have for counter.
Case of 25 clumps..... $5.50

NEW YORK **VAUGHAN'S SEED STORE** CHICAGO

Our Spring "BOOK FOR FLORISTS" Should Hang at Your Desk.

ABUTILON SAVITZI

2-in., $3.00 per 100; 3-in., $4.00 per 100.

Algonquin, a true deep blue single Petunia. fills a long felt want for something blue for window boxes, vases, etc.; propagated by cuttings, $3.00 per 100.

R. VINCENT Jr. & SONS CO.,
WHITE MARSH, MD.

Mention the American Florist when writing

CARNATIONS

F. DORNER & SONS CO.,
Lafayette, - - Indiana

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A. N. Pierson, Inc.

Wholesale Florists
CROMWELL, - CONN.

Mention the American Florist when writing

Carnation Cuttings

For Immediate Shipment.

We can save you money on strong rooted carnation cuttings.

	10	1000
White Enchantress	$2 00	$17.50
White Perfection	2 00	15.00
Victory, red	2 00	15.00
Joy, red	2.00	15 00
C. W. Ward, dark pink	2.00	15.00
Afterglow, dark pink	2 00	15.00

	100	1000
Washington, rose pink	$2.00	$15.00
Dorothy Gordon, rose pink	2.00	15.00
Winsor, rose pink	2 00	13.00
Enchantress, light pink	2 00	13 00
Aviator	5 00	40 00
Nebraska	5.00	40.00

Look over your wants and send in your orders now while low prices are prevailing.

S. A. NUTT GERANIUMS

3 inch ready for shifting to 4 inch..... $6.00 per 100; $50.00 per 1000

ROSES, GRAFTED STOCK, A1 QUALITY

	100	1000
Mrs. Chas. Russell	$16.00	$150 00
Ophelia	$12.50	$120.00

Special discount on quantity lots.

J. A. BUDLONG, 184 North Wabash Avenue, CHICAGO, ILL.

PARIS DAISIES

Large flowering, for Memorial Day and June Weddings. 4-in. pots, ready for 6 in., $10.00 per 100; 2½-in. pots at $4.00 per 100

Home pot grown **Deutzia Gracilis**, dormant, fine for Memorial Day at $4 per doz. **Chorizemas**, 3-in. pots, for growing on, $2 per doz. **Gardenia Veitchii**, 2 in. pots, ready for 3½ in., at $8 per 100.

A. L. MILLER, Jamaica, N. Y.

GERANIUMS

Rooted Cuttings	Per 1000
S. A. Nutt and Buchner	$10.00
Ricard and Poitevine	12.50

Grown right, rooted right, packed right. Quality is as important in summer as in winter. You get quality all the year buying my stock.

ALBERT M. HERR, LANCASTER, PA.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

HAWLEY, MINN.—Sixty-seven carloads of potatoes shipped from this place in 10 days previous to March 28 are estimated to have brought nearly $100,000 to local handlers as a result of high prices received for last year's tubers held by the farmers in this locality.

Onion Crop Conditions in Texas.

The condition of the Bermuda onion crop in Texas was 89 per cent, January 15, as compared with 76 per cent, January 1, according to reports received from a selected list of growers by the United States department of agriculture, bureau of crop estimates. Shipping will probably commence about the normal time—April 5-10.

Prices of Indoor Fruits and Vegetables.

Chicago, April 3.—Mushrooms, home grown, 50 to 60 cents per pound; lettuce, small cases, 35 cents; radishes, 50 to 60 cents, dozen bunches; celery, $2.50 to $3.50, crate; tomatoes, six baskets, $4.50; cucumbers, per 2 dozen box, $2.00 to $3.00.

New York, April 3.—Celery, per crate, $1.50 to $3.50; cucumbers, 60 cents to $1.50 per dozen; mushrooms, 80 cents to $1.75 per 4-lb. basket; tomatoes, per lb., 30 to 50 cents; radishes, per 100 bunches, $2.50 to $5.00; lettuce, per strap, $3.00 to $5.00.

Vegetables Under Glass.

Our cauliflower sown December 5 and planted February 5 is now ready to cut. We have a fine stand and the crop is in excellent condition. The Extra Early Erfurt strain was used, but most of the seed we used was grown by ourselves last year from selected specimens, under glass.

We have had remarkable crops of Scarlet Globe radishes from home-grown seed, also produced under glass. We saved the finest colored, most perfect, and earliest radishes, potted them in 3-inch pots, and later on, when space was less valuable, benched them for seed production. The result was this whole forcing season our crops have run 100 per cent perfect—not an off color or off type and very uniform in maturity.

Our New Zealand spinach is ready to cut. We produced plants the same way as lettuce, and planted them 8x8 in lettuce houses alongside of lettuce; time of maturity about the same as lettuce; however, we will now cut every other two and then every other plant, thus reducing the plants to 16x16 inches. After that we will only cut the side shoots and allow the plants to recover. We find the buying public takes well to this spinach and it should make a valuable greenhouse crop.

Leaf lettuce is now 20 cents wholesale with supply light, hence growers are replanting houses if they can obtain plants. MARKETMAN.

Watermelon Stem-End Rot Control.

Watermelon stem rot results in a decay of the melon, at the stem end, which usually develops during transit to market. The investigations of the United States department of agriculture have shown that the cause is a fungus which is common in many southern fields on dead stalks of cotton, corn and many weeds, as well as on decaying melons. The spores of this fungus are blown about by the wind and lodge on the moist cut end of the melon stem after it is severed from the vine, germinate and grow into the melon, which often begins to decay within three days. The methods recommended by the department of agriculture are as follows:

Cut and burn all weeds around the field and along ditch banks during the winter.

Spraying with Bordeaux mixture for anthracnose will probably help control stem-end rot.

Cut melons with long stems and load into cars with the least possible delay and with the utmost care in handling to avoid bruising. Open car ventilators.

Most important of all, apply a paste made of common starch with six per cent bluestone to the freshly cut stems as the melons are being packed in the car. It has been found that disinfecting the stems at other times is less effective, as the paste is rubbed off by handling.

Monmouth County, N. J. Hort. Society.

The monthly meeting of this society was held in the Elks home, Red Bank, N. J., March 22, with President James Kennedy in the chair. It has been decided to hold a summer show, preliminary schedules of which are now ready and will be sent out very shortly. The date will be announced some time later. The annual fall show will be held October 30-November 1, 1917, place to be announced later. George Masson of Oakhurst exhibited some very fine snapdragons, narcissi and Darwin tulips for the monthly competition. Anton Bauer showed some very fine cattleyas. Several new members were taken in at this meeting. Some very interesting remarks were made relative to the exhibits, which were greatly enjoyed by those present. The next meeting will be held Thursday, April 19, at 7:30 p. m.

P. B.

LOUISVLILE, KY.—The range of Nick Pontrich, which was taken over by his two sons about a year ago, has been turned back to the father. The young men have taken positions in the wholesale trade in Chicago and Detroit, Mich.

Tomato Plants

Order at once. Fuel is high, plants will be scarce. Northern grown **Bonnie Best, John Baer, Earliana,** transplanted and hardened, $1.00 per 100, postpaid; $6.00 per 1000 by express. A discount on large lots if ordered at once.

W. L. ROGERS, RANSOMVILLE, N. Y.

Mention the American Florist when writing

FERNS IN FLATS

In Best Varieties For Fern Dishes. $1.50 per 100. 100,000 READY NOW.

Write for Wholesale Catalogue of **FERNS, KENTIAS, ETC. to**

H. PLATH

"THE FERNERIES"

Lawrence and Winnepeg Avenues.

SAN FRANCISCO, CALIFORNIA.

Mention the American Florist when writing

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 cents.

AMERICAN FLORIST COMPANY
440 S. Dearborn St., CHICAGO

97th Year

J. BOLGIANO & SON,

Wholesale Garden and Field Seeds, Onion Sets, Seed Potatoes

Growers of Pedigree Tomato Seeds **Baltimore, Md.**

CHRYSANTHEMUMS

Novelties For 1917

The Best Of 1916 Introductions.

Standard varieties, both commercial and Exhibition.

NOW READY.

Also **Pompons, Anemones and Singles.**

Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.
Adrian, Mich.

TO THE TRADE.

HENRY METTE, Quedlinburg, Germany.

GROWER and EXPORTER on the VERY LARGEST SCALE of all CHOICE VEGETABLE, FLOWER AND FARM SEEDS. (Established 1787.)

SPECIALTIES: Beans, Beets, Cabbages, Carrots, Kohlrabi, Leek, Lettuce, Onions, Peas, Radishes, Spinach, Turnips, Swedes, Asters, Balsams, Begonias, Carnations, Cinerarias, Gloxinias, Larkspurs, Nasturtiums, Pansies, Phloxes, Primulas, Scabiosa Stocks, Verbenas, Zinnias, etc. Catalogue free on application.

HENRY METTE'S TRIUMPH OF THE GREAT PANSIES—(mixed), the most perfect and most beautiful in the world, $6.00 per oz., or $1.75 per ¼ oz., $1.00 per ⅛ oz., postage paid. Cash with order.

All seeds offered are grown under my personal supervision on my own vast grounds, and are warranted true to name, of strongest growth, finest stocks and best quality.

ALSO GROW LARGELY ON CONTRACT.

This young stock is ready now.

Grafted ROSES Own Root

Ophelia, Hoosier Beauty, Hadley, Pink Killarney, White Killarney, Killarney Brilliant, Richmond. Grafted on best Manetti, 2¼-in., 100, $12.50; 1000, $120.00.

Mrs. Chas. Russell, 2¼-in. grafted, 100, $16.00; 1000, $150.00.

All of the above named and many other varieties on own roots. For full list see our Spring Book for Florists. Ask for prices.

CLIMBING ROSES—Dormant

3-YEAR OLD.

Excelsa—"Red Dorothy Perkins."
Delight—Bright carmine flowers; base of petals, white.
Dorothy Perkins—Beautiful shell-pink.
Flower of Fairfield—Everblooming Crimson Rambler.
Hiawatha—Single crimson, lighter center.
Lady Gay—Beautiful cherry pink.
Price: Doz., $3.00; 100, $22.00; 1,000, $200.00.

2-YEAR OLD.

Crimson Rambler.
Dorothy Perkins.
Excelsa.
Flower of Fairfield.
White Dorothy Perkins.
Price: Doz., $2.00; 100, $15.00; 1000, $140.00.

TWO-YEAR OLD ROSES—Dormant

	Doz.	100
Anna de Diesbach	$2.00	$15.00
Baroness Rothschild	2.25	16.00
Captain Christy	2.50	18.00
Caroline Testout	2.50	18.00
Frau Karl Druschki	2.50	18.00
Magna Charta	2.00	15.00
Mrs. John Laing	2.00	15.00
Paul Neyron	2.00	15.00
George Arends	$2.50	$18.00
General Jacqueminot	2.00	15.00
General McArthur	2.50	18.00
Gruss an Teplitz	2.25	16.00
Jonkheer J. L. Mock	2.50	18.00
J. B. Clark	2.25	16.00
Prince C. De Rohan	2.00	15.00

Asparagus Plumosus Seedlings

Per 100, 80c; per 1000, $7.00.

Caladiums

Fancy Leaved

Rare and new varieties; each, 40c; doz., $3.50; 100, $25.00.
Choice standard varieties; each, 20c; doz., $2.00; 100, $15.00.

CHRYSANTHEMUMS—New and Standard Varieties. "Pompon Specials" Ask for.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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440 So. Dearborn St.
CHICAGO.

HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.
Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.
Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.
Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.
Forcing Stock—Azaleas, Rhododendrons, Aucubus, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses, in large assortment, choicest quality, best commercial sorts.
Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.
Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.
Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.
Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

Wholesale price list will be mailed promptly on request.

Write for information and price today.

THE D. HILL NURSERY COMPANY, INC.
EVERGREEN SPECIALISTS
LARGEST GROWERS IN AMERICA
Box 404, DUNDEE, ILL.
WHOLESALE GROWERS AND IMPORTERS

FIRST AID TO BUYERS

SPRING LIST **ROSES** 2¼ and 4-inch

400 Best Sorts—Old, New, Tried, True

THE LEEDLE FLORAL COMPANY SPRINGFIELD-OHIO

Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.
CYCLAMEN, our own selected strain.
APLENIUM NIDUS AVIS (Bird's Nest Fern
Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

THE peach prospects in Texas March 26 are favorable to a good crop, notwithstanding the frosts experienced earlier in the month.

DELTA, COLO.—Herbert C. Chase has added some produce trade to his nursery interests and his sales of car lots of potatoes have been good.

THE Illinois nurserymen are greatly disturbed over a drastic one-man inspection law now before the legislature, Senate Bill No. 266. Every nurseryman should protest it in its present form.

White Pine Quarantine in Michigan.

L. R. Taft, state inspector of nurseries and orchards, with headquarters at East Lansing, Mich., has notified nurserymen in that state that as a protection against white pine blister rust any white pines or other five-leaved pines shipped into the state will be seized as a public nuisance and destroyed. Since currants and gooseberries are also hosts for this disease, they will also be subject to seizure, unless it can be shown that white pine blister rust has not been found within one-half mile from where the plants were grown.

Gardens Despised.

Probably there is no subject in the whole world that everybody would agree on; even the gentle art of gardening has its critics. One of the world's foremost literary men, noted for his culture and refinement, wrote as follows in reference to gardening: "A garden is an ugly thing. Even when best managed it is an assembly of unfortunate beings, pampered and bloated above their natural size; stewed and heated into diseased growth; corrupted by evil communication into speckled and inharmonious colors; torn from the soil which they loved, and of which they were the spirit and glory, to glare away their term of tormented life among the mixed and incongruous essences of each other, in earth that they know not and in air that is poison to them." Pretty strong, isn't it? And the writer was John Ruskin.—American Botanist.

Book of the Peony.

"The Book of the Peony," a well written and interesting history of this popular flower, by Mrs. Edward Harding, of New York, a practical gardener whose peony garden ranks among the finest in the United States, has just been published and gives much information—historical, descriptive and practical. Included in its 259 pages with 44 handsome illustrations in color and black and white, are chapters on the mythology, ancient and modern history of the peony; best varieties and their characteristics; extending the period of bloom; purchasing, where to plant and how to prepare the soil; planting and propagation; the tree peony—description and history, cultivation, propagation and best varieties; various species of the peony; "Diseases of the Peony," by Professor H. H. Whetzel, of Cornell University, Ithaca, N. Y., together with much other authoritative information with complete index. The book is handsomely bound in cloth and gilt and can be obtained at THE AMERICAN FLORIST office, price $6.

Reforestization in New York State.

As soon as the frost is out of the ground in the Adirondack region, the Delaware & Hudson Railroad Company will send 200 men from Plattsburgh, N. Y., who will plant 1,250,000 three-year-old conifers on the company's tract near Loon Lake on the Chateaugay branch of the company's railroad. The work will be done under the supervision of H. P. Bristol, the company's forester and a graduate of Cornell University. The trees will be taken from the Delaware & Hudson Company's nursery near Bluff Point, Lake Champlain, where a tract of 17½ acres is devoted to a plantation of more than 5,000,000 young deciduous and evergreen trees adapted to the climate and soil of the Adirondack region. The reforestization of the Delaware & Hudson Company's tract of 106,000 acres in the Adirondacks has been going on for several years at the rate of 1,000 acres or more than 1,000,000 trees a year. The tract extends from a point 10 miles west of Plattsburgh towards Saranac Lake, a distance of over 40 miles. It will take nearly 90 years, at the present rate of progress, to complete the company's plans for reforestization. In the meantime some of the timber will have reached maturity on the tracts first planted. These will be cleared and replanted about the time the last of the original plans are nearing completion. R. D.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists — Largest Growers in America

Box 404. DUNDEE, ILL.

California Privet

Largest and finest stock of **California Privet** of any nursery in the world.

Polish or Ironclad Privet
Amoor or Russian Privet
Berberis Thunbergii

Very Attractive Prices on Carload Lots

J. T. LOVETT, INC.,

Little Silver, - New Jersey

The Original Growers of California Privet as a Hedge Plant

Mention the American Florist when writing

FOR IMMEDIATE PLANTING

FOR the convenience of large users of nursery stock, we issue Wholesale Price Lists twice each year.

The Spring Price List is now ready and we will gladly mail it to you on request. It refers to actual stock records only—*and is therefore especially useful for immediate planting needs.*

We are not jobbers, but the largest nursery growing high-class ornamental stock for discriminating buyers: Trees, Shrubs, Plants and Evergreens.

Andorra Nurseries

William Warner Harper, Proprietor

Box 30, Chestnut Hill, Phila., Pa.

Seasonable Stock-Surplus

Carnations, surplus in pinched back, 2-in. pot plants at rooted cutting prices. 2000 Alice, 3000 Enchantress, 3000 Matchless and 2000 Champion at $3.00 per 100, $25.00 per 1000; 1000 Belle Washburn, $4.00 per 100.

Asparagus Sprengeri, 4-in. bushy, strong tops, $12.00 per 100.
" " 5-in. extra long and heavy, $18.00 per 100.

Petunia, Giant Ruffled, 2-in., $3.00 per 100, $25.00 per 1000.

Chrysanthemums, all standard sorts in large flowered and pompons, 2-in. at $2.50 per 100.

Caladiums—Fine bulbs, 7 to 9-in., $3.50 per 100; 9 to 11-in, $6.00 per 100.

Tuberose, Dwarf Pearl, 4 to 6-in., $1.00 per 100, $9.00 per 1000.

Daisy, Nicholson White, finest long stem, White Marguerite, $4.00 per 100, 2½-in.

Ageratum, White Cap, Blue Star, Topis Blue, $2.50 per 100.

Achyranthes Herbsti, Dwarf bright red, fine for border and edging, 2¼-in., $4.00 per 100.

Heliotrope, best market varieties of purple, 2¼ in., $3.00 per 100.

THE STORRS & HARRISON CO.,

Painesville, Lake Co., Ohio.

Rooted Carnation Cuttings

Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches, are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it, it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. **$6.00 per 100; $50.00 per 1000.**

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00

FLESH PINK.	Per 100	Per 1000
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00

RED	Per 100	Per 1000
Aviator	$6.00	$50.00
Champion	3.00	25.00
Philadelphia	2.50	20.00
DARK PINK.		
C. W. Ward	2.50	20.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

ROSES

From 2½ inch pots.

From last summer's propagation. Strong stock, ready for shifting into 3½ and 4 inch.

	Per 100	1000
Baby Tausendschon, pink	$4.00	$35.00
Baby Rambler, crimson	4.00	35.00
Clothilde Soupert, flesh pink	3.50	30.00
Ellen Poulsen, deep pink	5.00	40.00
Erna Teschendorf, red	4.00	
Jessie, red	3.50	
Mme. Jules Gouchault, pink	4.00	
Mrs. W. H. Cutbush, pink	3.00	
Meteor, red	4.00	35.00
Yvonne Rabier, white	4.00	35.00

Also good assortment of **Climbers, Hybrid Teas** and **Hybrid Perpetuals.** Send for complete list.

JACKSON & PERKINS CO., Newark, New York

Reliably Hardy

Trees, Shrubs and Plants

for all purposes. Wholesale and Retail. Send for catalogs or special quotations.

THE NEW ENGLAND NURSERIES CO.
BEDFORD, - - - MASS.

The Book of the Peony

The long and interesting history of the peony, charmingly written by Mrs. Edward Harding. Contains 259 pages with 44 illustrations in color and black and white. Handsome cloth binding.

PRICE, $6.00.

American Florist Co.
440 S. Dearborn St., CHICAGO

If You Are Interested in Mid-Winter

Blooming Plants

—or anything in—

Soft Wooded Plants

—Write—

Geo. A. Kuhl, Wholesale Grower PEKIN, ILL.

ROSES, CANNAS Shrubbery

THE CONARD & JONES CO.,
West Grove, Penna.

ROOTED Carnation Cuttings

600,000 Ready For Immediate Shipment

Finest rooted cuttings obtainable at remarkably low prices until we are sold out. Peter Reinberg's stock is known for it's supreme quality everywhere and is the best kind for you to buy. Look over our list of offerings — all money makers, and order what you need immediately. Do it right now. **HURRY.**

	Per 100	Per 1000
White Enchantress	$2.00	$16.00
White Perfection	2.00	16.00
Enchantress	2.00	16.00
Rose Pink Enchantress	2.00	16.00
Ward	2.00	16.00
Beacon	2.00	18.00
Herald	2.00	16.00
Joy	2.00	16.00
Belle Washburn	4.00	30.00
Champion	2.00	18.00

OWN ROOT ROSES—2½ INCH

	Per 100	Per 1000		Per 100	Per 1000
Richmond	$3.50	$30.00	Pink Killarney	$3.50	$30.00
White Killarney	3.50	30.00	Maryland	4.50	40.00

White Killarney, 3 inch.....$5.00 per 100; **$50.00** per 1000

SPECIFY PLANTS WHEN ORDERING.

Peter Reinberg

30 East Randolph Street, Chicago, Ill.

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

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For the Best New and Standar

DAHLIAS

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Peacock Dahlia Farms,

P. O. Berlin, N. J. Williamstown Junc., N. J.

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REMEMBER! If it's a **hardy perennial** or so-called **old fashioned flower** worth growing, we have it in one shape or another the year round. We have the largest stock in this country, all Made in America, and our prices are reasonable. Why say more here? Send for our Wholesale Price List of varieties and benefit from the opportunities this affords you.

We are also headquarters in this country for **ROCK & WALL PLANTS.** **Our Motto: "Maximum Quality, Minimum Cost."**

Address R. W. Clucas. Mgr. **Palisades Nurseries, Inc.,** **Sparkill, N. Y.**

Some Excellent Stock

If planted now into 3½ or 4-inch pots will make fine plants for spring sales. A money-maker for you.

Large 2 and 2¼-inch Geraniums, S. A. Nutt, Jean Oberle, Jean Viaud, Montmore, Perkins, La Favorite, Buchner, Trego, Ricard, Pointevine, Alliance, Achievement, and twelve varieties of Ivy Geraniums, $22.50 per 1000. How many shall we send you? Liberal extras for early orders.

Size of Pots		100	1,000
2½-in.	ASPARAGUS Sprengeri	$3.00	$25.00
3 -in.	ASPARAGUS Sprengeri	5.00	45.00
2¼-in.	AGERATUM	2.25	20.00
2¼-in.	ABUTILON	2.25	20.00
2¼-in.	CARNATION PLANTS, Assorted	3.25	30.00
3 -in.	CYCLAMEN, Assorted	7.50	70.00
4 -in. 5-in. and 6-in.	DRACÆNA Indivsia, $15.00, $20.00, $25.00		
2¼-in.	FUCHSIAS, 12 varieties	2.50	22.50
	FUNKIA ROOTS	5.00	45.00
2¼-in.	HELIOTROPE, 3 varieties	2.75	25.00
2¼-in.	MARGUERITE, 3 varieties	2.75	25.00
	PANSY PLANTS, Bud and Bloom	2.00	15.00
2 -in.	PETUNIAS, Double, 12 varieties	2.75	25.00
2¼-in.	SALVIA (Scarlet Sage)	2.75	25.00
2¼-in.	VINCA Variegata	3.50	30.00
4 -in.	VINCA Variegata	7.00	65.00

We will have hundreds of thousands of all kinds of Spring Bedding Plants, such as COLEUS, CANNAS, GERANIUMS, SALVIAS, VERBENAS, etc., etc., in all sizes. Ready soon. Place your orders early. Also millions of Vegetable Plants.

Correspondence solicited.

ALONZO J. BRYAN
Wholesale Florist, **WASHINGTON, N. J.**

Mention the American Florist when writing

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1,000
Vinca Variegata, 2-in, $2.00 per 100	$20.00
S. A. Nutt, 2-in	16.00
Rex Begonias, 3-in per dozen,	1.00

Satisfaction guaranteed.

ELMER RAWLINGS,
Wholesale Grower
ALLEGANY, NEW YORK

Mention the American Florist when writing

Robert Craig Co...
High Class PALMS
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

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VINCAS

	Per 100	Per 1000
Rooted cuttings		$10.00
Strong field rooted tips, one to three leads, 2¼ in. pots	$3.00	25.00
Carnations, rooted cuttings. White Enchantress and Beacon	2.50	20.00
Table Ferns, fine stock, 2¼ in	3.50	30.00

JAMES VICK'S SONS, Rochester, N. Y.

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Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE, $1.50.

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By the same author. Covers the subject completely. 382 pages. PRICE, $1.50.

American Florist Co., 440 S. Dearborn St., Chicago

Vinca or Madagascar Periwinkle

Texas **Field Grown** plants are the thing **For The North.** Hardy well grown plants of Rosea, Alba pura, Rosea alba, and mixed choice seedlings. Plants ready April 20th to May 15th. 60 cents per 100 by mail, post paid. $4.00 per 1000 express charges paid. **Send Orders Now.**

WE GROW VINCA SEED ON CONTRACT

If you are interested, give us a chance to make you price on 1917 crop.

Mel. L. Webster Co., **Waco, Texas**

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Plants for Window Boxes
and Ornamental Planting
Dracaenas, Euonymus, Coleus, Etc.

G. MESSEBERG
Lenox Road, near E. 39th St.
Telephone Flatbush 117.
FLATBUSH, BROOKLYN, - N. Y.

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MADISON, NEW JERSEY
Wholesale Florist

Chrysanthemum Novelties my Specialty

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CHILWELL NURSERIES, LOWDHAM, Notts, England.

Strong, Healthy, Bench Plants of Mrs. Aaron Ward.

Grown on bench only one year; elegant stock for further forcing. Will give much quicker and better results than by planting pot plants, $9.00 per 100; $80.00 per 1000. Cash please.

Albert F. Amling Co.
MAYWOOD, - - ILLINOIS

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Ready Reference Section.

10 CENTS PER LINE, NET.

AGERATUMS.

Argeratum, White Cap, Blue Star, Topis Blue, $2.50 per 100. The Storrs & Harrison Co., Painesville, O.

AMARYLLIS.

TAIT'S SEEDLINGS, 2½ to 2¾ in. diameter, $20 per 100; 25 at same rate. 1¼ to 1¾ in. diameter, for growing on. $10 per 100; 50 at same rate. This is a cross bred strain from English, Holland and American stock. Send orders quick. Cash, please.
C. S. TAIT,
Brunswick, Ga.

ASPARAGUS.

Asparagus plumosus, 2½-in., $3.50 per 100; 3-in., $8 per 100; 6-in., made up, $35 per 100. Sprengeri, 3-in., $7 per 100; 4-in., $10 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.00 per 1,000. VAUGHAN'S GREENHOUSES, Western Springs, Ill.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BARBERRY.

100,000 Berberis Thunbergii. $1.00 per 100 and up. 2-year, 18 to 24-in., $2.50 per 100. Get complete list of florists' stock for spring. BENJAMIN CONNELL, Merchantville, N. J.

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BAY TREES—Write for wholesale price list. JULIUS ROEHRS CO., Rutherford, N. J.

BEGONIAS.

Begonias, Glory of Cincinnati, Melior and Mrs. J. A. Peterson. Price list on application. J. A. Peterson & Sons, Westwood, Cincinnati, O.

REX BEGONIAS, mixed varieties, 3-in., $10 per 100; 4-in., 15c to 25c each; 6-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

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Bleeding Heart roots, $15 per 100. ERNEST ROBER, Wilmette, Ill.

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BOXWOODS.

PYRAMIDS. Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b., Dundee, Ill. Write for prices on larger sizes.

BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.

THE D. HILL NURSERY CO., INC.,
Box 404. Dundee, Ill.

For varieties and prices see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BOX TREES—Standards, Pyramids and Bush. Price list on demand. JULIUS ROEHRS CO., Rutherford, N. J.

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Dwarf double pearl tuberoses, Cladium Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Lily bulbs. Giganteum, Multiflorum and Auratum. For sizes and prices see advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

BULBS.

Bulbs. Caladiums and tuberoses. For sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIAS.

CALCEOLARIA HYBRIDS.

2¼-inch	$ 6.00 per 100
3-inch	10.00 per 100

CINERARIA, COLUMBIAN MIXTURE.

2½-inch	$ 3.00 per 100
3-inch	6.00 per 100
4-inch	10.00 per 100

ERNEST ROBER, WILMETTE, ILL.

CANNAS.

Cannas. Dormant to close. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

CARNATIONS.
Standard and New Varieties.

	Per 100	Per 1000
White.		
Matchless	$2.50	$20.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
C. W. Ward	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Champion	3.00	25.00
Philadelphia	2.50	20.00

J. D. THOMPSON CARNATION CO.,
Joliet, Illinois

ROOTED CARNATION CUTTINGS.

Large supply of extra fine stock ready now. Our carnation cuttings are recognized everywhere as the best obtainable and are big value at the prices quoted.

	100	1,000
Champion	$2.00	$18.00
Victory	2.00	18.00
Bonfire	2.50	20.00
Carnegie	2.00	18.00
Enchantress	2.50	20.00
White Enchantress	2.50	20.00
Alice	3.00	25.00
Rosette	2.50	20.00
Nebraska	5.00	45.00
Mrs. C. W. Ward	2.00	18.00

WEITOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

CARNATIONS, STRONG, WELL ROOTED CUTTINGS.
RED—Beacon, Victory, Joy, Champion.
$20.00 per 1,000.
Aviator, Belle Washburn, Red Wing.
$50.00 per 1,000.
PINK—Winsor, Peerless, Enchantress, Philadelphia, C. W. Ward.
$20.00 per 1,000.
Sensation, Alice.
$30.00 per 1,000.
Superb.
$100.00 per 1,000.
WHITE—Matchless, Enchantress, White Wonder, White Perfection.
$20.00 per 1,000.
30 days on approved credit.
2% discount for cash with order.
KENNICOTT BROS. CO.
165 N. Wabash Ave., Chicago, Ill.

CARNATIONS.

ROOTED CARNATION CUTTINGS, A1 STOCK.

	100	1,000
White Enchantress	$2.00	$15.00
Pink Enchantress	2.00	15.00
Aviator (best Red)	6.00	50.00
Superb (flesh Pink)	12.00	100.00

ZECH & MANN,
30 East Randolph Street, Chicago.

Rooted carnation cuttings, A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

CARNATIONS FROM SOIL.

	100	1,000
Belle Washburn	$5.00	$45.00
Matchless	3.50	30.00

BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago

Carnation Cuttings. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Carnations, rooted cuttings, 600,000 ready for immediate shipment. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation Superb. Fine new flesh pink. Rooted cuttings. Delivery now. $12.00 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS

Immediate delivery.
CHRYSANTHEMUMS—ROOTED CUTTINGS.
Varieties listed in order in which they bloom.

	White. 100	1,000
Crystal Gem	2.50	20.00
Oconto	2.50	20.00
V. Poehlmann	2.00	15.00
Alice Byron	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00
Yellow.		
Golden Glow	2.00	15.00
Golden Queen	2.50	20.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Odessa	2.50	20.00
Yellow Bonnaffon	2.00	15.00
Nagoya	2.00	15.00
Dolly Dimple	2.50	20.00
Pink.		
Amorita	2.00	15.00
Chieftain	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00
Red and Bronze.		
Shrimpton	2.50	20.00

Twenty-five at the 100 rate.
250 or more at the 1,000 rate.

J. D. THOMPSON CARNATION CO.
Joliet, Illinois

ROOTED CHRYSANTHEMUM CUTTINGS.
These are the very best commercial varieties. Prices, unless noted different, are $3.00 per 100.
White Varieties—Crystal Gem, Oconto, White Chieftain, Josephine Foley, per 100, $4.00; October Queen, per 100, $4.00.
Yellow Varieties—Golden Queen, Bonnaffon, Marigold, Mrs. Morgan.
Pink Varieties—McNeice, Wells' Late Pink, Chieftain.
BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS—ROOTED CUTTINGS.

Golden Glow, Smith's Advance, Major Bonnaffon, Chrysolora, Chieftain, Unaka, Robt. Holliday and Chas. Razer, $15.00 per 1,000.

Early Frost, Smith's Sensation, J. Nonin, Wm. Turner, Yellow Touset, White Touset, Wells' Late Pink, White Chieftain, Dr. Enguehard, $18.00 per 1,000.

Glen View, Odessa, White Chadwick, $22.00 per 1,000.

Golden Chadwick, $30.00 per 1,000.

Alex Guttman and Yellow Smith's Advance, $6.00 per 100.

Pompons: Western Beauty, Fairy Queen, Klondyke, Iva, Mrs. Frank Wilcox (Beu), Diana, Buckingham, Mensa, Baby Yellow, Minta, Lillian Doty, Zenobia, Nio, Cleo, Harvest Moon, Nola, Baby White, Lady Lou and other good varieties, $20.00 per 1,000.

A Winner—Yellow Smith's Advance. Same as parent, only a bright, clear yellow. Rooted cuttings now ready at $6.00 per 100.

W. A. ROWE FLORAL CO.,
Kirkwood, Mo.

CINERARIA.

CINERARIAS, COLUMBIAN MIXTURE.

2¼-inch	$ 3.00 per 100
3-inch	6.00 per 100
4-inch	10.00 per 100

CALCEOLARIA HYBRIDS.

2¼-inch	$ 6.00 per 100
3-inch	10.00 per 100

ERNEST ROBER, WILMETTE, ILL.

CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus, in beauty, as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it, $1.50 per doz., $10.00 per 100 from 2½ in., with plenty of fine cuttings on them.
C. Winterich, Cyclamen Specialist, Defiance, O.

Coleus. For varieties and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Coleus, 3-in. stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

CYCLAMEN.

Cyclamen giganteum, Improved Wandsbek type, strong seedlings, in 8 varieties, equally divided, $4.00 per 100; $30.00 per 1,000; transplanted, $5.00 per 100; $40.00 per 1,000.

Rococo Erecta (new), finest ever introduced (not to compare with the old Rococo), to be well recommended for commercial growing. Strong seedlings, $5.00 per 100; $40.00 per 1,000; transplanted, $6.00 per 100; $50.00 per 1,000.

2½ and 3-in. stock ready May 15. Orders booked in advance. We grow over 350.000 and can show many testimonials as to the quality of our strain and stock.

Ernest Rober, Wilmette, Ill.

CYCLAMEN, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c, 6-in., 50c to 75c, 7-in., $1.00 to $1.50 each; full of buds and blooms. HENRY SMITH, Grand Rapids, Mich.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DAISIES.

Paris Daisies—Large flowering, for Memorial Day and June weddings, 4-in., ready for 6-in., $10 per 100; 2½ in., $4 per 100. A. T. Miller, Jamaica, N. Y.

DRACAENAS.

DRACAENAS.

	Each	Doz.	100
5 inch Imperialis	1.00	12.00	
4 inch "	.40	4.20	
3 inch "	.25		22.00
5 inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

POEHLMANN BROS CO.,
Morton Grove, Illinois.

DRACAENA INDIVISA, 6-in. pots, $25 per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

ERICAS.

ERICAS—Young stock for growing on strong plants out of 2½-in., 3-in. and 3½-in. pots. Fragrans Melanthera, $15.00 per 100; Regerminans, $15.00 per 100; Cupressina, $20.00 per 100; Gracilis Autumnalis, $15.00 per 100; Globularia, $15.00 per 100; Persoluta Rosea, $15.00 per 100; Persoluta alba, $15.00 per 100. Cash with order, please. Anton Schultheis, 316 19th St., College Point, L. I., N. Y.

FERNS.

Hardy ferns, wholesale price.

	100	10	each
Adiantum pedatum, Maidenhair	$6.00	$0.70	$0.10
Aspidium cristatum, Evergreen	6.00	.70	.10
Aspidium goldiana	7.00	.80	.10
Aspidium spinulosum, Wood Fern	6.00	.70	.10
Asplenium felix foemina, hardy	6.00	.70	.10
Aspl. Thily. Silver Spleenworth	7.00	.80	.10
Dryopteris thelypteris, Shield	5.00	.60	.10
Onoclea sensibilis	4.00	.50	.10
Onoclea strutiopteris, Ostrich	7.00	.80	.10
Osmunda cinamomea	8.00	.90	.10
Osmunda claytoniana	8.00	.90	.10

Full 100 ferns, your selection, at 100 rate.

LUDWIG MOSBAK, OSKOV, MINN.

Ferns in flats, in best varieties, for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

Ferns, 2½-in., good, healthy stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

TABLE FERNS, best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

Table ferns, fine stock, 2¼ in., $3.50 per 100; $30 per 1,000. Jas. Vick's Sons, Rochester, N. Y.

FUCHSIAS.

FUCHSIAS. Mixed varieties, 6-in. pots, 25c; 7-in. 50c each. HENRY SMITH, Grand Rapids, Mich.

FUNKIA.

FUNKIA, undulata variegated, strong clumps, 8 to 15 eyes, $15 per 100. Ernest Rober, Wilmette, Ill.

GENISTAS.

GENISTAS, 4-in., 35c, 6-in., 50c, 7-in., 75c each. Nice stocky plants, ready for bloom. HENRY SMITH, Grand Rapids, Mich.

GERANIUMS.

Geraniums, 2-in., $2 per 100, $18.50 per 1,000; 3-in., $3 per 100, $25 per 1,000. Maryland, $4 per 100, $25 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums. Large 2 and 2¼-inch, ready to shift to 3½ or 4-inch pots. For varieties and prices see advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

GREENS.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

Southern Wild Smilax, $2.00 per case. WINTERGREEN GARDENS, Marion, Ala.

HYDRANGEAS.

HYDRANGEA—Pot grown, one year old varieties as Mme. Riveraine, General de Vibraye, Radiant, Mme. Harvard, Bouquet Rose, 8 to 10 flowering branches, $30.00 per 100; Mme. Mouillere and Avalanche, 7-in. to 8-in. pots, $12.00 to $18.00 per doz.; Otaksa, for garden planting in 10-in., 11-in. and 12-in. pots, $18.00, $24.00 and $30.00 per doz. Shipped out of pots. Cash with order, please. Anton Schultheis, 316 19th St., College Point, N. Y.

HYDRANGEAS.

HYDRANGEAS OTAKSA, 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

Hydrangeas, in bud and bloom. Mme. E. Mouillere, Radiant, E. G. Hill, etc., $1, $1.50, $2 and $3 each. F. R. Pierson Co., Tarrytown, N. Y.

IVIES.

English Ivy, R. C., 90c per 100; extra strong, from soil, 6 to 8-in. long, $1.25, prepaid. CHAS. FROST, Kenilworth, N. J.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

From Storage.

Lily of the valley. Orders taken now for 1917 crop of German, Swedish and Dutch pips. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

Lily of the Valley clumps. Special packed. Cold storage. Case of 25, $5.50. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

KENTIA FORSTERIANA SINGLE PLANTS.

2¼ inch pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
6 inch pots	6-7	30-32 inches high	$ 1.50
8 inch tubs	6-7	42-46 inches high	4.00
8 inch tubs	6-7	48-50 inches high	5.00
9 inch tubs	6-7	50 inches high hv	7.00
15 inch tubs	6-7	8 feet high	40.00
15 inch tubs	6-7	9-10 feet high	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots			$1.50	$12	$100
3 inch pots	5	10-12 ins. high	2.50	18	150
					Each
4 inch pots	5-6	16 ins. high	5.00	40.00	.45
6 inch pots	5-6	26-28 inches high			$1.50

Specimen plants, 15 inch tubs, $75.00 each.

KENTIA FOSTERIANA MADE UP PLANTS.

	Plants		Each
6 inch pots	3	26 inches high	$ 2.00
15 inch tubs	4	72-78 inches high, hv	$25.00
15 inch tubs	4	75-80 inches high, hv	30.00

ARECA LUTECENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high	$1.25

ASPIDISTRAS.

5 inch pots, 10-12 leaves, vari........... 1.50

PHOENIX ROEBELENII.

4 inch pots, 50 cents each; 5-inch pots....$1.00

LIVISTONA ALTISSIMA.

2¼ inch pots, 90c per doz........$7.00 per 100

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, $1.00 per doz......$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots ....50c each
4 inch pots ....50c each

POEHLMANN BROS CO.,
Morton Grove, Illinois.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANSIES.

200,000 large, stocky (September transplanted), field-grown, blooming pansy plants. Henry Mette's strain, all salable stock; satisfaction guaranteed; $1.25 per 100; $11.50 per 1,000. Cash. Prompt shipping. BRILL CELERY GARDENS, Kalamazoo, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

PANSIES.

PANSIES. Nice pansy plants from cold frame; fall transplanted, $1.00 per 100; $9.00 per 1,000. Cash, please. EDGAR EASTERDAY, Nokomis, Illinois.

PANDANUS.

Pandanus veitchii, 4-in., 35c; 5-in., 60c and 75c; 6-in., $1; 7-in., $1.50; 8-in., $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15, 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PEPPERS.

Peppers. Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.
Peppers, Celestial, 4-in., $12.00 per 100; $100 per 1,000.
Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.
PYFER & OLSEM. Wilmette, Ill.

PEONIES.

Peonies. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

PRIMULAS.

PRIMULA MALACOIDES.

	100	1,000
Extra fine stock.		
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM. Wilmette, Ill.

PRIMULAS, Obconica and Malacoides, 2¼-in., $3. 3-in., $5. 4-in., $12.50. 6-in., $25 per 100. Chinensis, 4-in., $12.50. 6-in., $25 per 100; 4 and 6-in. in bloom. HENRY SMITH, Grand Rapids, Mich.

PRIMULA MALACOIDES. 4-in., pink, in bloom, $15, and extra select $20 per 100. Chinensis, 3-in., $6 per 100; in bloom, $8 per 100. Ernest Rober, Wilmette, Ill.

PRIVET.

California Privet. Finest quality in all sizes, from one to four feet. Polish or Iron Clad Privet in sizes from six inches to three feet. Write for spring trade list. J. T. Lovett, Inc., Little Silver, N. J.

Amoor River Privet, 2 to 3 ft., $2.00 per 100; $15.00 per 1,000. REYNOLDS NURSERY COMPANY, Winston-Salem, N. C.

ROSES.

ROSE PLANTS
Grafted and Own Root
The Poehlmann Quality. Known Favorably Throughout the Land.

GRAFTED—2½-inch Russell...$150.00 per 1,000
Lots of 5,000 or more..... 145.00 per 1,000
GRAFTED—2½-inch Ophelia, Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond...$120.00 per 1,000
Lots of 5,000 or more..... 110.00 per 1,000
These prices are absolutely net cash.
For 3½-inch stock an additional $50.00 per 1,000 will be charged.
OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner, $7.00 per 100; ..... $60.00 per 1,000
Lots of 5,000 or more..... 62.50 per 1,000
Sunburst, own root, $10.00 per 100 ..... 90.00 per 1,000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.
POEHLMANN BROS. CO.,
Morton Grove, Illinois.

ROSE PLANTS—2½-in. STOCK.

	100	1,000
Pink Killarney	$4.00	$35.00
White Killarney	4.00	35.00
Ophelia	6.00	50.00
Sunburst	5.00	45.00
Richmond	3.00	25.00
Old Bench Plants.		
Sunburst	$6.00	$60.00

WIETOR BROS.
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

ROSES—TWO-YEAR-OLD BENCH PLANTS.
Sunburst, $6.00 per 100, $50.00 per 1,000; Pink Killarney, $6.00 per 100, $50.00 per 1,000.
Fine 2½-Inch Stock.
Sunburst, $3.50 per 100, $30.00 per 1,000; Richmond, $3.00 per 100, $25.00 per 1,000.
GEORGE REINBERG,
162 N. Wabash Ave., Chicago.

ROSES.

WANTED! AT ONCE!
100,000 Bench Rose Plants.
We have a ready market for all that we have to offer and cordially invite all growers who have any stock to dispose of to get in touch with us immediately. Do it now.
AMERICAN BULB CO.
172 N. Wabash Avenue, Chicago.

ROOTED ROSE CUTTINGS.

	Per 100
Russell	$5.00
Hoosier Beauty	5.00
Shawyer	4.00
Richmond	3.50

BASSETT & WASHBURN.
178 N. Wabash Ave., Chicago.

Roses. Extra strong, field-grown climbing roses to bloom for Easter; also hybrid perpetual roses. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Roses. Strong, healthy bench plants of Mrs. Aaron Ward. Elegant stock for forcing. $9 per 100, $80 per 1,000. Albert F. Amling Co., Maywood, Ill.

ROSES. American Beauty and other varieties. 6-in. pots for Easter forcing, 35c to 50c each. Kaiserin and Maryland, 2-in., $4, 3-in., $8 per 100. HENRY SMITH, Grand Rapids, Mich.

BABY ROSES. Well-rooted; started in pots; in bud, $4 per dozen. Ernest Rober, Wilmette, Ill.

Roses. Pot-grown, 2¼ and 4-in. Write for list. The Leedle Floral Co., Springfield, O.

SNAPDRAGONS.

Snapdragons—White, yellow and pink, from seed, pinched, well branched, 2-in., extra good stock, $2.00 per 100. Cash.
BROWN'S GREENHOUSES, CLYDE, OHIO

SNAPDRAGONS. White, pink and yellow, 2-in. pots, $3 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Seed. Asparagus plumosus nanus, greenhouse grown, 100, 50c; 1,000, $3.25; 5,000, $15.00. Asparagus Sprengeri, 100, 15c; 1,000, 85c; 5,000, $3.50. A. Henderson & Co., 211 N. State St., Chicago.

Seed. Asparagus Sprengeri, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, sweet peas, Spencers grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Winter Orchid Flowering Sweet Pea. Price list now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Elliott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet, pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

SEEDS.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Company, San Jose, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Vegetable, flower and farm. Henry Mette, Quedlinburg, Germany.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

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Strong 3-in. Sprengeri at $5.00 per 100; ready for shift. Cash or reference.
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Spiræa clumps. America, $8.50; Avalanche, $9; Gladstone, $8; Queen Alexandra, $8.50 per 100. Vaughan's Seed Store, Chicago and New York.

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Spiraea, short, stocky plants, full of blooms, 35c to 75c each. Pyfer & Olsem, Wilmette, Ill.

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Tomato Plants. Northern grown Bonnie Best, John Baer and Earliana, transplanted and hardened. $1 per 100, postpaid; $6 per 1,000, by express. W. L. Rogers, Ransomville, N. Y.

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Vinca or Madagascar Periwinkle. Texas hardy field-grown plants. Rosea, Alba Pura, Rosea Alba and mixed, 60c per 100; by mail, postpaid, $4 per 1,000, by express, prepaid. Mel. L. Webster Co., Waco, Texas.

Vincas, rooted cuttings, $10 per 100; strong field-rooted tips, one to three leads, 2¼-in., $3 per 100, $25 per 1,000. James Vick's Sons, Rochester, N. Y.

Vinca variegata, 2-in., $2 per 100; $20 per 1,000. Elmer Rawlings, Allegany, N. Y.

MISCELLANEOUS.

Green hyacinth stakes, 12-in. length, lots of 5,000, 90c per 1,000; lots of 10,000, 85c per 1,000. 18-in. length, lots of 5,000, $1.20 per 1,000; lots of 10,000, $1.10 per 1,000. Jos. G. Neidinger Co., 1309-11 N. 2nd St., Philadelphia, Pa.

Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

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Choice landscape, decorative and forcing stock for florists' trade. For varieties see advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

Heavy hanging baskets with extra heavy hangers. For sizes and prices see advertisement elsewhere in this issue. The McCallum Co., Pittsburgh, Pa.

Aetna Brand Tankage Fertilizer. Write for prices. Farmers' and Florists' Fertilizer Co., 809 Exchange Ave., Room 5, Chicago, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Wire wreaths and hanging baskets. For sizes and prices see advertisement elsewhere in this issue. Canavan's Iron and Wire Works, 6124 Wentworth Ave., Chicago.

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Trees, shrubs and plants for all purposes. Wholesale and retail. Send for catalogue. The New England Nurseries Co., Bedford, Mass.

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Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

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Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

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Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

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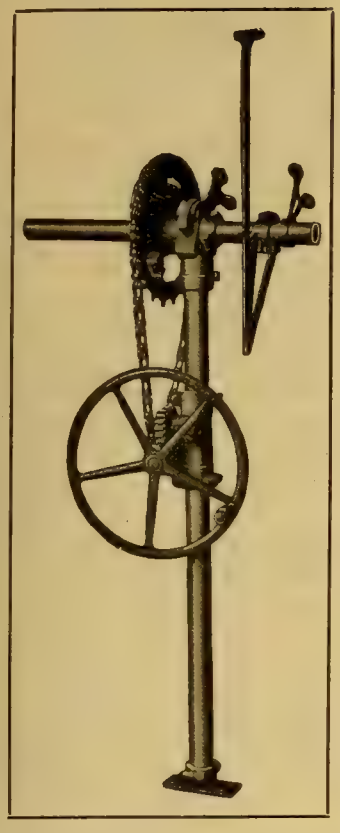

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We go anywhere in the U. S. to submit plans and prices.

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The Insecticide that kills plant Lice of many species

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Price, $1.00 per dozen by express. Sample dozen by mail, $1.25.

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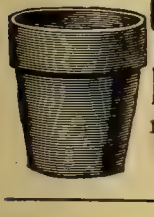

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SQUARE RED CEDAR POSTS.
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30	16 in.	1.10	12.25	100.00
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Flower Vegetable Waterproof
PAPER POTS
Waterproof, Don't Break, Cost Little. Shippers may use them and save their customers many dollars in express charges.
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Telephone, Superior 572.

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. XLVIII. CHICAGO AND NEW YORK, APRIL 14, 1917. No. 1506

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR, Houston, Texas, President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., 1918. W. J. VESEY, JR., Ft. Wayne, Ind., President; CHAS. S. STROUT, Biddeford, Me., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition St. Louis, Mo., April 6-15, 1918. BENJAMIN HAMMOND, Beacon, N. Y., President; WM. L. ROCK, Kansas City, Mo., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y. Secretary.

Mothers' Day, Sunday, May 13.

A Brief History.

Ten years ago Miss Anna Jarvis called on one of the wholesale florists of Philadelphia, Pa., and stated that she was about to originate a custom of once a year wearing white carnations in honor of one's mother. The white carnation had been her mother's favorite flower. She had now passed away, and in her memory she had set aside the second Sunday in May, at which special services would be held in the church of which her mother had been a member. This was to be called "Mothers' day," to include not only her mother, but all mothers, in life as well as those who had passed away, the best mother who ever lived, one's own mother. Everyone was on that day to wear a white carnation.

This was the story and the object of the visit was to find out the price of white carnations in quantity. The dealer at that time, when Boston Market was the standard white, had some 35,000 white carnations on hand, which he could scarcely give away.

PRESENTED WITH FIRST FLOWERS.

Wishing her success, he presented her with a couple of hundred flowers, and after she had gone said, "Well, there goes a woman with a fad; it would be fine, though, if some way could be found to move these carnations." The first public celebration of Mothers' day was, as planned, a success.

Miss Jarvis' own circle of friends encouraged her. She at once set to work to interest pastors of churches and others in authority. Governors of states and mayors of cities were appealed to, and in nearly every instance, successfully. All agreed that they would issue proclamations, recommending the setting aside of one day in the year for the adoration of mother. In addition to this, Miss Jarvis interested the editors and wrote columns of matter for the newspapers, which was published broadcast.

ALL AT HER OWN EXPENSE.

This was all done at her own expense, her reward being the satisfaction in seeing the beautiful custom becoming so universally established.

Mothers' day is no longer a fad. The celebration of this event has been taken up in every community throughout the land. Through the efforts of Miss Jarvis it has received the official recognition of the national government. An act of Congress was passed in which it is directed that a general holiday display of flags shall be made on all public buildings and United States government stations throughout the world and on all the vessels of the navy in honor of Mothers' day.

AN OPPORTUNITY.

As flowers play such an important part in its observance, an opportunity is afforded to make this one of the greatest floral holidays of the year. While the white carnation will always be more or less associated with the day, this particular flower should never be mentioned in the store. The slogan should be all flowers; the flowers or plants your mother loved. That all flowers are appropriate will soon become generally known and result in much greater satisfaction as there will then be no necessity for higher prices.

MOTHERS' DAY WILL GROW.

Mothers' day has grown, will continue to grow, but must be encouraged and kept to the front by every known means of publicity. It is not an Easter or Christmas, but it has far greater possibilities.

When it has so become the custom to wear flowers on Mothers' day, that no one will venture on the street without them, or when a mother's grave in the cemetery without flowers will be a reproach to her children, then Mothers' day will have reached and received the recognition it deserves.

PUBLICITY.

That calling the attention to the day and its significance as a floral holiday, by concerted action of the flower trade in various cities, is worth while, has been abundantly demonstrated in a number of places. The florists in Cleveland, all branches of the trade, contribute to a publicity fund of over $2,500 a year. Their

advertising has been so judiciously managed, by Ella Grant Wilson, and found so advantageous, that all the trade gladly renew their subscriptions each year.

LOCAL PUBLICITY.

There should be a scheme of publicity in every community to work up the sentiment for Mothers' day. Men have to be told and told again; they have to be shown. Mothers' day is still new to even the great majority of people. A prominent middle west retailer writes annually the Mothers' day proclamation for the mayor of his city.

Much about this beautiful custom would find a place in the reading columns of the newspapers if it were furnished them.

INDIVIDUAL EXPLOITATION.

Each retail dealer should make a special effort to exploit Mothers' day this year. Contributing to a central fund is fine, but do not rest there. Everything about the shop should reflect the important event at least two weeks ahead.

A neat circular extolling the day and explaining its significance should be mailed to every customer. Well thought out window displays with nicely printed cards will be found most effective. A picture of Whistler's mother, nicely draped and decorated with flowers, of itself makes a feature window. Hovenden's "Breaking Home Ties" is another good mother picture.

ALL FLOWERS APPROPRIATE.

In all advertising, the reference to color, as white for a mother's memory, and bright for the mother at home, is to be avoided. All flowers are beautiful, all are equally appropriate. The departed mother may have been very fond of red roses. The living parent prefers white. If their preferences are to be considered the order is reversed.

A dealer made a hit last year with his ad. "A fern for Mothers' day." He explained that it was much more lasting than cut flowers, and even if planted in the cemetery, was more satisfactory. Let all the trade, every branch, contribute for the important work of publicity for Mothers' day. The larger the trade the greater the benefits to all.

K.

Mothers' Day Posterettes.

The publicity committee of the Chicago Florists' Club has been instructed to carry on a national co-operative advertising campaign to stimulate and create a greater demand for flowers and plants of every description for Mothers' day, Sunday, May 13, 1917. This movement is strictly a national co-operative advertising proposition, whereby this committee plans to devote the net proceeds of this campaign to the purchase of a full page advertisement announcing Mothers' day in one of the leading magazines with a national circulation of 600,000 or over.

To carry out the plan as formulated will be quite an undertaking, and to do so it will be necessary to dispose of a very large number of stamps and window posters, and if every florist in this country does his share to support this movement, this committee will be able to make an announcement of this kind. Time is short—act at once. State amount of money you wish to subscribe for stamps and window posters. Forward your check immediately to F. Lautenschlager, 440 West Erie street, Chicago. Make all checks payable to O. H. Amling, treasurer, Chicago Florists' Club.

The stamps and window posters to be used in this campaign will be printed in two colors with a border of forget-me-nots. Both are works of art, and should be used by every one in the florist business. The stamps will measure 2⅜ inches high, the window posters, same color and design as stamps, 7¾ inches high; stamps and window posters will be gummed and ready for use.

Mothers' Day Posterette.
Issued by The Chicago Florists' Club.

Send your subscription and check at once. Also, tell every florist in your community to do so. It will help your business and theirs. Stamps, window posters and price lists will be forwarded early next week.

Address all communications to F. Lautenschlager, 440 West Erie street, Chicago.

F. LAUTENSCHLAGER,
Chairman Posterette Com.

Easter in the Chicago Stores.

The Easter trade this year was good and the sales in most instances compare most favorably with those of 1916. It rained heavily nearly all day, Thursday, April 5, and for a time the outlook was very discouraging, but on Friday, Saturday and Easter Sunday the weather was splendid, although quite cold. The biggest business was done on Friday and Saturday when everything in plants was disposed of at an early hour. Lilies had the call in plants and it was impossible to fill anywhere near the demand owing to the scarcity, which was the greatest in years. Azaleas, rhododendrons, hydrangeas, rambler roses, spiræas, lilacs, acacias, bulbous stock and everything else was in short supply and many of the dealers were disappointed by having their orders cut down from 25 to 50 per cent, even though they were placed well in advance. The shortage of plants helped the sale of cut flowers to a larger extent than at any other Easter, and while the supply was unusually large in most lines, certain items, such as orchids, gardenias, lily of the valley, violets, sweet peas, American Beauty, Mrs. Chas. Russell and in fact all red roses and the corsage varieties were scarce, consequently substitutes were used and the market was cleaned up almost completely in all lines Sunday morning, April 8. Taking everything into consideration the retail florists in general are well satisfied with their Easter business and report the most satisfactory cleanup experienced in years.

A. Lange had a magnificent showing of plants and cut flowers at his East Madison street store and had all the business that his increased force could conveniently handle. Lilies were his best sellers, but everything in plants sold up clean and the demand for cut flowers was never so heavy as it was this year. His mail order trade was surprisingly large, which must be credited to a large extent to the heavy advertising he did in the daily papers all through Easter week.

George Wienhoeber never had such a fine and complete line of plants to offer as he did this year and sold out everyone as early as Saturday afternoon when cut flowers were pushed instead, consequently the report at this establishment is that the Easter trade was the most satisfactory ever. Combination baskets and boxes of assorted blooming and foliage plants arranged in artistic style attracted the attention of the buyers at this busy place.

Mangel, the Palmer House Florist, used a large sample room on the second floor of the hotel for display purposes in addition to his store and conservatory, which were completely filled with plants of all kinds, particularly azaleas and rhododendrons, of which he had an extra fine supply. Mr. Mangel says that business was surprisingly good and that this Easter business was the best he ever had.

H. C. Rowe made as pretty a showing of plants as any of the florists at his East Monroe street store and featured fancy made up baskets of rambler roses, rhododendrons and azaleas. He disposed of all the plants he had to offer and was well satisfied with the amount of business that came his way.

The Alpha Floral Co. experienced a heavy demand for both cut flowers and plants of all kinds at its South Wabash avenue store and its place of business was crowded with customers at all times with the result that everything was sold out early and extra trips had to be made to the wholesale market for stock to fill the late orders for cut flowers that were booked. This firm made an extra large display and carried a heavy supply of stock, but the store looked pretty empty Saturday night after all the orders were filled.

The White House Florist, of which Wm. Kotsonis is proprietor, enjoyed a splendid trade and had a heavy run on plants, particularly lilies and rambler roses, which were the leaders in plants. Azaleas and all other stock cleaned up completely and the sale of cut flowers at this store exceeded all expectations.

Fleischman was on deck with the usual fine supply of plants and carried a splendid line with some of the choicest azaleas to be seen in the city. Trade was very good at this establishment and a grand clean-up was experienced long before the rush was over. R. J. Mohr assisted Manager Graham and the regular store force out the latter part of the week, when they had all the business that they could conveniently handle.

George Perdikas made a tremendous showing of lilies at both his

CASKET COVER BY HOLM & OLSON, ST. PAUL, MINN.

South Wabash avenue and East Van Buren street stores, in addition to a complete line of all other plants and cut flowers. The happy smile he is wearing can mean nothing but a most satisfactory Easter trade.

J. C. Craig was more than pleased with his Easter business, which was unusually good, and sold out completely in plants at an early hour. Lilies, azaleas, spireas and bulbous stock had the call at this store.

O. J. Friedman was on deck as usual at his Michigan avenue store with one of the most magnificent displays of plants and cut flowers in the city at Easter. The azaleas, roses, acacias, heather, lilies, rhododendrons, hydrangeas, spireas and bulbous stock in his collection were of the highest quality obtainable and reminded one of a small flower show in which exhibition stock is so prominently featured. Saturday, April 7, was the banner day at this magnificent establishment.

The Central Floral Co., 132 North State street, had a wonderful Easter business with a grand clean-up in plants of all kinds. Everything sold well, especially rambler roses, lilies, azaleas, hydrangeas, spireas and bulbous stock in pots, boxes and pans. This firm also reports a big demand for cut flowers at Easter, especially for roses, jonquils, sweet peas and violets.

The Bohannon Floral Co. operated its two stores in East Monroe street at Easter and made a heavy showing of azaleas, rambler roses, lilies, heather and all other blooming stock, artistically arranged in baskets, singly and in the combination effects. Judging from the many customers seen in these two stores at various times the past week, his Easter sales should run ahead of those in 1916.

The Ohio Floral Co., located on the second floor of the Ohio building, which caters to the medium and cheaper trade, did a fine Easter business, according to Manager L. Koropp. The sales were small but the volume was large and the cash receipts for the week show that the people will patronize a second floor store if they can save money by doing so.

Victor Young & Co., 1239 North Clark street, report that their cut flower sales were very heavy and, like plants, cleaned up completely. Violets and sweet peas were in heavy demand and the total sales were so large that this concern is more than pleased with them.

The Atlas Floral Co., 32 East Randolph street, has no ccomplaint to make in regard to its Easter business, which was very good. Cut flowers were in brisk demand and so were plants, and everything was pretty well disposed of before Sunday noon. Irene certainly had some very pretty young ladies assisting her last week, which accounted for the reason that all the young salesmen wanted to deliver her stock.

C. Frauenfelder, 3343 West Madison street, had a heavy run on plants as usual this Easter, which cleaned up more completely than in former years. Cut flowers also sold well at this establishment and orders for corsage bouquets were very numerous.

W. J. Smyth, 3101 South Michigan avenue, did a fine Easter business, with a good clean-up in plants. Made-up baskets of plants had the call at this establishment and in cut flowers the novelties took the lead in the sales.

Chas. A. Samuelson, 2134 South Michigan avenue, made a large showing of Tausendschon roses in fancy baskets in odd shapes and in all sizes. They proved to be his best sellers, but plants in general were in brisk demand and, like the roses, found ready buyers. Quality always seems to be the predominating feature in the Samuelson offerings, which accounts for his well-deserved success in the retail business.

Paul Blome & Co., 1361 North Clark street, used the George Wittbold Co.'s old store during the Easter rush, which came in handy for arranging their stock and enabled them to use their own place entirely for display purposes. Business was good at this establishment, but the individual sales were not as large as in former years, which seems to be the general report throughout the city.

Muir's Conservatories, 4647 Grand boulevard, report business as good if not better than last year, with a heavy demand for rambler roses and lilies, which cleaned up early. Taken all in all, this firm was well satisfied with the result and reports the most satisfactory cleanup in plants in years.

The J. F. Kidwell Co., 3530 South Michigan avenue, did a nice business and reports the sales almost as good as last Easter, which was a banner one. Bulbous stock, especially tulips and hyacinths, sold well and so did rambler roses and hydrangeas, which were the chief offerings in plants.

The Ernst Wienhoeber Co., 22 East Elm street, reports business as very good, with a general cleanup in plants, especially lilies, which had the call. The sales this year at this establishment were fully as good as last year, with the demand starting in later than usual, Saturday, April 7, being a particularly big day.

H. N. Bruns, 3034 West Madison street, cleaned up early in plants, with a heavy run on lilies and hyacinths. His supply of lily of the valley was extra heavy this year and many of his choice made-up boxes were featured in several of the leading loop establishments, where they attracted the attention of the buyers and were easily disposed of at high prices.

Walter W. Adams, 1021 Rush street, experienced his heaviest demand on Saturday, April 7, when the customers arrived in large numbers and turned what promised to be a poor Easter trade into one of the best ever. While everything cleaned up very satisfactorily, he, like all the other florists, was somewhat disappointed in the earlier demand.

The George Wittbold Co. reports that its heaviest demand was for azaleas and rhododendrons, and that everything on hand was disposed of, including cut flowers, which sold better than in previous years. The decorating department beautified 80 churches at Easter, in which 1900 palms alone were used.

Schiller's three stores had a splendid Easter trade and featured a large quantity of pot lilies and ramblers as well as a complete line of other flowering plants. Up to Friday night the Easter demand at all of their establishments was a disappointment, but Saturday was a landslide and more than made up for the poor early showing with the result that it was the best clean-up ever experienced. The total sales were ahead of 1916 with a heavy call on corsage work.

Easter in Philadelphia Shops.

A tour through the principal retail stores showed from the large and elegant stocks on hand that all had faith in business conditions and expected a good old time Easter trade. George Craig's collection was ideal in its practical selection, every plant being attractive and salable. Tubs in sizes from seven to twelve inches were seen painted in white and shades of blue with gilded bands. The white tubs contained Easter lilies, the blue, pink hydrangeas. A pretty white frame lattice added value to the climbing roses. The large garage in the rear had been shelved for handling the delivery.

Robert Crawford's stock, nearly all of which was from the nursery at Secane, Pa., was in fine condition—azaleas, Easter lilies, spiræas and rhododendrons, all right up to the minute. With the aid of his two sons things were running smoothly as clock work.

J. J. Habermehl's Sons plant baskets were gorgeous, quite in keeping with the elegant surroundings of the Bellevue-Stratford hotel corridor in which they were displayed. This appeared to be a part of the store, which also contained much Easter stock. The large show window was also elaborately decorated. Their beautiful branch store in the Ritz-Carlton hotel was also in gala attire. Plant baskets in novel arrangement with chic ribbon bows were features. The case was filled with choice flowers.

Chas. Henry Fox's beautiful store was filled with up-to-date plant baskets and choice Easter plants. His polyana baskets made of hickory splint and printed in all the colors of the rainbow in separate blocks were very striking. The flower case contained sample boxes of cut flowers and a line of well made corsages in variety. All these were priced.

H. H. Battles' beautiful store stood in a splendid state of preparedness—all ready for the charge. In the window, on either side of the store, and on the stairs leading to the mezzanine floor, there were banks of well-arranged plant baskets, separate specimen plants in fancy pots and baskets and low made-up pans of lilies, etc. A new idea of Mr. Battles was utilized in making up many novel designs in plant receptacles. This was just plain corn stalks; these had passed through the Bayersdorfer factory and came out as chic a lot of baskets, jardinieres, pot covers, etc., as ever decorated a store. Some were in the natural color, but most of them in various shades of dark and light blue, red, green, white, and two-toned effects, that too, were certainly stunning. They were selling fast. A feature here is that not a cut flower is visible. The store does not boast of a flower case, flowers ordinarily being displayed in vases and basket receptacles on counters, shelves and tables. At holiday times, however, they are all kept in the basement and orders taken without the flowers being seen. In the Century Flower Shop, Mr. Battles low-priced store, directly next door, which is connected in the rear, there is no fuss or feathers; no decorated effects, just a good, large, well-arranged sales-room with a fine show window. Ordinarily this shop contains quantities of low-priced baskets and quantities of cut flowers. At Easter, none are seen. Easter lilies, roses, hydrangeas, spiræas, azaleas, also a few plant baskets, completely fill all the available space. Quantities of cut flowers are sold, but all on orders, not a flower being visible. Impossible; some will say, but it is a fact nevertheless.

Pennock Bros.' beautiful store was quite up to its reputation in its elegant assortment of individual plant arrangements. The features were hand-decorated, enameled plant tubs, baskets, trellis boxes and various clever conceits, scarcely any two alike. They were all artistically filled, the color effects produced being very fetching. Rich ribbons played no small part in the color schemes. The elegant flower case, with its array of the best in the market and the commodious greenhouse in the rear, helped to make this one of the most beautiful stores in the city.

T. Nelson Geiger had an annex on Thirteenth street, opposite his store, replenishing his stock from here as sold. Azaleas, hydrangeas, lilies and bulbous stock were seen in good sizes. Business was reported good.

At the Forrest Flower Shop there was an elegant assortment of the best Easter plants in the market. A good line of plant baskets and boxes were also features.

A line of selected plants filled the store of Chas. B. Stahl. Plant baskets were well to the front. Elegant hydrangeas and Pink Pearl rhododendrons were choice pieces.

WEST PHILADELPHIA'S FINE SHOWING.

The West Philadelphia contingent were well to the front. M. J. Callahan's store and greenhouse were taxed to their capacity to hold his fine stock. Plant baskets and trellis boxes, very well arranged, made a fine showing. Herbert Steinmetz had a store full of regulation stock, business was booming here. C. I. Kent, Jr., expected a great Easter trade, his first day's sales being ahead of last year. An annex helped handle the reserve supply. The stock was fine. Miss Eva F. Fletcher's nicely arranged shop was crowded with selected, medium-priced stock, all of which looked very salable. Lesser & Son had their usual good Easter stock which was selling very well. They expected a good trade. Bulbous stock was a feature. Frank M. Ross' Fifty-second and Sixtieth street stores displayed a stock that was salable to the last pot. The lilies and hydrangeas were particularly well done. Birch bark boxes, in medium sizes, nicely filled, should sell quickly. These stores looked very bright and business-like, a feature being that every plant or basket was prominently priced. The Locust Flower Shop carried a fine line of all the best medium-priced Easter plants and the stock was nicely arranged.

Jensen's Flower Shop put up a great front. Everything in season in medium sizes was seen here. K.

SEEDLING ROSES AT E. G. HILL CO.'S, RICHMOND, IND.

At Top—No. 427, Large Pink; Left—No. 112, White, Yellow Center; Lower—Blush.

See Issue of January 27, 1917, pages 57-58.

EASTER TRADE.

Reports received from various sections of the country give every indication that the Easter trade of 1917 has gone down in history as a record breaker, with increased sales over the 1916 period varying from 10 to 50 per cent. Plants showed another big gain in popularity over other years, all offerings of good quality meeting with ready sale, with the lily holding its undisputed position as favorite. Rambler roses, rhododendrons, azaleas and basket arrangements moved well and in the majority of instances the plant section in the stores cleaned up early. Corsages as usual were a factor, creating an immense demand for sweet peas, many more of which could have been disposed of had they been available. Carnations and roses found favor with many in the cut flower offerings but the lilies easily held first place. Violets seem to be losing in popularity and in several instances slow sales were reported. Stocks, in general, were plentiful and of high quality at prices about the same as in previous years. Condensed reports from several cities are as follows:

KANSAS CITY, MO.—With prices not as good as last year, the Alpha Floral Co. reports the 1917 Easter trade showed an increase of about 10 per cent. The stock of both plants and cut flowers was, as a rule, equal to the demand, with the exception of Easter lilies, more of which could have been sold had they been available. The call for spiraeas was rather weak, while lilies, azaleas and basket arrangements were the leaders in popularity in the plant section. California violets moved slowly. Milady roses and sweet peas were the cut flower favorites. Trade came in late and snow interfered with delivery. The telephone business was heavy.

WICHITA, KAN.—The 1917 Easter trade was about on a par with that of previous years, with prices no better and more than sufficient cut flowers and plants to meet requirements, according to W. H. Culp & Co. Bulbous stock was the least salable, although Darwin tulips and daffodils went fairly well. In plants, Easter lilies and rambler roses were most popular, while in the cut flower section good roses, American Beauties, carnations, lilies, sweet peas and violets sold best. Dark cloudy weather with cold raw winds made Saturday a bad shopping day and doubtless shortened sales considerably.

CINNCINNATI, O.—Otto Hoffmeister reports an average Easter trade with wholesale prices somewhat higher. The supply of plants was adequate, but in cut flowers more good lilies, carnations, sweet peas and roses could have been disposed of had they been on hand. The more expensive flowers were the least in demand, the call being for something of medium price. This was also true in plant sales. The quality of the stock was excellent.

SPRINGFIELD, O.—Arthur Todd reports sales 25 per cent better than last Easter, with practically no change in prices. Both plants and cut flowers were in short supply. Easter lilies had the call as usual. Roses and carnations were the least popular. The quality of the stock was excellent and everything sold out completely. It was the best Easter trade ever.

GRAND RAPIDS, MICH.—Henry Smith reports an increase in Easter sales varying from 10 to 25 per cent over the business of 1916, with prices about the same. In plants there was a plentiful supply, with the exception of lilies and azaleas. Hyacinths were slow sellers. Bulbous stock was the least salable. In cut flowers the supply was ample, with lilies and roses leading the sales. The demand for all good stock was never better.

SEEDLING ROSES AT E. G. HILL CO.'S, RICHMOND, IND.

At Top—No. 609. Fine White, Sulphur Center; Left—No. 293, Ophelia, Pink Center; Right—White Ophelia x Kaiserin.

See Issue of January 27, 1917, pages 57-58.

FORT SMITH, ARK.—Better Easter business with no advance in prices over those of a year ago are reported by George Rye. There was a plentiful supply of stock, both in plants and cut flowers. Easter lilies moved freely, but the demand for other varieties was weak. All cut flowers were good property. Business was the best ever, notwithstanding cold disagreeable weather. Plants had to be wrapped to keep from freezing.

IOWA CITY, IA.—James Aldous & Son report that with a plentiful supply of both cut flowers and plants and prices about on a par with those of 1916, this year's Easter trade was 10 per cent less than that of a year ago. Spring flowers were most in demand and the greatest call was for small plants. Easter Sunday was frosty, everything being covered with a mantle of snow which fell the previous day.

BLOOMINGTON, ILL.—According to A. Washburn & Sons the 1917 Easter trade was about 10 per cent better than that of a year ago, with prices somewhat better. The cut flower supply was equal to the call and the same may be said of plants, with the exception of lilies, which led the demand. In cut flowers there was little change from the normal sales.

DOVER, O.—C. Betscher reports a greatly increased Easter trade as compared with former years, with prices better on some lines. The supply of both cut flowers and plants was ample and bulbous stock had the call. Carnations were the most popular flowers, although the general demand was excellent. All indications point to a record spring business.

KALAMAZOO, MICH.—Volume of business and prices varied little as compared with the Easter trade of 1916 is the report of G. Van Bochove & Bro. The supply was ample in all lines, with good plants leading the call. The weather was very cold, but the trade the last two days of the week was exceptionally brisk.

MERIDIAN, MISS.—Mrs. M. G. McKinney reports volume of trade and prices about the same as for the Easter period of 1916. Stock of all kinds was plentiful. Lily plants were the best sellers and in cut flowers there was a good demand for everything on hand.

ST. LOUIS, MO.—J. J. Windler reports the Easter trade of 1917 about five per cent better than a year ago, with pot plant prices increased. In the plant section the supply was ample with the exception of Easter lilies, but the supply of cut flowers was not sufficient for requirements. Sweet peas were fast sellers, carnations being the least popular. Basket arrangements suffered in competition with well-grown plants such as roses, lilacs, hawthorns, rhododendrons, etc. Lilies and azaleas led the demand, bulbous stock moving slowly.

BANGOR, ME.—Adam Sekinger reports the 1917 Easter business showed an increase of 20 per cent over that of a year ago. Prices were better for plants and about the same for cut stock with an ample supply. Rambler roses led in popularity in the plant class, while azaleas went slow. Everything good in pots found a buyer. In cut flowers the demand for tulips was weak and there was no extra call for roses. Corsages were popular and some of the church decorations were more elaborate than in former years.

PROVIDENCE, R. I.—Macnair, Florist, reports better prices existing than during the 1916 Easter period, but no increase in the volume of sales. The supply of plants was more than equal to the demand with fancy stock the least salable and azaleas and hyacinths most popular. In cut flowers, violets led in popularity. Pansies were least called for. Corsages and large basket arrangements sold easily.

BRAMPTON, ONT.—W. G. Peacock, of the Dale Estate, reports the 1917 Easter trade greater than for the past two years, with prices about the same as a year ago. The supply of pot plants was equal to the demand, and same was true of cut stock with the exception of orchids, there being a great demand from the United States for them. Everything sold well.

ROCHESTER, MINN. — The Rochester Floral Co. reports a 20 per cent increase in sales over the Easter trade of last year with prices about the same. The supply of both plants and cut stock was short of requirements. Easter lilies had the call. Other varieties went slow. Spring flowers were quite popular. Carnations were the least salable.

SEDALIA, MO.—The Archias Floral Co. had a larger Easter trade than in 1916, with prices more satisfactory in all lines. The plant supply was adequate with the exception of lilies. All pot plants sold well and everything good in cut flowers cleaned up. Easter lilies and spring flowers sold best and all roses enjoyed a good call.

French Wartime Reverberations.

French trade papers express fears that flower shops may be closed by the government, as being devoted to "articles of luxury," regardless of the fact that many flowers from Italy and southern France are extremely cheap.

Military vegetable gardens to the number of 5,622 maintained at various posts, hospitals and supply depots greatly alleviated the shortage of vegetables in 1916, their total production being 13,000,000 francs.

It is proposed that after the war growers combine to make export sales through a committee of the Horticultural Union, thus securing a uniform price and eliminating competition.

A notice has been published to the effect that many horticultural establishments in which the owners have fallen in battle will be offered for sale as soon as peace is declared.

The national school of agriculture is organizing free classes for crippled and wounded soldiers and those under treatment for injury to nerve centers.

Soldiers of the class of 1892 who make their living from the soil will be granted an entire spring furlough of 20 days.

Owing to scarcity of farm labor, a commission has been established to promote the use of agricultural machinery.

Wild Flowers in Danger.

To the Florists of the City of Chicago and Suburbs—

Gentlemen:

The undersigned, representing clubs of Chicago comprising a membership of 46,491 patrons, hereby present to you the formal request that the sale of wild flowers be discontinued.

This request is made as part of a state-wide effort to prevent the extermination of the native flowers of this region.

The early flowers of spring having delicate roots and few seeds, are the species most easily destroyed and therefore are in greatest need of protection. Our fields and countryside have already been robbed of much of their value and attractiveness in the loss of the lotus, pink and yellow ladyslippers, hepatica, ferns, and mosses. Fruit trees and willows are rendered forever unsightly by the breaking of branches for city markets. Lovers of plants and gardens are alarmed at the rapid rate of devastation and are taking action in all possible directions to protect the native spring flora not only from vendors, but from amateur gardeners and from careless marauders.

It is our belief that woodland flowers are not appropriate decoration for city homes; that they rapidly perish and lose their beauty when taken from their natural surroundings. The wild flowers should be left to grow where all men, women and children may see and enjoy them in their rightful place.

We ask the co-operation of all the florist interests in this matter of public service and conservation. Pledged as we are to constructive work in city betterment and civic beauty, we believe that our patronage of the florists' work should be developed in the direction of legitimate gardening, floriculture, and house decoration; that the genuine interests both of florists and patrons will be better served when the buying and selling of garden and hothouse products shall have put an end to the commercialization of our native flowers.

With this request to the florists of Chicago and vicinity to join with us in this movement toward plant conservation, we tender our acknowledgement and grateful appreciation to the Florists' Club, and the Horticultural Society, both of Chicago, for their unqualified promises of support and cooperation.

The organizations subscribing to the above, with their presidents and the number of members voting in each case, are as follows:

Argyle Park Portia Club.
Mrs. F. G. Bruner, President, for 31 members.
Arche Club,
Mrs. Joseph M. Steele, for 600 members.
Audubon Society,
O. M. Schantz, for 500 members.
Austin Conference Parent Teachers' Association,
Mrs. Orville T. Bright, for 150 delegates.
Baron Hirsch Woman's Club,
Mrs. Benj. M. Englehard, for 800 members.
Bryn Mawr Woman's Club,
Mrs. I. N. Powell, for 125 members.
Catholic Woman's League,
Mrs. Samuel K. Wilson, for 900 members.
Chicago Historical Society,
Miss Caroline McIlvaine, for 1,000 members.
Chicago Literary Score,
Mrs. W. F. Hayden, for 50 members.
Chicago Political Equality League,
Mrs. Harriet Thompson, for 2,800 members.
Chicago Polytechnic Society,
Dr. David Beaton, for 1,200 members.
Chicago Sect. Council Jewish Woman's Clubs,
Mrs. Felix Levey, for 1,500 members.
Chicago Woman's Aid,
Mrs. Rose K. Auerback, for 1,100 members.
Chicago Woman's Club,
Mrs. H. W. Cooley, for 1,200 members.
Chrysolite Club,
Miss Kathleen E. Alford, for 160 members.
Conservation Council,
Lena McCauley, for 24 members.
Cook County League,
Mrs. A. P. C. Matson, for 110 members.
Dunes Park Pageant Association,
James L. Houston, Jr., for 50 members.
Edgewater Drama Study Club,
Mrs. Henry F. Furter, for 40 members.
Edgewater Catholic Woman's Club,
Mrs. Geo. V. McIntyre, for 500 members.
Englewood Woman's Club,
Mrs. Wm. K. Roberts, for 650 members.
Englewood Fortnightly Club,
Mrs. Frank L. Reed, for 50 members.
Every Wednesday Club,
Mrs. Fred L. Bryant, for 45 members.
Evanston Catholic Woman's Club,
Mrs. T. V. Purcell, for 154 members.
Eleventh Dist. Ill. Fed. Woman's Clubs,
Mrs. Chas. Talbot, for 4,029 members.
First Dist. Federated Clubs of Illinois,
Mrs. Chas. E. Caldwell, for 86 delegates.
Forest Reserve, Dist. of Cook County,
Ransom E. Kennicott, for 1 forester.
Friends of the Native Landscape,
Jens Jensen, for 150 members.
Friends in Council,
Miss Carol Kampman, for 30 members.
Garfield Park Club,
Mrs. Willis F. George, for 36 members.
German-American Society,
Arthur Hercz, for 1 delegate.
Highland Park Woman's Club,
Mrs. Frank M. Terry, for 259 members.
Horticultural Society,
Lena McCauley, for 160 members.
Hyde Park Travel Club,
Mrs. Williard H. James, for 220 members.
Illinois Colony Club,
Mrs. D. Harry Hammer, for 1,200 members.
Illinois Centennial Commission,
Otto L. Schmidt, for 1 delegate.
Illinois Federation Woman's Club,
Mrs. W. L. Arnold, for 1 delegate.
Illinois State Teachers' Association,
Florence Holbrook, for 8,000 members.
Illinois Garden Club,
Mrs. Wm. G. Hibbard, Jr., for 42 members.
Irving Park Woman's Club,
Mrs. C. H. Gray, for 197 members.
K. A. M. Auxiliary,
Miss Celia Adler, for 300 members.
Ken-More Club,
Miss Josephine Van Meenan, for 45 members.
Lake Forest Woman's Club,
Mrs. J. J. Halsey, for 102 members.
Lake View Woman's Club,
Mrs. Carrie N. Hopkins, for 497 members.
Morgan Park Woman's Club,
Mrs. D. A. McQueen, for 135 members.
Municipal Art League,
Everett L. Millard, for 250 members.
North Shore Woman's Club,
Mrs. Chas. M. Stephens, for 102 members.
Nature Study Club,
Dr. H. S. Pepoon, for 200 members.
Out Door Art League,
Mrs. John Worthy, for 125 members.
Park Ridge Woman's Club,
Mrs. Clifford M. Miller, for 156 members.
Prairie Club,
F. H. Tutbill, for 775 members.
Ravenswood Woman's Club,
Mrs. Chas. F. Hille, for 200 members.
Renaissance Club,
Mrs. Philip B. Price, for 381 members.
Ridge Woman's Club,
Mrs. Elizabeth Tolles, for 350 members.
River Forest Woman's Club,
Mrs. C. G. Tallman, for 216 members.
Rogers Park Woman's Club,
Mrs. Paul Hullhorst, for 700 members.
South Side Woman's Club,
Mrs. Wm. F. Van Buskirk, for 225 members.
South End Woman's Club,
Mrs. Wm. Brady, for 30 members.
Southern Woman's Club,
Mrs. Edw. S. Bailey, for 120 members.
Tenth Cong. Dist. of Ill. Fed. Woman's Clubs,
Mrs. Martin K. Northam, for 7,500 members.
Waukegan Woman's Club,
Mrs. B. A. Munson, for 238 members.
Winnetka Woman's Club,
Mrs. C. P. Wortley, for 500 members.
Wild Flower Preservation Society,
Mrs. Lyman A. Walton, for 450 members.
Woman's Catholic Club of Wilmette,
Mrs. Edward Kirshberg, for 100 members.
Woman's Club of Wilmette,
Mrs. D. M. Gallie, for 440 members.
Woman's Club of Berwyn,
Mrs. Herman Beckman, for 105 members.
Woodlawn Woman's Club,
Mrs. Eugenie C. Cornelius, for 300 members.
Woodlawn Study Club,
Mrs. H. E. Shipley, for 60 members.
Woman's Neighborhood Club of Rogers Park,
Mrs. J. A. Hynes, for 67 members.
West End Woman's Club,
Mrs. A. H. Brumback, for 260 members.
Woman's City Club of Chicago,
Mrs. John de Koven Bowen, for 2,250 members.
Total number patrons represented, 46,491.

Prepare Now for Next Year's Show.

The modern flower show is no longer just an exhibition of plants and flowers—it is a collection of the best products of the greenhouses—each exhibit perfect in itself and all so placed as to produce a complete and finished decorative effect. The size of the hall and the general plan of the exhibition are as important as the schedule and should be determined upon at the time it is made.

The recent rose festival of the American Rose Society, held in Philadelphia, Pa., an artistic triumph, was staged in a building with 22,000 square feet of floor space. While sufficiently large for the exhibits, there was not room for the visitors, the largest day's attendance, over 7,000, crowding the building so that it was almost impossible to move about. Twice this amount of space would be necessary to properly stage such an important show. Provision should be made for resting places, where visitors, after a round of the exhibition, could sit and listen to the music.

Now is the time to plan for next year's show. Everything is fresh in mind, all the details of failure or success in quality or arrangement of the exhibits, the advertising, the dates, etc. Publicity should be a most important feature. There are now men who make a business of managing large exhibitions; everybody in Boston knew that the show was very fine this year—"A Corner of Paradise" was the slogan. It was a finished exhibition, but not very much better than that of last season. The attendance was, however, four times greater than that of a year ago, because a practical publicity agent took charge of the advertising, spent $2,000 instead of $300 (last year's bill), reached the multitude, and secured their recognition in greatly increased box office receipts, which is sure to give encouragement and put inspiration into the workers for a better show next year.

Florex Gardens Changes.

David Fuerstenberg, founder, and for many years associated with The Florex Gardens, North Wales, Pa., has disposed of the major part of his interest to Raymond L. Mayhew, former vice-president, who under the new organization becomes head of the company. W. A. Geiger for the past 11 years manager for John Stephenson's Son, Philadelphia, Pa., becomes vice-president, the other officers being Eugene Bernheimer, secretary, and H. C. Geiger, treasurer. Mr. Fuerstenberg, who has reached the age of three score and ten, will remain with the company as chairman of the board of directors.

Newport, R. I.

The best Easter business in the history of the local trade is the report here, all florists averaging from 30 to 50 per cent increase in sales over former years. In plants, lilies were by far the most popular and the supply ran short early. Bulbous stock was more plentiful and practically cleaned up completely. Azaleas, rhododendrons, lilacs, ramblers, spiraeas and hydrangeas sold well. In cut blooms, lilies predominated, bringing usual prices. In violets, there was a big supply and also a heavy demand. The quality of stock in general was particularly fine and prices were about the same as in former years. The weather was all that could be desired.

J. J. B.

AMESBURY, MASS.—J. J. Comley, formerly of Newburyport, is erecting a range here.

OBITUARY.

August Louis Glaser.

August Louis Glaser, for many years engaged in the florist business at Dubuque, Ia., and one of the best known members of the craft of that state of which he had been a resident for nearly half a century, passed away April 5, aged 67 years.

The deceased was born in Stein, near Leipsic, Saxony, Germany, where he received his early education, and came to America shortly after his nineteenth birthday, locating almost immeditely in the vinicity of Chicago, where he worked on a farm for about four years. In 1873 he went to Des Moines, Ia., where he took a position in the greenhouse of Peter Lambert, learning the business thoroughly. In 1883 he purchased a farm near Grinnell, Ia., but

The Late August Louis Glaser.

disposed of it shortly afterward and moved to Dubuque in 1886, where he was appointed a member of the board of directors of Linwood cemetery in 1893 and filled the position of superintendent of the burial grounds most creditably until 1901, when he resigned and entered the florist and nursery business and by good management succeeded in making his establishment one of the largest in the city.

Surviving Mr. Glaser are his widow, five sons, two daughters, one sister, two brothers and a number of grandchildren. Funeral services were held April 9, and the many beautiful floral tributes which accompanied the remains to their last resting place, bore evidence of the high esteem in which the deceased was held by a host of friends.

W. P. K.

Daniel McIntyre.

Just at the close of a successful Easter trade, the McIntyre Floral Co., Nashvile, Tenn., was called upon to mourn the death of Daniel McIntyre, one of the members of the firm, who passed away Sunday morning, April 8, after suffering for more than five months with a malignant tumor. Of a vigorous and healthy constitution, he bore up well under his long illness and it was hoped by his many friends that he would be able to overcome the malady, but he succumbed to the inevitable.

He was the second son of Daniel McIntyre, Sr., who located in Nashville about the time of the Civil war and established a garden—a pioneer in growing vegetables and flowers, but he soon became a favorite with the people of that city and he was extremely successful. For many years the elder McIntyre was one of the few rose growers in that section and made quite a reputation with his Marechal Neil and Lamarque varieties.

The deceased, who was 43 years of age, is survived by his wife, Mary Miller McIntyre, and four children, the eldest 12 years of age, and his brothers, all of whom are practical growers and have met with splendid business success, the firm which was reorganized about four years ago now being recognized as one of the most prominent in the state.

Daniel McIntyre, although a modest, retiring man, was well thought of and stood high in the community. He will be missed by a wide circle of friends.

M. C. D.

Peter Layster Bogart.

It is my painful duty to record the death of Peter L. Bogart, for many years a leading retail florist of New York. He died at his home in that city April 9 after a long and distressing illness, which he bore with Christian fortitude.

Born in New York City, 59 years ago, he was one of the finest Americans that I have ever known. He was educated in the public schools and after leaving school went to work in the store of Alexander S. Burns, now retired. Later he went into business for himself at 970 Sixth avenue, where he continued for 30 years. Alexander McConnell, the dean of the retail business of New York, says: "Peter Bogart was one of the finest men I ever knew."

He is survived by three bothers, Walter, William and Alfred, who will continue the business, and by a sister, Miss Laura Bogart.

A. F. F.

Thomas Martin.

Thomas Martin, aged 36 years, died at his home in New York April 5 after a long illness. He was born in that part of the city that is spoken of as "Greenwich Village." When a boy in knickerbockers he went to work for the firm of Traendley & Schenck and remained with them until his health failed. He was an excellent salesman and a clever and amiable young man, and it is a fine tribute to the firm of Traendly & Schenck that they spared nothing in their efforts to restore him to health.

A. F. F.

DAYTON, O.—A. A. Kramer has succeeded J. W. Rodgers as manager of the Miami Floral Co.

LAMAR, COLO.—The Lamar Greenhouses will add a new Moniger house to its range in April.

TORONTO, ONT.—August Urbach is offering his business at 516 Bloor street, West, for sale.

NEWPORT, R. I.—The fall show of the Newport Horticultural Society will be held in Convention hall September 5-7.

BETHLEHEM, PA.—George W. Foulsham, formerly of Lenox, Mass., will engage in the florist business in this city.

HOUSTON, TEX.—The sunken garden at the entrance to Hermann park has been planted with more than 2,000 Helen Gould roses.

THE AMERICAN FLORIST

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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MOTHERS' DAY this year falls on May 13, the second Sunday of the month.

EASTER in 1918 falls on March 31, one week earlier than this year's date.

THE Florists' Telegraph Delivery has mailed attractive Mothers' day circulars to its members.

IT is always bad policy to risk tender stock outdoors in advance of the usual time, without adequate facilities for protection.

THE eastern florists were fortunate in closing the Easter business before the snowstorm of April 8-9, one of the heaviest of the season in many places.

HENRY B. ENDICOTT, in an address in Dedham, Mass., said everybody in the state who has available lawn space should turn it over to the raising of food products.

Time To Raise Prices.

Forty years ago George W. Twiss, a pioneer plantsman of Rockford, Ill., sold at retail 2½-inch geranium plants at 35 cents each, ($3 per dozen to the trade). And coal now three prices.

BULBOUS STOCK of good quality was never so plentiful as during the past Easter week, selling generally at prices so low as to leave no margin of profit. This condition materially reduced the prices of other plant and cut flower stocks.

American Gladiolus Society.

The preliminary schedule of the eighth annual exhibition of the American Gladiolus Society, to be held under the auspices of the New York Botanical Society, the New York Horticultural Society and the New York Florists' Club at the Museum building, Bronx park, New York, August 23-26, has been issued. Copies may be had by addressing Henry Youell, secretary, 538 Cedar street, Syracuse, N. Y.

Society of American Florists.

DEPARTMENT OF PLANT REGISTRATION.

Objections having been filed to the name "Aurora," submitted for registration of a new canna by the Conard & Jones Co., West Grove, Pa., said firm wishes to withdraw same and substitute the name "Evening Star."

As no objections have been received, public notice is hereby given that the registrations of new cannas, Snow Queen, Druid Hill, and Morning Glow, by the Conard & Jones Co., West Grove Pa., same become complete.

April 7, 1917.

NATIONAL FLOWER SHOW COMMITTEE.

A meeting of the national flower show committee was held at the Hotel Biltmore, New York, in the afternoon of Saturday, March 17, with the following members present: George Asmus, chairman, Chicago; Charles H. Totty, Madison, N. J.; A. Farenwald, Roslyn, Pa.; Patrick Welch, Boston, Mass.; Thomas Roland, Nahant, Mass.; John Young, secretary, New York; J. J. Hess, treasurer, Omaha, Neb.; R. C. Kerr, president S. A. F., Houston, Tex. There were also present: A. L. Miller, vice president, S. A. F., Jamaica, N. Y.; William J. Keimel, Elmhurst, Ill.; William R. Nicholson, Framingham, Mass.; J. F. Ammann, Edwardsville, Ill., president, American Carnation Society; S. S. Pennock, Philadelphia, Pa., president, American Rose Society.

The business of the meeting was confined to a discussion of a proposed closer affiliation of the American Rose Society and the American Carnation Society with the work of the national flower show committee, looking to an increase in the interest attaching to national flower shows. After a thorough threshing-out of various questions, the following resolutions were passed unanimously:

That the American Rose Society and the American Carnation Society be asked and be empowered to send a delegate to attend the regular called sessions of the national flower show committee, to assist in arranging for the coming national flower show in St. Louis.

That the American Rose Society be permitted to underwrite the schedule for the rose classes to the extent of $2,500; that they be responsible for same, and, in return, will participate in any possible profits from the flower show on a pro-rata basis, after the balance of the premium list and expenses are paid. Should the exhibition show a loss, the American Rose Society will assume a pro-rata share of said loss.

That the American Carnation Society be permitted to underwrite the schedule for the carnation classes to the extent of $1,000; that they be responsible for same, and, in return, will participate in any possible profits from the flower show on a pro-rata basis, after the balance of the premium list and expenses are paid. Should the exhibition show a loss, the American Carnation Society will assume a pro-rata share of said loss.

JOHN YOUNG, Sec'y.

Des Moines Autumn Flower Show.

Several of the florists of Iowa met in Des Moines March 27 for the purpose of discussing the staging of a fall flower show. At this meeting committees were organized and plans were laid for the Des Moines autumn flower show which is to be held November 8-10. Another meeting will be held April 11 to hear reports of committees and to take up further business. A guarantee fund of $2,000 or more is being raised among the florists of the state. The premium list will carry about $3,000 in prizes, as well as several special awards.

The preliminary schedules will soon be ready for distribution. It is hoped that a great many of the florists of the middle west will plan to enter in the various classes; also, that this will be one of the biggest and best fall shows the middle west has seen, but it all depends upon the co-operation of the florists of this section as to the fulfillment of this hope. These dates should be put down by the florists of the middle west as their red-letter days, and furthermore they should plan to be there with their exhibits.

The members of the executive committee are J. S. Wilson, chairman and manager; A. S. Thurston, vice-chairman; Wesley Green, secretary; A. J. Zwart, treasurer; M. J. Wragg, Jas. Denmead, H. E. Lozier. The chairmen of the other committees are: Finance, A. J. Zwart; premiums and rules, John Reardon; publicity and programme, J. S. Wilson, Jr.; trade display, J. N. Albright; guarantee fund, A. J. Zwart; decorative, Alfred Lozier; growers' and nurserymen's display, M. J. Wragg; special premiums, A. J. Zwart; lectures, A. S. Thurston; music, A. H. Wilson; reception, A. S. Thurston; admission, Wesley Green.

French Florists Prosperous.

Paris, February 8.—There is no lack of flowers in Paris and local florists are enjoying a good trade this winter, notwithstanding the fact that owing to lack of labor and high cost of coal, greenhouse grown stock is at a premium. Cut flowers from southern France, such as roses, Parma violets, Japanese lilies, etc., are both plentiful and cheap. The larger growers report that the demand is almost up to its usual standard. The supply from the Rivieria is largely increased by shipments of wallflowers, violets, mimosas and carnations from the Liguarian coast. Owing to the German and Austrian markets being closed to them, Italian growers are trying to find an outlet for their product, with the result that the markets are overcrowded with large shipments from Italy, all of which can not be sold at a profit.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—A young man with some experience in growing cut flowers and plants for retail trade. Apply F. G. HUNT, Glencoe, Ill.

Help Wanted—Man with experience in green house and nursery work, $15 per week. Send references.
H. G. W., 312 W. Chestnut St., Louisville, Ky.

Help Wanted. An A No 1 gardener for private estate; good wages and steady job for good man. Please state wages in first letter and apply to
R. R. MCGEORGE, Wampum, Pa.

Help Wanted—Girl with some experience to work in a retail flower store. State experience, age and wages expected. Address
Key 766, care American Florist.

Help Wanted—Two men, one for store; one for greenhouse with knowledge in all branches; hustlers only; state wages and references.
J. B. GOETZ SONS Saginaw, Mich.

Help Wanted—Rose house helpers and section men who have done some grafting. Apply
POEHLMANN BROS. CO.,
Plant B. Morton Grove, Ill.

Help Wanted—Two men experienced in greenhouse work. One in retail sales department, one good potter. $16.00 per week to start.
F. HOLZNAGLE, Detroit, Mich.

Help Wanted—Experienced saleslady. Permanent position and good salary.
THE CHICAGO FLORIST,
35 E. Adams Street, Chicago.

Help Wanted—Good all around greenhouse man as assistant to foreman. Must be a good potter and be able to handle hose, $65 per month and room. KLIMMER GREENHOUSE CO.,
Forest Park, Ill.

Help Wanted—An experienced general gardener; single; must know how to raise vegetables outside flowers and shrubbery. Wages, $50.00 per month, board and lodging. Apply
DR. J. H. VOJE, Oconomowoc, Wis.

Situation Wanted—By an experienced grower of flowers and vegetables; single man.
J. E. HUSKE, 6326 N. Clark Street.

Situation Wanted. On private place; experienced gardener and caretaker Address
Key 774, care American Florist.

Situation Wanted—By a practical grower of cut flowers and plants commercial or institution capable of taking entire charge; life experience in Great Britian and this country. Prefer south. Good references.
FLORIST, 8 W. Chicago Ave., Chicago.

For Sale—84 foot corner with 4,200 feet of glass well stocked, including cottage. Must sell at reasonable price. ADDISON FLORIST,
4523 Addison St., Chicago, Ill.

Wanted—Two used Kroeschell boilers 4x12 or 4x14 or one large one. Must be in Good condition. Address PETER NEPPER,
7438 Murphy Ave., Chicago, Ill.

Help Wanted

At once sober, industrious man, experienced in general greenhouse work; must be good rose grower. State age nationality and references. Single man preferred. Wages $65 per month with lodging.

A. S. THURSTON
Iowa State College, AMES, IOWA

HELP WANTED

Several growers and helpers.
Good wages and steady job.

BASSETT & WASHBURN
HINSDALE, ILL.

SITUATION WANTED.

As working foreman or manager on a large commercial, public or private place. Good practical experienced grower and propagator of all cut flowers pot and bedding plants for Easter and Christmas forcing; landscape gardening, good vegetable grower, etc. German; married; no children. 34 years' experience in Germany and America. Honest, sober and steady; best of references. Please state particulars in first letter. Address
E. J., 625 Ivy Street, E. E. Pittsburgh, Pa.

HELP WANTED

Laborers to work around our greenhouses. Steady employment at $2.50 per day. Apply at

BASSETT & WASHBURN,
HINSDALE, ILLINOIS.

Help Wanted

Designer and General Salesman to take charge of Floral Department in a Seed Store. Give full particulars in first letter. Address

Key 770, care American Florist.

Help Wanted

A competent and thoroughly trained florist and landscape gardener to take charge of the gardening at the Topeka (Kansas) State Hospital for insane. Salary $50.00 per month, together with board, room and laundry. Applicants will please describe fully, qualifications, personality and experience. Address Superintendent,

Topeka State Hospital, Topeka, Kans.

Growers Attention

Chicago needs an exclusive growers' co-operative association. Growers doing a retail business not wanted. What have you to ship? If interested write

Key 776, care American Florist.

FOR SALE

Wholesale and Retail Greenhouse Establishment, located 17 miles from Minneapolis; 45,000 feet of glass; houses and stock in A-1 condition. Acre and one half of open fields, living house, barn, chicken coop and a fine orchard. $5,000 or more down balance on easy terms, interested party take possession June 1. For full particulars write

Victor Peterson, Anoka, Minn.

FOR SALE

Good paying retail store in leading Iowa city; modern in every respect. Great proposition for the right party. For further particulars, address

Key 771, care American Florist.

FOR SALE

5 greenhouses in good repair, 18x100 feet, and well stocked with about 4000 spring and bedding plants. The houses are heated by hot water. This is the finest business stand in this vicinity. 8 acres of fine garden from May, which may be sold with two houses if required. For further particulars apply to the

FENSING PARK NURSERY,
Mount Pleasant Avenue, LONDON, ONT.

FOR RENT

100,000 feet of glass in Chicago. Excellent location. Reasonable rent. Dissolving partnership.

Key 765, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $2.85; per 1000 $4.50. Samples on request. Electro of leaf, postpaid, $1.25. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

HELP WANTED

Good wholesale man capable of handling best city trade, by leading Chicago wholesale cut flower house. Good wages to man who can qualify for the position. State full particulars in first letter. All replies will be treated strictly confidential.

Key 777, care American Florist.

MOVE THEM NOW

Specialties for Vases, Window Box Stock, Bedding Plants.

THE EARLY ADVERTISEMENT GETS THERE.

The Florists' Supply House of America

Easter Weddings

Our Assortment of Wedding Accessories is the Largest in the Country.

Kneeling Stools, Ribbon Posts and Vase Standards, Tall Floor Vases, Shepherds' Crooks, Gates for the Aisle, etc. Bridesmaid's Baskets, Silk Fringed Lace Papers for the Bride's Bouquet, Baskets for the Flower Girls. Everything for the Wedding in the latest style, up-to-date in every particular.

Send for our latest illustrated supplement. A postal card will bring it.

H. BAYERSDORFER & CO., 1127-1129 Arch Street, PHILADELPHIA, PA.

Pittsburgh, Pa.

EASTER TRADE SHOWS BIG GAIN.

With a good market, plenty of stock and fine weather on Saturday, the Easter business was about 50 per cent more than in 1916. It looked as though the weather was going to injure business some, but it turned out grand the day before Easter. Had the weather continued like the early part of the week stock would have been of no use at all, as the first three days of the week were very warm. Sweet peas, roses and bulbous stock suffered the most. The next two days were cool with some rain, which made it look rather discouraging to the retailer, but it helped to hold stock in a much better condition. Saturday the sun came out bright and warm, which could not have been better for the dealer who had prepared for a large business and they all had a good day. Most all the stock sent out was satisfactory and very few complaints were registered. Some very poor violets were seen in this market, but the ones who bought them had to replace them with something else. Sweet peas were very much in demand and cleaned up well. Those received earlier in the week were not so good, as they showed the effects of the hot weather. They could not be held as the warm days faded them, so they had to be disposed of at any price. This helped to keep the average for the week down, to a certain extent. Carnations and roses were in good cut and cleaned up well. Lilies were plentiful, but very few were left on hand. Snapdragons, daisies and irises sold very well. Most all the plantsmen cleaned up well and all report good prices. Many were sold out of all their stock very early. Smilax was very scarce.

CLUB MEETING.

We wish to make it known to the florists, that those who do not attend the florists' club meetings are missing some extremely interesting gatherings. For instance, every florist would be well benefited by hearing the three papers read at the last one. One by Jno. Costoff was on "The Twelve Best Annuals for Cut Flower Purposes." Another by A. A. Leach was headed "The Twelve Best Hardy Perennials for Cutting" and another by Neil McCallum was entitled "The Twenty-five Best Herbaceous Perennials for Border Display." By observing the number of members who were busy jotting down things in their note books, the papers read secured the attention they deserved. Something interesting and instructive is planned for each meeting, so come around and get the same benefit of your florists' club that florists in other cities are getting from theirs. At this meeting the following awards were made: Cultural certificate to the McCallum Co. for very fine White and Pink Killarney and Ophelia, grown by H. L. Blind; certificate of merit to Jas. Murphy for excellent antirrhinum; cultural certificate to Thos. E. Tyler for collection of carnations, including a sport of Benora, which everyone liked. A vote of thanks was extended Carl Beckerer for showing spikes five feet long of a hardy mignonette (Reseda perenius). Mr. Sample of Elliott Nurseries also brought some forced shrubs of new varieties. Messrs. Leach, Lundenth and Murphy gave their impressions of the New York show, which they had visited. Subject for next meeting is "Bedding Plants."

NOTES.

E. C. Ludwig of the North Side had the misfortune of having all his three trucks go wrong at the same time, but he managed to get his goods delivered in time.

H. A. Irwin, of Monesson, did a wonderful business for being a new man in the flower game. Funeral work has kept him busy ever since.

The truck of the Pittsburgh Cut Flower Co. was struck by a street car, injuring the driver and boy slightly.

Abe. Krongold disposed of over 2,000 azaleas besides other plants and flowers in his Liberty avenue store.

R. J. Daschbach Co. cleaned up well on all of its fancy plants and could have disposed of many more.

Southern daffodils have made their appearance and seem to be much better than usual.

M.

NOW READY FOR DELIVERY.

CYCLAMEN GIGANTEUM.

Strong transplanted seedlings, 4 to 5 leaves, ready for 2½-inch pots. Glory of Wandsbek, Christmas Cheer, Daybreak, Rose von Marienthal, Pure White, White-Pink eye, For the past seven years we have been improving the Cyclamen, so we feel confident that you can get no better strain anywhere.

$8.00 per 100; $75.00 per 1000.

NOW READY.

BEGONIA "Glory of Cincinnati."

Strong young plants for growing on, ready for 3-in. pots, $15.00 per 100.

BEGONIA "Melior" (Something Better).

This Begonia was introduced by us in 1914; it is "better" as its name indicates. No other plant will last so long in bloom as this variety; strong young plants ready for 3-inch pots. $20.00 per 100.

BEGONIA "Mrs. J. A. Peterson" (Our latest novelty)

The gem of Begonias. Flowers deep cerise, with glossy irridescent bronze foliage. Awarded Silver medals at New York and San Francisco. Young plants ready for 2½-inch pots, $20.00 per 100.

The early plants are the best. Cash with order from unknown correspondents.

J. A. PETERSON & SONS,

Westwood, CINCINNATI, OHIO.

You Should Use The Rapid Rapper

RAPID PER

Pat. May, 1916—Trade Mark Registered.

Florists who did so during the Easter Rush, Pronounce It A Big Money and Time Saver.

A Large Grower who bought several **Pedestals** and a large quantity of **Rapid Rappers,** says: "We never managed to get out so many packages in such short time as we did this Easter with your outfits. It took less help, did not cost us as much to wrap and less paper was used and the packages presented a neater appearance when ready for delivery. Every grower should have one." Other growers who gave our wrapping outfits a thorough test write that they are more than pleased with them.

A leading Chicago Retail Florist says that he bought one of our outfits because it looked good and after using it Easter week adds that he would not be without one regardless of cost. The early demand was quiet and the rush did not start in until Saturday, April 7, consequently all the work was crowded into one day. People that formerly did the wrapping were enabled to help on the floor for I found that one man could wrap the same number of plants with the Rapid Rapper that three men did in former years.

Write for "THE ART OF WRAPPING POTTED PLANTS AND FLORAL BASKETS." IT IS FREE.

California orders filled direct from branch office, 448 Bush St , San Francisco, Calif.

The Rapid Wrapper Co.,

56 East Randolph Street, Chicago.

Nashville, Tenn.

MAGNIFICENT STOCK SELLS FREELY.

No more perfect weather than that of Friday and Saturday ever marked the Easter-tide in this city, and while Sunday proved cloudy and much colder, it did not interfere to any great extent with the success of the business as Saturday was an ideal day for selling and everyone was out getting flowers for home decoration or as gifts to friends. There was an abundance of stock both in plants and cut flowers and it appeared as if the growers had vied with each other to see who could produce the most magnificent and most bountiful supply. Lilies were easily the best seller and there were thousands of these beautiful flowers, the price holding firm at 25 cents per bloom. There was also a fine supply of baby ramblers, ranging in price at from $3.50 to $5, both red and pink, to say nothing of the vast amount of bulbous stock in small pots, all of which moved nicely. Spiræa Japonica while not seen in large numbers was well flowered and sold well, while quite a few rhododendrons priced at from $5 to $7 attracted the generous buyer. There was a limited supply of Scotch heather which by its rarity and uncommon beauty attracted much attention and was readily disposed of at prices slightly better than those of last year. Decorated baskets were a great feature and while they were large, handsome and high-priced, they sold well. The cut flower supply was excellent. Roses were particularly accommodating and were in the richest profusion, among the leading varieties being American Beauty, both Killarneys, Ophelia, Richmond, Aaron Ward and Kaiserin. Other fine offerings included carnations, lily of the valley, orchids, sweet peas, snapdragons, calceolarias, pansies, etc., all of which in tasteful basket arrangements were very salable and there was no lack of buyers. The flower shops were beautiful to behold, with thousands of superb blooming plants placed tier upon tier and reaching to the ceiling, a large percentage of this stock being lilies.

NOTES.

The Joy Floral Co. never fails to have fine flowers and plenty of them and their establishment was a very busy place and the inroads of the buyers was early noticeable in the immense stock. Basket arrangements here showed wonderful individuality seldom seen both in make-up and selection of flowers, calceolarias, snapdragons, sweet peas, orchids and bunches of heather with lily of the valley proving most effective in many of the offerings. The cut flower stock was equally noteworthy.

The McIntyre Floral Co. had an abundance of flowers and a handsomely arranged store. Although out of the uptown district they command a large and flourishing trade and had unprecedented success with their Easter business. Splendid lilies and roses were features, particularly fine Russells, which they are producing this season.

Geny Bros.' store was a scene of great activity, dozens of clerks being kept busy. The stock here was one of the best of the day, particularly the vast number of baby ramblers, which followed the lilies in popularity. Splendid rhododendrons were also featured, the stock being unsurpassed in size and beauty.

A number of the small growers had wagon loads of plants at the market house and sold out clean by night. Among these were: Chas. Tritschler, J. F. Corbett and W. Wainl, of Stainback avenue; L. H. Haury & Son and L. H. Haury, Jr., L. Green and J. A. Campbell.

L. H. Haury & Son showed up well. No one had a prettier stock and they enjoyed a fine trade.

M. C. D.

AUTOMOBILE SUPPLIES

Have you received our catalogue?
Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.
1349-51-53 S. Michigan Ave., CHICAGO, ILL.

Oklahoma City.

TRADE THIRD GREATER AT NORMAL PRICES.

The general opinion locally is that this has been a splendid Easter for business. A bigger trade has been recorded than in any other year, and 30 per cent larger than last year. After a week of hard driving winds and sand storms, Sunday came a beautiful calm, cool day, with almost everybody out on parade, and seeking flowers to wear. So far as prices go, they were about the same as in other years; that is for good stock. There were American Beauty roses though that had to be sold at the wholesale price or less in order to get rid of them. These were flowers that had been too long in cold storage, and their condition was such as to cast a grave reflection on the shipper, whoever he may be. The plant trade was equally as good as the cut flower sales and a corresponding increase over the sales in other years was noted.

S. S. B.

Over a Million Green Hyacinth Stakes

at the following special low prices:

	Lots of 5,000	Lots of 10,000
12-inch length	$0.90 per 1000	$0.85 per 1000
18-inch length	1.20 per 1000	1.10 per 1000

These prices only hold good until present stock is sold.
Write for prices in case lots, 25,000.

THE HOUSE OF MERIT

JOS. G. NEIDINGER CO.

FLORISTS' SUPPLIES

1309-11 N. 2nd Street, PHILADELPHIA, PA.

Mention the American Florist when writing

St. Louis, Mo.

LARGEST EASTER TRADE IN YEARS.

During the early part of the week there was an overplus of all flowers, with indications that a big supply would be in for the Easter trade. Even up to the middle of the week prices were low on account of the large quantities of stock on the wholesalers' counters. On Thursday the weather conditions changed materially and stock shortened up so much that Easter orders were cut because of scarcity. The prices, however, were held at reasonable figures, which was quite unusual to the retailer. Cut Easter lilies were cleaned up early at the usual prices. Roses of all kinds were scarce for Easter with a big demand. Violets were very poor, but had quite a call. Sweet peas were fine, and thousands of these were used up for the Easter corsage, with prices right. Greens were in fair supply, with the exception of smilax, which was very scarce, and what there was of it was poor.

NOTES.

Saturday afternoon it started to rain, by night it developed into a cold drizzle, and Sunday morning we were greeted by a snowstorm. Toward noon the weather had moderated and the Easter promenaders began to show their corsages.

The Retail Florist Association publicity committee will now have to get busy for Mothers' day. The place for the next meeting has not yet been selected, but it will be held April 12, with very important business coming up.

Archie Williams, driver for the Schoenle Floral Co., had a close call on the night of April 7, his auto running into one standing still, without lights. Fortunately he was not seriously injured.

The sweet pea surely had the call over other flowers for the popular corsage. One florist reports using up 10,000 sweet peas in corsages alone.

The retailers say it was the biggest Easter ever, in spite of the war scare.

J. J. W.

WATERFORD, CONN.—George Currie will erect a greenhouse in the near future and grow vegetable and flowering plants for this market.

SANTA CRUZ, CALIF.—Three flower shows will be held here this summer under the auspices of the Chamber of Commerce, the dates to be announced later.

LATEST EDITION

ISSUED AUGUST 1916

The American Florist Company's

Trade Directory

FOR 1916

Contains 546 Pages. Price $3.00 Postpaid.

THE AMERICAN FLORIST COMPANY'S Trade Directory for 1916, fully revised to date, with thousands of new names and changes of address, is now ready for distribution. It contains 546 pages, including complete lists of the Florists, Seedsmen and Nurserymen of the United States, Canada, Central and South America arranged both by states and towns and all names alphabetically. Also lists of Foreign Merchants, Firms Which Issue Catalogues, Horticultural Supply Concerns, Parks, Cemeteries, Landscape Architects, Experiment Station Horticulturists, Botanical Gardens, Seed Growers, and much other conveniently indexed and invaluable trade information.

PUBLISHED BY THE

American Florist Co.

440 S. Dearborn St., CHICAGO

Sensational New American Bedding Rose

"Los Angeles"

NEW HYBRID-TEA ROSE, LOS ANGELES.

(Howard & Smith, 1917)

It is a great pleasure to be able to offer such a meritorious new Rose, particularly so, one of American origin, and we believe that this splendid variety is only the forerunner of other equally good sorts "Made in America".

We have not only seen the originators' great field of it in California, but have also had the opportunity of watching the behavior of a dozen plants in our own trial beds the past Summer, under what has been one of the most trying seasons we have ever experienced and it has given a most satisfactory account of itself in strong, vigorous growth and in freedom of bloom, in which it was not equalled by any other variety in its first season after planting.

Following is the originators' description:

"Los Angeles is, by all odds, one of the finest Roses ever introduced. The growth is very vigorous and produces a continuous succession of long stemmed flowers of a luminous flame pink toned with coral and shaded with translucent gold at the base of the petals. In richness of fragrance it equals in intensity the finest Marechal Neil. The buds are long and pointed and expand into a flower of mammoth proportions, while the beauty of form and ever increasing wealth of color is maintained from the incipient bud until the last petal drops."

Unlike many of the new imported Roses, the plants are extra heavy two year old stock, which should give a full crop of flowers this season. Price, heavy two year budded plants, $1.50 each.

We make a specialty of two-year-old Roses, budded plants and such that will please your customers for spring planting. Our stock has all been potted up during the winter months, stored cool, and will be in prime condition for April and May Planting. Our list contains not only all the select standard sorts, but many new sorts offered by us exclusively in the United States. For complete list of varieties see our current Wholesale List, January to June issue, which will be mailed upon request, only to persons engaged in horticulture commercially.

HENRY A. DREER, 714 Chestnut Street, Philadelphia, Pa.

The above prices are intended for the Trade only

Floriculture at Iowa State College.

A floral art exhibition and spring flower show was held at the Iowa State College, Ames, March 30-31. This was the first exhibition of its kind ever held at the college and it was well received, making a distinct impression upon people as to the real value of flowers in our daily life. Many were the expressions of delight made by the numerous visitors and among the many comments were heard such remarks as "the finest thing ever done on the college campus;" "the most novel exhibit of flowers ever seen in the state," "a truly artistic show."

The various ways in which cut flowers are used, also a great many different flower and color combinations, were on display at the exhibit, the object being to make a beautiful display, but also to educate people in the use of flowers in the home and for personal adornment. There were to be seen all types of flower arrangement from the simple bud vase up to large bridal shower bouquets of valley and gardenias. The numerous novel displays proved to be of great interest to the visitors and gave a characteristic uniqueness and originality to the show.

Among the features there was one which attracted the attention of both young and old; it was a complete set of wedding arrangements including the bridal shower bouquet, bridesmaids' shower bouquet, maid of honor bouquet, flower girl basket, boutonnieres for bridegroom and ushers, and the bridal table. Other exhibits on display were numerous vase and basket arrangements, flower bowls, corsages, trellis boxes, floral art frames, table decorations, stork baskets, presentation baskets, plant baskets, fern dishes, and also vases, pottery and other ornamental accessories. A large group of spring flowering plants arranged in bank-like form occasioned much admiration and many were the questions asked as to the name of the different plants used in the group.

The exhibition, which was a display of the floral work of the students, assisted by C. J. Polity of Des Moines, was under the direction of Prof. A. S. Thurston, who is in charge of the floricultural work at the college. The class in amateur floriculture showed the various ways in which flowers might be used in the home, while the professional students were responsible for the exhibits of more specialized character.

Strong, Healthy, Bench Plants of Mrs. Aaron Ward.

Grown on bench only one year; elegant stock for further forcing. Will give much quicker and better results than by planting pot plants, $9.00 per 100; $80.00 per 1000. Cash please.

Albert F. Amling Co.
MAYWOOD, - - ILLINOIS

Mention the American Florist when writing

Carnations-Roses-Beauti

Russell, Sweet Peas, Cattleyas, Valley, Cecile Brunner.

CURRENT PRICE LIST

AMERICAN BEAUTIES.	Per doz.
Specials	$6.00
36 to 40 inches	5.00
30 inches	4.00
24 to 28 inches	3.00
Shorter	75c to 2.00

RUSSELLS.	Per doz.
Extra Long	$4.00
Long	$2.50 to 3.00
Medium	2.00
Short	75c to 1.50

		Per 100
Milady, Richmonds, Brilliants, Sunbursts, Ophelia	Long	$10.00 to $12.00
	Medium	8.00
	Short	4.00 to 6.00
Aaron Wards, White Killarney, Killarney	Long	$8.00 to $10.00
	Medium	6.00
	Short	3.00 to 4.00

Extra long special roses we charge accordingly.

MINIATURE ROSES.	Per 100
George Elgar	$2.00
Cecile Brunner	3.00
Baby Doll	3.00
Fireflame	4.00

SWEET PEAS.		
Sweet Peas,	Orchid-flowering	$1.50 to 2.00
" "	Spencer	$1.00 to 1.25
" "	Short Spencer	.50 to .75

ORCHIDS.	Per doz.
Cattleyas	$9.00
Phalænopsis	3.00

CARNATIONS.	Per 100
Fancy	$4.00
Our selection	3.00
Splits	1.50

VALLEY.	Per 100
Fancy	$5.00 to $6.00
Firsts	4.00
Seconds	3.00

MISCELLANEOUS CUT FLOWER	
Jonquils, Daffodils	$ 2.0
Tulips	
Darwin Tulips	
Easter Lilies	10.0
Violets	
Snapdragons	per doz. 1.0

GREEN GOODS.	
Smilax	per doz.
Sprengeri, per bunch, 50c, 75c, $1.00	
Adiantum	
Adiantum Hybridium	
Farleyense	$10.0
Galax, gr. and br.	per 1,000
Leucothoe	
Mexican Ivy	
Ferns	per 1,000
Wild Smilax,	per case
Woodwardias	per 100

Every Florist Is Bu

and will have all the work that he can bly attend to the next two months. relieve you of the trouble of making u wreaths for Memorial Day for we ha facilities to do it quicker and at a mu expense than you can.

Memorial Day Wrea

SPECIAL INTRODUCTORY OFF

12 Assorted 21-inch Wreaths like the accompanying illustration for **$1**

☛ If you desire to make up your wreaths, bear in mind that we have the rials you need and can supply you with you want at the most reasonable price

MAGNOLIA LEAVE

15-lb. Carton, ...

Immortelles--Cape Flowers--Prepared Lycopodium

SPHAGNUM MOSS, per Bale, $1.35; Doz., $15.

POEHLMA

72-74 E. Randolph St.,

ISE PLANTS, GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

AFTED—2½-inch Russell .....$150.00 per 1000
ots of 5000 or more..... 145.00 per 1000
AFTED—2½-inch Ophelia, Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond ..... 120.00 per 1000
ots of 5000 or more..... 110.00 per 1000
These prices are absolutely net cash. For 3½-inch stock an additional $50.00 per 1000 will be charged.

OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner .....$7.00 per 100; 65.00 per 1000
Lots of 5000 or more..... 62.50 per 1000
Sunburst, own root....$10.00 per 100; 90.00 per 1000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

CHRYSANTHEMUM ADVERTISEMENT WILL APPEAR IN LATER ISSUES.

Palms Western Headquarters Palms

gest and most complete stock offered in the West in a healthy, strong and clean condition.

TIA FORSTERIANA SINGLE PLANTS
pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves			Each
ots	6-7	30-32	inches high.....	1.50
ubs	6-7	42-46	inches high.....	4.00
ubs	6-7	48-50	inches high.....	5.00
ubs	6-7	50	inches high, heavy	7.00
ubs	6-7	8	feet high, heavy..	40.00
ubs	6-7	9-10	feet high, heavy..	50.00

TIA BELMOREANA SINGLE PLANTS.

Leaves			doz.	100	1,000
pots.....			$1.50	$12	$100
ots	5	10-12 inches high	2.50	18	150

				Each
ts	5-6	16 inches high	5.00 40.00	.45
ts	5-6	26-28 inches high.....		1.50

en plants, 15 inch tubs, $75.00 each.

A FORSTERIANA MADE UP PLANTS.

Plants			Each
ubs	4	72-78 inches high, heavy..	30.00
ubs	4	75-80 inches high, heavy..	35.00

ASPIDISTRAS.
ts, 10-12 leaves, vari..... 1.50

ARECA LUTESCENS.

Plants			Each
6 inch pots	4 bushy	24-26 inches high....	$1.25

PHOENIX ROEBELENII.
4 inch pots, 50 cents each; 5-inch pots.....$1.00
PTYCHOSPERMA ALEXANDRAE.
2¼ inch pots, 90c per doz.....$7.00 per 100
LIVISTONA ALTISSIMA.
2¼ inch pots, $1.00 per doz.....$8.00 per 100
LIVISTONA ROTUNDIFOLIA.
4 inch pots.....50c each
STEVENSONIA GRANDIFOLIA.
4 inch pots .....50c each

DRACAENAS.

	Each	Doz.	100
5 inch Imperialis	1.00	12.00	
4-inch Terminalis	.40	4.20	
3 inch "	.25		22.00
5 inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

Miscellaneous Plants

CROTONS.
colored, 4-inch, $4.80 per doz., 5- c and 75c each.

PANDANUS VEITCHII.

	Per doz.
.....	$ 4.20
.....	7.20
.....	12.00
.....	18.00
.....$24.00 to	$30.00

RUBBER PLANTS.

	Per doz.
5-inch pots	$6.00
6-inch "	9.00
7-inch " .....Each	$1.50 to $2.00
Larger plants .....Each	2.50 to 3.00

TABLE FERNS.

	Per 100
2½-inch pots $4.00	
3 -inch "	8.00

PTERIS ASSORTED.

	Per 100
4-inch pots .....$15.00 to	$20.00

ASPARAGUS PLUMOSUS.

	Per 100
2¼-inch pots $4.00	
3 -inch "	8.00
6 -inch " .....Each	.35

ASPARAGUS SPRENGERI.

	Per 100
2¼-inch pots $3.50	
3 -inch "	7.00
4 -inch "	12.00

HOLLY FERNS.

	Per 100
4-inch pots .....$15.00 to	$20.00

A Nominal Charge is Made for Packing.

N BROS. CO.

ng Distance Phone, Randolph 35. **CHICAGO, ILL.**

Beauties, Roses, Fancy Russell, Carnations. Prices Are Much Lower.

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

CURRENT PRICE LIST

AMERICAN BEAUTIES

Our cut mostly medium and short length stems, but very fine flowers.	Per doz.
Specials, extra long stems	$4.00
Stems 30 to 36 inches	$2.00 to 3.00
Stems 18 to 24 inches	1.25 to 1.50
Stems 12 to 15 inches	1.00
Shorter lengths	.35 to .75

RUSSELL—The best in this market.

	Per doz.
Specials, extra long	$2.00
Long	1.50
Good medium	1.00 to 1.25
Good short	.50 to .75

RED ROSES

Rhea Reid, Richmond and Hoosier Beauty	Per 100
Long	$8.00 to $10.00
Good medium	5.00 to 6.00
Good short	3.00 to 4.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$8.00 to $10.00
Good medium stems	5.00 to 6.00
Good short stems	3.00 to 4.00

Pink and White Killarney, Brilliant	Per 100
Long	$6.00 to $8.00
Good medium	5.00
Good short	3.00 to 4.00

OUR SELECTION: Assorted Roses, not over half white, in lots of 300 or more, at the rate of $2.50 per 100.

CARNATIONS

Red, extra fancy **Belle Washburn**	$3.00 to $4.00
Pink and White, extra fancy	3.00

BULB STOCK

A large supply at market prices, depending on quality.

	Per 100
TULIPS	$2.00 to $3.00
PAPER WHITES	2.00 to 3.00
JONQUILS AND DAFFODILS	2.00 to 3.00
VALLEY	6.00

GREENS

ASPARAGUS and SPRENGERI	Per 100	$2.00 to $3.00
GALAX, Green or Bronze	Per 1000	1.25
CHOICE COMMON FERNS	Per 1000	3.50

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

EASTER TRADE BETTER THAN LAST YEAR.

The Easter trade was very good and much better than last year is the report of practically all the wholesale dealers who are more than satisfied with the amount of business that was done. The shipping trade was exceptionally heavy and the local demand was surprisingly good, although it started in much later than in former years. The heavy rain all day, Thursday, April 5, affected business a great deal, but the favorable weather that prevailed Friday, Saturday and Sunday evened things up considerably and what was at first thought would be the poorest Easter in years, as far as the local demand was concerned, turned out to be the best ever. The shortage in plants caused a heavy late demand for cut flowers and some of the wholesale houses kept open until nearly midnight, Saturday, April 7, for the accommodation of their customers. Stock in general cleaned up better than at any previous Easter, as was predicted in the market reports in the past few issues of THE AMERICAN FLORIST. American Beauty roses sold surprisingly well and cleaned up at an early hour at high prices. A large quantity of American Beauty roses was received from the east which cleaned up also at good prices, owing to the scarcity of home-grown stock. Mrs. Chas. Russell roses were in good demand, and, like American Beauty roses, cleaned up quickly. Red roses in general had the call and sold first. Killarney, Killarney Brilliant, My Maryland and other pink varieties, cleaned up nicely, and while White Killarney sold well the demand could have been much better. Orchids and gardenias were scarce and it was impossible to supply anywhere near the demand. Lily of the valley was also scarce and so were sweet peas, which brought high prices. Home-grown violets commanded good figures and while double violets had a good call and cleaned up well they did not bring the prices they should have, considering the general market conditions. Lilies never sold at such high prices at Easter as they did this year and never cleaned up so completely at such an early hour. Carnations were plentiful and sold pretty well, but $4 on fancy red and pink was considered a high average. Iris, tulips, jonquils, snapdragons and stocks found ready buyers and other miscellaneous stock in general had a good call and was pretty well disposed of before the rush was over, with the exception of one or two items. Some lilies were received from the east and found ready buyers and the same can be said of the California callas, which arrived in good condition. Taking everything into consideration, the Easter trade this year, as far as the wholesalers were concerned, was the most satisfactory in years, considering the extra large supply of stock that was handled in this market. Stock at this writing is plentiful with one or two exceptions and very fancy stock is obtainable in quantity lots at very reasonable prices. There is a good call for wedding flowers, which is not surprising when one reads that over 1,000 marriage licenses were issued one day this week and that the rush is still on, which is attributed to the fact that many of the young men are trying to evade possible military service.

NOTES.

Kennicott Bros. Co. is making preparation to move into its new store in the LeMoyne building, which it expects to occupy in the very near future. This firm is willing to sublet all or a part of its present quarters, which can be taken possession of as soon as they are vacated.

My Friend Bill

Says:

It has been proven that

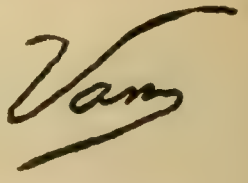
You Cannot

hire any help, or get a partner whom you can depend upon more, or who will work as

Hard For You

as

Percy Jones, Inc.



CUT FLOWERS

PERCY JONES, Inc., Chicago, Ill.

HEAVY CROP OF ROSES

RUSSELL AND OPHELIA

All the other varieties listed in the price list below. Order Here.

Buy Direct From The Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

AMERICAN BEAUTIES	Per doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

MRS. CHAS. RUSSELL	Per 100
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

RICHMOND	Per 100
Specials	$10.00
Select	8.00
Medium	6.00
Short	$4.00 to 5.00

MILADY	Per 100
Specials	$10.00
Select	8.00
Medium	6.00
Short	$4.00 to 5.00

Champ Weiland.., Killarney, White Killarney., Killarney Brilliant, Sunburst, My Maryland..., Ophelia	Per 100
Specials	$10.00
Select	8.00
Medium	6.00
Short	4.00 to 5.00

	Per 100
ROSES, OUR SELECTION	$4.00
Carnations, fancy	$ 2.00 to 3.00
Harrisii	$12.50 to 15.00
Jonquils	3.00 to 4.00
Sweet Peas	.75 to 1.50
Tulips	3.00 to 4.00
Valley	6.00
Violets	.50 to 1.00
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Galax, bronze and green, per 1,000	$1.25
Ferns, per 1000	$3.50
Leucothoe Sprays	75c to 1.00
Smilax	per doz. strings 2.00 to 2.50

2,000,000 Feet of Modern Glass

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 **CHICAGO**

Heavy Supply of Roses

All the leading varieties grown for the World's Greatest Wholesale Cut Flower Market.

Sweet Peas--Spring Stock

Our supply of Orchid Flowering Sweet Peas is second to none in this market and the same holds true for our line of spring stock which is complete in every respect.

FANCY CARNATIONS

All the leading commercial and newer varieties in quantity to meet any demand. Special prices on 1000 lots.

Order Here You Cannot Do Better Elsewhere—Often Not Nearly As Good.

BEAUTIES - ROSES - CARNATIONS

CURRENT PRICE LIST— Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Long stems	$6.00
36-inch stems	5.00
30-inch stems	4.00
24-inch stems	$2.50 to 3.00
18-inch stems	2.00
12-inch stems	1.00

MRS. CHAS. RUSSELL.	Per 100
Extra Special	$25.00
Select	20.00
Fancy	15.00
Medium	12.00
Short	10.00

White—KILLARNEY—Pink.	Per 100
Extra Special	$7.00
Select	6.00
Fancy	5.00
Medium	4.00
Short	3.00

RICHMOND.	Per 100
Extra Special	$7.00
Select	6.00
Fancy	5.00
Medium	4.00
Short	3.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	$10.00
Select	8.00
Fancy	6.00
Good	5.00
Short	4.00

MINIATURE ROSES.	Per 100
Baby Doll	$3.00
Elgar	3.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Extra Special	$2.50 to $3.00
Good	1.50 to 2.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	3.00 to 3.50
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.25

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

Zech & Mann report business as fine and that their sales for every day of Easter week showed a big gain over the corresponding period of 1916. Their supply of cut lilies was one of the largest and finest in the city and came from the Damm Bros. greenhouses where they will be grown all through the season. Allie Zech says the quality of the lilies they offered this Easter was exceptionally fine and they never brought such high prices or cleaned up so completely as they did this year.

Chas. Fisk and wife are back from a most pleasant visit in Florida. One of the mounted policemen near the wholesale market was so glad to see him upon his return that he invited him to appear in court the Saturday before Easter for leaving his car standing in front of the LeMoyne building longer than a half hour on the day previous.

Poehlmann Bros. Co. will officially open its new supply quarters on the second floor of the Stewart building, one door west of the place it now occupies, Saturday, April 21, and a cordial invitation is extended to everyone in the trade to attend the big doings. Otto W. Frese says the Easter business at Poehlmann's this year was far ahead of 1916.

A. T. Pyfer & Co. moved the large supply of cut lilies that they had to offer for Easter at an early hour at very satisfactory prices and could have easily sold many more, for the demand was far greater than the supply. Their stock of lilies was fine and came from the Pyfer & Olsem greenhouses at Wilmette.

Wietor Bros. cut heavily in American Beauty roses last week, but experienced no trouble in disposing of all they had to offer at satisfactory prices, owing to their splendid quality. They supplied many of the wholesalers with American Beauties in addition to all their regular customers.

Wm. P. Kyle, of Kyle & Foerster, has returned from Dubuque, Ia., where he attended the funeral of the late A. L. Glaser, Monday, April 9. Mr. Glaser was well known in this market where he was a large buyer and his sudden death came as a great surprise to his many friends here.

The Chicago Flower Growers' Association is showing a splendid line of roses and bulbous stock this week as well as fancy orchid flowering sweet peas. The Easter trade at this establishment was remarkably good considering the extra large supply of stock that was handled.

C. L. Washburn says that they handled more stock at Bassett & Washburn's store this Easter than in former years, and while everything cleaned up splendidly prices in general were not as high consequently the increase in the total sales will not be as large as was at first expected.

Stollery Bros. have placed an order with the John C. Moninger Co. for two show houses, 12x50 feet, to be erected at their new place at 4546 Broadway. They operated both their old store on Wilson avenue and new quarters on Broadway at Easter and report a splendid trade.

The firm of J. A. Budlong had its share of the Easter trade and report a general clean-up. The only item that did not move as well as it might was carnations, especially in the white varieties, which holds good for the market in general.

Peter Reinberg's Easter business was considerably ahead of 1916, according to Felix Reichling, who says that the shipping trade particularly was extra heavy. This firm is cutting a good supply of the pretty new pink rose, Champ Weiland.

Application for incorporation has been filed for Albany Nurseries by David Jacobson, H. H. Atridiron and Arthur R. Phillips, capital stock, $10,000. They have opened a store at 223 to 225 West Madison street.

H. Van Gelder says that Percy Jones never handled such a large quantity of stock before at Easter than this year and never did such a large business or cleaned up so completely in all lines.

A. L. Vaughan & Co. enjoyed a splendid Easter business, which was the best in years. The shipping trade was very heavy and the local demand never was so good.

Schiller's issued attractive Easter circulars covering the firm's three stores, one of the offers including a combination flower and candy box for $3.

Wiltgen & Freres have added a rose grower to their list of consignors. They jokingly remark that their Easter trade this year was the best ever.

Miss Edna Frauenfelder sang at the Auditorium last week when she was presented with a magnificent bunch of American Beauty roses.

Miss Clara Wienhoeber of the flower seed department of Vaughan's Seed Store is seriously ill with pneumonia at St. Mary's hospital.

Ed. Martin, with A. T. Pyfer & Co., is rejoicing over the arrival of an eight-pound soldier boy at his home, Monday, April 9.

O. A. & L. A. Tonner are showing a fine grade of blue iris in addition to their usual fine line of other offerings.

M. C. Gunterberg says that double violets were in good demand at Easter and cleaned up well at good prices.

John Schoepfle, 933 Belmont avenue, made all of his Easter deliveries in a brand new Reo truck.

The Alpha Floral Co. has added a new Ford truck to its delivery service.

Anton Then and wife are spending a few weeks at Magnolia Springs, Ala.

H. W. Buckbee, of Rockford, was a visitor April 5.

HANGING BASKETS

Enameled Green
Extra well made.

8-inch	$1.00 per doz.
10-inch	1.35 per doz.
12-inch	1.75 per doz.
14-inch	2.25 per doz.
16-inch	2.90 per doz.
18-inch	3.70 per doz.

GREEN MOSS

Fancy sheet 3-bu- sack well filled.
XXX quality.

$1.50 per sack

Pittsburgh Cut Flower Co.
116-118 SEVENTH ST., PITTSBURGH, PA.

Stock Is Plentiful With Us Now

and we can supply you with what you need as usual in all Seasonable Cut Flowers at very reasonable prices. At present we are particularly strong on Jonquils, Tulips, and all other spring stock and can quote you attractive prices on quantity lots. GET IN TOUCH WITH US FOR WHAT YOU NEED. DO IT NOW!

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$6.00
Stems 48 inches	5.00
Stems 30 to 36 inches	4.00
Stems 24 inches	3.00
Stems 18 to 20 inches	2.00
Stems 12 inches	1.50
Short stems	100. $6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES.	
Richmond, special	$10.00
" select	8.00
" medium	6.00
" short	4.00
Milady, special	$10.00
" select	8.00
" medium	6.00
" short	4.00
Killarney Brilliant, special	$10.00
" " select	8.00
" " medium	6.00
" " short	4.00
Ophelia, special	$10.00
" select	8.00
" medium	6.00
" short	4.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	6.00
" " short	4.00
Killarney, special	$10.00
" select	8.00
" medium	6.00
" short	4.00
Mrs. Ward, special	$10.00
" " select	8.00
" " medium	6.00
" " short	4.00
Sunburst, special	$10.00
" select	8.00
" medium	6.00
" short	4.00
Cecile Brunner	3.00
Elgar	3.00
Baby Doll	3.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Special fancy	$2.00 to $3.00

ORCHIDS.	Per doz.
Cattleyas	$6.00

EASTER LILIES.	Per 100
Select	$12.50
Short	8.00

MISCELLANEOUS.	Per 100
Violets—Single and double	$0.50 to $1.00
Valley	6.00
Calendulas	3.00 to 4.00
Daisies	.75 to 1.50
Snapdragons, per bunch	.75 to 1.00
Mignonette	4.00 to 8.00
Callas, per doz.	1.50 to 2.00
Sweet Peas	.75 to 1.50
Jonquils	2.00 to 4.00
Tulips	2.00 to 4.00
Daffodils	2.00 to 4.00

GREENS.	
Asp. plumosus, per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Adiantum, per 100	1.00
Smilax, choice, per doz.	1.50 to 2.00
Fancy ferns, per 1,000	3.50
Galax leaves, per 1,000	1.25
Wild Smilax, per case	5.00
Boxwood —per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Vaughan's Seed Store reports the stocks of nearly all spring bulbs running very low. This firm is offering some fine specimen Crimson Rambler roses.

The Chicago Wholesale Cut Flower Association will meet at the Hotel Sherman, Thursday evening, April 12, at 6:30 p. m.

Arbor Day this year falls on Friday, April 13.

BROOKVILLE, PA.—Mrs. C. C. Espy has resumed business in the Y. M. C. A. building.

LOUISIANA, MO.—A flower shop has been opened in this city under the management of Dygard & Hogue.

LYNN, MASS.—Articles of incorporation have been filed by the Nielsen Bros. Co., florists; capital stock, $5,000.

PETERBORO, ONT.—The local trade was well supplied with stock of excellent quality and report a splendid Easter demand.

ROSES

Large Supply of Very Choice Stock. Order Here—Prices Right.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 CHICAGO.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at Quincy, Number 9, April 5, W. J. Keimel presiding. Eugene C. Bowen, 3167 Broadway, Chicago; E. A. Bebb, Mt. Greenwood, and H. G. McLellan, Hammond, Ind., were elected to membership and introduced to the club as was M. C. Wright, manager of the Lord & Burnham Co.'s western office, who was enrolled at the March meeting.

Fred Lautenschlager, chairman of the publicity committee, submitted for examination to the members present a copy of the Mothers' day posterette to be issued soon. He reported that arrangements for the distribution of this posterette were well under way and that the committee had a plan in view to follow up this campaign with a full page advertisement in one of the leading national magazines, further particulars of which will be announced later.

T. E. Waters introduced a motion suggesting that the club hold a picnic some Sunday in July, which was referred to the good-of-the-club committee with instructions to report at the next meeting.

On Guard

We guard our customers' interest at all times by supplying them with strictly fresh stock at reasonable smallest prices. If you want your orders handled properly on this end—send them to

A. T. PYFER & CO.

—Wholesale Florists—

30 E Randolph Street, :-: CHICAGO, ILL.

Long Distance Telephone—Central 3373.

Anton Then suggested that the club take up the problem of devising some means whereby the growers could purchase their coal for next season at a reasonable cost with the guarantee that their orders would be filled properly. Mr. Keimel appointed a committee consisting of Anton Then, H. G. McLellan and Charles Hunt to solve the problem and report what progress had been made at the meeting in May.

Mr. Then volunteered to give the newly elected president one of his own-make wild smilax gavels similar to that presented to President Henderson in 1916 with the promise that he would have on in hand at the next meeting night.

Vaughan's Seed Store exhibited several vases of cannas including Yellow King Humbert and two fine unnamed yellow varieties.

Detroit.

EASTER TRADE HITS HIGH.

Easter business by common consent was a record breaker, surpassing in volume the highest point ever attained in former years by any of the local dealers. All conditions were favorable to this result and no one was disappointed. Fully 10 days before the great event of the year, indications pointed to a big demand and the growers during the past three months or more were carefully preparing for the immense anticipated trade. Following a growing custom of recent years of placing orders early in the week preceding Easter, the public thronged the florist shops for early purchases and selections for later deliveries. The weather Good Friday was cold, rainy and most disagreeable, but the next day it cleared and was most favorable to shopping. Sunday, too, was clear but cool, and never before were more flowers worn upon the streets. Of all the long list of beautiful flowering plants offered the Easter lily was supreme, as the demand was early, constant and incessant, establishing beyond doubt an ever increasing popularity of this plant. The scarcity of good azaleas may have been partly responsible for the heavy run upon the lilies, but the flower itself seemed to appeal with special force to the admiration of the public. Thousands of lilies were sold and many more could have been sold had they been available, for the market was cleaned up completely and belated lots in the hands of the growers were under high heat to enable them to come under the wire at the last moment to satisfy the eager buyers. A good stock was everywhere to be seen of spiraeas, roses, hydrangeas, genistas and a complete list of bulbous plants. Of the latter, the daffodils, though of most excellent quality, moved slowly, which was to many inexplicable when the beautiful character of the plants were considered. Some elegant specimens of rhododendrons were seen in many of the streets and shared with the azaleas a fairly good call. Pot roses were very popular and embraced some well trained Dorothy Perkins and heavy bush forms in Magna Charta, baby ramblers and other varieties. There was an ample supply of cut flowers of all kinds and the prices ruled in most cases about equal to the same period last year. Roses were an exception, as these were high in price, though the quality was also high. Carnations were fine and held firmly at $5 to $8 per hundred wholesale. Violets were only fair in quality, though some of the stock was up to standard for the season. Lily of the valley was poor, most of it, but its indispensable place in corsage bouquets enabled it to command a high price. Plant baskets, which are now most essential to every collection of Easter offerings, were seen in great numbers and embraced some very expensive arrangements which supplied the demand for the more expensive effects. Orchids enjoyed a demand that early exhausted the supply, though many shops were thought to be amply supplied before the rush began. Overjoyed as the florists were by the immense business done, they had to endure a severe test of their facilities for handling a big trade, most exacting in its requirements.

J. F. S.

OTTAWA, ONT.—Local florists report St. Patrick's day business this year as good as an ordinary Easter trade. They anticipate a big Easter business.

LOUISVILLE, KY.—The William Walker Company and John Kleinstarink & Sons have added new auto delivery trucks to their service.

PORTLAND, ORE.—The Moeller Art Floral Shop has made alterations which have enhanced the attractiveness of its display room.

Milwaukee.

EARLY REPORTS INDICATE GOOD TRADE.

At this time of writing (Easter Monday) it is impossible to state whether business for Easter is ahead in dollars and cents of last year, but the amount of stock received and disposed of certainly showed a nice increase over the Easter of 1916. From reports it was a plant day for they could be seen all over the city in great numbers and the fact that the plant growers were sold out long before Saturday, verifies the statement. Easter lilies, both in pots and as cut flowers, took the lead and the demand soon exhausted the supply. In cut blooms, while Russell and other red roses were in great demand, the biggest call was for the smaller cut flowers such as sweet peas, violets, etc. While a week ago the supply of sweet peas was light, thus figuring on a possible shortage in this line, the supply was equal to the extra heavy demand and the stock was very fine. Due to the advance prices quoted on carnations for Easter week, that line was short the latter part of the previous week, coming into the market on Monday and Tuesday, thus causing a break which was pretty well overcome by the end of the week when the local demand was heaviest. There was the usual amount of pickled stock which helped cause the trouble. The line which fared the worst, due to overproduction, was bulbous stock, especially white tulips and daffodils.

NOTES.

We can report that the local craft was greatly displeased with the sales of Easter lilies in pots quoted by the Boston store throughout the week at 15 cents per bud and bloom; then to make matters worse, the Espenhain store offered lilies on Saturday, April 7, at 10 cents a bud or bloom. It is a Chinese puzzle to find out, considering the increased cost of production, how they can be sold at that price and still not affect the reputation and business of the legitimate flower stores.

Gust. Rusch, of Gust. Rusch & Co., was home for two weeks with tonsilitis and other throat trouble, and even though a sick man was on deck to help this Easter break all previous records. They report a full supply of all lines, thus satisfying all comers. The Cudahy Floral Co. were right on time with their roses and will be in on long-stemmed American Beauties for some time.

If you want good stock and good treatment

Send Your Orders to us for

ROSES, CARNATIONS,

Valley, Sweet Peas, Lilies, Callas, Lupines, Jonquils, Calendulas, Snapdragons, Hyacinths, Stocks, Tulips, Mignonette, Daisies, Pansies, Forget-me-nots and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood. We have home grown Asparagus—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE.

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Snapdragons--Sweet Peas

Also Carnations, Daffodils, Tulips, Mignonette, Jonquils, Roses, Blue Iris, Poeticus, Callas, Stocks, Pussy Willows, Violets, Etc.

SUPPLIES

Fancy line of Cut Flower and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies **30 East Randolph St., CHICAGO, ILL.**

C. C. Pollworth, for his firm says: "Easter business very fine, having sold out completely in both pot plants and cut flowers with the exception of bulbous stock. Our growers of sweet peas were right on crop and many thousands were moved during the end of the week."

The Holton & Hunkel Co., who had a large stock of pot plants, was all sold out early and it was a mad rush to get the orders out. They handled more cut flowers than last year, but at this time could not say as to the financial end of it.

Art Leidiger, of the Edlefsen-Leidiger Co., and Aug. F. Kellner were both confined to the house with a bad cold the fore part of last week, but were fortunate enough to get around for the rush.

The club meeting, April 5, brought out a quorum in spite of the coming holiday. Not much new business out of the routine line was transacted.

Rud Preuss and wife had to take time, April 5, to entertain a surprise party to commemorate their silver wedding anniversary.

E. O.

Holyoke and Northampton Club.

The regular meeting of the Holyoke and Northampton Florists' and Gardeners' Club was held April 3 with E. J. Canning, Northampton, a goodly number of members being present. A letter was read from a preparedness committee of Holyoke inviting the cooperation of the club, and President Strugnell was appointed to represent the club on that committee. (It looks like working overtime with the hoe this summer.) Alex. Haeseler, of the Smith College greenhouses, read a paper on "Cinerarias and Primulas," which brought out a good discussison. We were pleased to welcome an old member in the person of Clark Thayer of the department of floriculture of Cornell University, who has temporarily succeeded Prof. Nehrling at the Massachusetts Agricultural College. Mr. Thayer gave an interesting account of the trials of hardy phlox which have been conducted at Cornell for the last three years. Some very fine spikes of Buxton's Silver Pink snapdragons were exhibited by G. H. Sinclair & Son. H. E. Downer showed pots of Narcissus King Alfred and Tulip Wm. Copeland.

H. E. D.

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches...	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,

Wholesale Florist

1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing

MINNEAPOLIS, MINN.—Oscar Swanson is preparing for the erection of a new range.

NEWPORT, R. I.—Wm. J. Matson of this city has taken the position of superintendent of the W. G. Roelker estate at East Greenwich, Conn.

For the Retailer or for the Grower
KENNICOTT BROS. CO.
WHOLESALE FLORISTS
IN CHICAGO H. B. KENNICOTT, President. J. E. POLLWORTH, Sec'y and Gen'l Mgr.

JOSEPH E. WILTGEN MICHAEL F. FRERES.
Wiltgen & Freres
173 N. Wabash Avenue, WHOLESALE FLORISTS Long Distance Phone, Randolph 1975 CHICAGO

Kansas City, Mo.

ALL EASTER RECORDS BROKEN.

Great records were made in this city during Easter week, both as to the amount of stock disposed of, both pot plants and cut flowers—and in the different kinds of weather, which was sunny until Saturday when it turned cold, accompanied by a four-inch fall of snow, which naturally hampered deliveries. Roses of all kinds, except fancy Russell and Milady, were plentiful and of good quality. The market was almost glutted with carnations and bulbous stock poured in from every direction. Lilies as usual held their high place and sweet peas in all grades and violets were good property. Pot plants and basket arrangements were much in evidence. Sales ran far ahead of other years and in most cases were more easily made.

NOTES.

T. J. Noll & Co. report the biggest Easter trade in their history, they having to work night and day to handle the orders. The shipping business was especially active. This firm carried a fine line of roses in nearly all varieties, lilies, orchids, sweet peas and bulbous stock.

Wm. L. Rock Flower Co. sold great numbers of roses in pots and lilies in fancy baskets. Cut stock also moved very well. Fancy boxes and corsages were featured here. Taking it all in all, it was the heaviest Easter trade in the firm's history.

The Alpha Floral Co. reports a complete cleanup, although delivery was hampered to some extent. They had a big run on lilies and violets but the demand for corsages fell off. Pot plants and baskets sold better than ever before.

W. J. Barnes had a record breaking Easter trade and disposed of immense quantities of pot plants and baskets arrangements. His big supply of carnations and bulbous stock moved to the last flower. Corsage work was a feature.

Fred Fromholt reports the sale of 1,000 pot lilies as well as many other plants in pots and baskets. He could have disposed of much more stock had it been available.

The Peterson Floral Co. found its big stock not sufficient to meet all demands. Pot plants were the favorites but cut stock also made a complete cleanup.

H. Kusik & Co. handled the largest supply of cut stock they ever had for Easter and then ran short. Shipping trade was far better than in any other year.

The usual run on Easter cemetery bouquets was noted at A. F. Barbe's. Pot plants and cut flowers sold better than ever before.

August Luther reports Easter trade far ahead of any previous year. He cleaned up well and kept his orders going out in good time.

SPHAGNUM MOSS
Wisconsin burlaped bales perfectly dry, $1.50 each.
Full line of Supplies and Wire Work.
All Cut Flowers in Season
The Cleveland Florists' Exchange, 660 Huron Rd., CLEVELAND, OHIO
Mention the American Florist when writing

Rudolph Holzclaw has opened a flower shop at Fifth and Quindaro streets. E. J. B.

Cincinnati.

EASTER SUPPLY AND DEMAND VERY GOOD.

Easter business was excellent. There was a good supply of all seasonable flowers in the market and all cleaned up readily. Since Easter the market has been rather light, but should open up by the end of this week. Roses are in a fair supply. Some excellent blooms in Killarney, Ophelia, Hoosier Beauty and American Beauty may be had. Carnations are in a good supply. Easter lilies are very plentiful. Sweet peas continue in good supply and have a good market. Some good tulips, jonquils and hyacinths are coming into the market. Other offerings include lily of the valley, orchids, snapdragons, some violets, callas and gladioli.

NOTES.

C. E. Critchell received an excellent lot of bulbous stock from Henry Koester of this city for Easter.

E. G. Gillett had large quantities of excellent Easter lilies for Easter. All sold readily.

Julius Baer was very busy with funeral work immediately after the Easter rush.

Visitors: Wm. Rodgers and G. W. Frisch, Dayton, O., and Jos. R. Goldman, Middletown, O.

H.

Providence, R. I.

GENERAL CLEANUP REPORTED.

The Easter rush is over and local florists all report a very busy time. Plants sold rapidly with the result that at an early hour Saturday night the majority of the stores were practically cleaned out of good stock. Cut flowers and corsages also fared well. Violets were scarce and sold almost on sight. Many were shipped here from the Boston markets. Plants were seen in great variety, the offerings including azaleas, rhododendrons, cyclamens, primulas, hyacinths, tulips, daffodils, lilacs, spiraeas, Easter lilies and rambler roses, together with numerous small plants. All in all the trade was very good and the stock exceptionally fine. Everyone seems perfectly satisfied with the 1917 Easter sales.

Southern Wild Smilax
$2.50 per case.
Natural Green Sheet Moss, $1.75 per bag of 100 square feet.
Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.
Southern Grey Moss, $2.50 per bag of 25 lbs.
E. A. BEAVEN, Evergreen, Ala.
Mention the American Florist when writing

Joseph Ziska & Sons
169-175 N. Wabash Ave., CHICAGO
Wire Designs and Wholesale Florists' Supplies
Mention the American Florist when writing

REFRIGERATORS
WRITE FOR CATALOG
Buchbinder Bros.
518 Milwaukee Ave., Chicago, Ill.
Mention the American Florist when writing

HOERBER BROS.
Wholesale Growers of Cut Flowers
Telephone: Randolph 2758
Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. Chicago
Mention the American Florist when writing

W. E. Chappell, secretary of the Florists' and Gardeners' Club of Rhode Island, is slowly recovering, after a critical illness of several weeks, during which time his life was despaired of. H. A. T.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

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E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

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CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave, CHICAGO

L. D. Phones CENTRAL 1977 and 1978.

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Wholesale Florists

30 East Randolph St., - - Chicago

Telephone Central 3284

A. L. Randall Co.,

RANDO BRAND Wabash Ave. and Lake St., CHICAGO, ILL. RANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

WEILAND & RISCH

SHIPMENTS EVERYWHERE GROWERS AND SHIPPERS CUT FLOWERS IMMEDIATE DELIVERIES

154 NO. WABASH AVE. CHICAGO PHONE CENTRAL 879

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$6 00
" " 36-in.	5 00
" " 30-in.	$3 00@ 4 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short, per 100,	6 00@ 8 00
" Mrs. Chas. Russell	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	4 00@12 00
" Killarney	4 00@12 00
" White Killarney	4 00@12 00
" Richmond	4 00@12 00
" Prince de Bulgarie	4 00@12 00
" Rhea Reid	4 00@12 00
" My Maryland	4 00@12 00
" Mrs. Geo. Shawyer	5 00@15 00
" Milady	5 00@15 00
" Sunburst	4 00@12 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	4 00@12 00
" Ophelia	4 00@12 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	5 00@15 00
" Tipperary	4 00@12 00
" Francis Scott Key	5 00@15 00
" Bayard Thayer	5 00@20 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	2 00@ 4 00
Cattleyas, per doz.	9 00
Gardenias, $4 00 per doz.	
Sweet Peas	1 00@ 2 00
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons, $0 75 per doz.	
Violets	50@ 1 00
Lilium Harrisii	10 00@15 00
Valley	4 00@ 6 00
Jonquils	2 00@ 4 00
Daffodils	2 00@ 4 00
Mignonette	4 00@ 6 00
Pansies, per bunch, 10c@15c	
Adiantum Croweanum	1 00
Ferns, per 1000, 3 50	
Galax " 1 00@ 1 25	
Leucothoe	75
Mexican Ivy, per 100, 5 00@6 00	
Plumosus Strings, each, 60@ 75	
Smilax, per doz., 2 00@2 50	
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case, 8.00	
Wild Smilax, per case, $5 00	

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

Mention the American Florist when writing

Southern Wild Smilax

$2.50 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.

Evergreen, Ala.

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

D. E. FRERES R. J. WINDLER

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

WHEN YOU NEED

BEAUTIES IN QUANTITY

Let us figure on your order. Our prices will interest you and the quality will more than come up to your expectations.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

ALL BRANCHES REPORT BIG EASTER TRADE.

A grand and glorious Easter trade is the sum total of the many favorable reports in all the various branches of the trade. The majority of the growers sold out everything presentable. Pot lilies particularly were in demand—not a plant with flowers left anywhere. Cut lilies also sold out; here and there a jar full of stalks and buds was all that was left. Many azaleas were left, the stock being so poorly flowered. These will be kept over for next year. Rhododendrons were well flowered and commanded good prices. Hydrangeas sold well, as did rambler roses. Hyacinths and tulips in all the stocks looked fine and were in good demand. Pink spiraea was conspicuous. There were some showy Bougainvillea thrysicanthus in the best shops. The cut flower supply was ample and there was a very good demand for all high grade stock, but owing to the warm weather of the week previous much of the stock that was being held came in quite soft. Then in the cold days of the first of Easter week, the cloudy Wednesday and rainy Thursday, sweet peas did not open out. This made really good flowers scarce. Choice carnations were also scarce for the same reason. Lily of the valley brought the outside price, $8 per hundred. Cattleyas were very scarce at $1 each. Violets were plentiful, but there are now too many other corsage flowers in competition and they do not lead as in the old days.

NOTES.

J. Otto Thilow's description of his visit to the Hawaiian Islands at the April meeting of the florists' club was most entertaining and instructive. The climate is sub-tropical, temperatures ranging from 55 to 85 degrees, with very little humidity. Strawberries are grown the year round. Paul Neyron roses furnish their magnificent blooms from one year's end to the other, flowering on every new growth like tea roses in the states. The sugar cane belt is 90 miles long by 10 wide and furnishes the principle industry, with pineapples a good second. The flora was described as wonderful. There was a thousand more varieties of plants than are to be found in Jamaica. Bignonia venusta, with its profuse orange blossoms, was wonderful. Erythrina Christa-galli grew into trees 40 feet in height, completely covered with its showy flowers. Bougainvilleas were at their best and a hedge of night-blooming cereus in full flower was entrancing. Cibotiums in forest growth were one of the sights of the island. Gerbera Jamesoni grew everywhere like our common dandelion. Fancy caladiums were also very luxurious. The hibiscus were also gorgeous. The ever active volcano was one of the most wonderful sights in the world. His description of the inhabitants and life there, with no intemperance or smoking by the natives, was very interesting. Mr. Thilow would have made a great success as a public lecturer.

There are changes at the Florex Gardens at North Wales. David Fuerstenberg, who founded and has been so long connected with the business, hav-

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

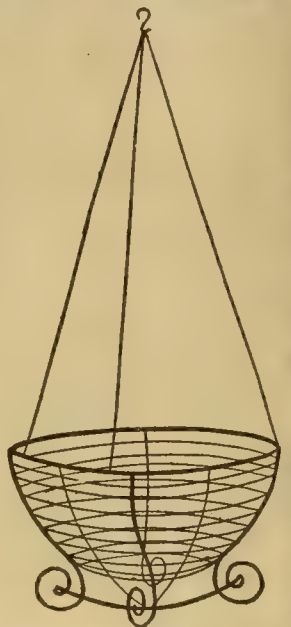
Wholesale Flower Markets

CINCINNATI, April. 11.	Per 100
American Beauty, per doz...1 00@	6 00
Roses, Killarney	2 00@10 00
" Mrs. Chas. Russell	8 00@15 00
" Ophelia	8 00@15 00
" Richmond	2 00@10 00
" Sunburst	3 00@10 00
Carnations	3 00@ 6 00
Lilium Giganteum	10 00@12 50
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Sweet Peas	50@ 1 00
Jonquils and Daffodils	2 00@ 3 00
Tulips	4 00

BOSTON, April. 11.	Per 100
Roses Beauty	20 00@60 00
" Killarney Queen	4 00@12 00
" White and Pink Killarney	4 00@12 00
" Double White Killarney	4 00@12 00
" Killarney Brilliant	6 00@16 00
" Hadley	6 00@16 00
" Cardinal	4 00@10 00
" Mock	8 00@16 00
" Mrs. Chas. Russell	8 00@16 00
" Sunburst	8 00@16 00
" Taft	4 00@12 00
" Milady	4 00@10 00
" Ward and Hillingdon	4 00@10 00
" My Maryland	3 00@12 00
Cattleyas	35 00@50 00
Lily of the Valley	3 00@ 4 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO, April. 11.	Per 100
Beauty Special..per doz.,	$4.00
" Fancy.... "	3.00
" Extra.... "	2.00
" 1st..... "	1 00
" 2nd..... "	50c@1.00
Roses, Killarney	4 00@10 00
" My Maryland	4 00@10 00
" Sunburst	4 00@10 00
" Ward	4 00@ 6 00
" Ophelia	5 00@15 00
" Russell	10 00@15 00
" Stanley	6 00@10 00
" Mock	6 00@ 8 00
" Shawyer	4 00@12 00
Lily of the Valley	6 00@ 7 00
Lilies	8 00@10 00
Cattleyas	40 00@50 00
Carnations	2 00@ 3 00
Violets	30@ 40
Asparagus Sprengeri... 35@ 50	
Ferns ..... per 1000, 2 50	
Smilax	15 00@20 00

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1 35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING,
1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RIGE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, VIOLETS, EASTER LILIES
and other Seasonable Flowers.
Up-to-the-Minute Service. Satisfaction Guaranteed.
A good opening for a few more growers of cut flowers.
1615 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

W. Q. Potter Co.

(Successor to McCallum Co.)
—Wholesale Florists—
421 High St., Cleveland, O.
Manufacturers and Importers of Florists' Supplies.

Mention the American Florist when writing

Trade Directory

Price: $3.00 Postpaid
American Florist Co.
440 S. Dearborn St., CHICAGO

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., **Milwaukee, Wis.**

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.
Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.
FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN, Wholesale Florist. **1312 Pine St., ST. LOUIS, MO.**

Wholesale Flower Markets

PHILADELPHIA, April. 11.

	Per 100
Roses, Beauty, special	30 00@50 00
" " fancy	20 00@30 00
" " extra	15 00@20 00
" " shorter grades	10 00@12 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	5 00@12 00
" White Killarney	5 00@ 8 00
" Liberty	10 00@30 00
" Hadley	10 00@35 00
" Sunburst	6 00@12 00
" Ophelia	8 00@15 00
" Hoosier Beauty	8 00@15 00
Carnations	2 00@ 4 00
Cattleyas.....each. $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	4 00@ 6 00
Calendulas	2 00@ 3 00
Daisies, yellow	1 50@ 2 00
Violets, single and double	50@ 75
Sweet Peas	75@ 2 00
Freesias	3 00@ 4 00

PITTSBURGH, April. 11.

	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	3 00@12 00
" My Maryland	3 00@12 00
" Sunburst	3 00@12 00
" Mrs. Aaron Ward	3 00@12 00
Cattleyas	75 00
Lilium Giganteum	12 00
Carnations	3 00
Lily of the Valley	5 00
Snapdragons	5 00
Paper Whites	3 00
Violets	50
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, April. 11.

	Per 100
Roses, Killarney and W. Killarney	4 00@ 8 00
" Ward	3 00@ 6 00
" Mrs. Chas. Russell	6 00@25 00
" Ophelia	4 00@10 00
" Hoosier Beauty	4 00@10 00
Lilies.....per doz., 1 50	
Cattleyas.....per doz., 7 50@ 9 00	
Carnations	1 50@ 3 00
Rubrums	4 00
Valley	4 00@ 6 00
Violets	50@ 75
Sweet Peas	50@ 1 50
Tulips	2 00@ 3 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16-inch	2.90
18-inch	3.70

THE McCALLUM CO.
INC.
Pittsburgh, - Pa.

Mention the American Florist when writing

ST. LOUIS, April. 11.

	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	4 00@10 00
Carnations	3 00
Valley	4 00@ 6 00
Lillies	10 00
Orchids	50 00@ 60 00
Ferns	per 1000. 3 00

THE AMERICAN

172 N. Wabash Ave., CHICAGO

Announcement to All Lily Growers

This firm's attitude toward its customers has ever been that of fairness and squareness. You can rely upon us to supply you with the best Lily Bulbs the fields of Japan produce.

October, 1916, to March, 1917

we have booked orders for a total of

753,300 LILY BULBS

(With the splendid results our bulbs of the 1916 crop are giving, we should easily double this figure before delivery time arrives—and we have arranged for the stock to fill the orders.)

This fact and the picture showing the product of our "A. B. C." brand Lily Bulbs taken a week before Easter, is proof enough to you, **Mr. Florist,** that we should be entrusted with your initial order for Lily Bulbs. If you have already placed your order elsewhere, we recommend you giving us a trial order for a few cases **Now.** Our prices are very reasonable for the good quality of bulbs we sell. We are not in competition with those who sell Lilies based on price. Our efforts and arguments are based on quality. **One more flower produced from one Lily Bulb will pay for three bulbs.**

Our salesmen who are calling upon you, and our men who fill your orders, are men who have had practical experience in the growing end of the Florists' business, and are not connected with us for their talking ability and salesmanship, but for their knowledge of practical floriculture, which enables us to give intelligent answers to inquiries and satisfactory service.

Paper Whites

For sale to the public to grow in water.

The Paper Whites shown in this cut were flowered in bowls and glasses in our store window. Note the strong root action. We had them in the window to show Florists what good stock we sell—but why not you, Mr. Retailer, sell the bulbs to the public for flowering in water in the dwelling? It's a chance to work up a good side line. Place order now for bulbs for late summer delivery, and with the bulbs we will send a print of this photo and cultural directions for your use at cost.

BULB COMPANY

A house of "A. B. C." Lilies at the establishment of Damm Bros., Chicago, March 31. Did you ever see better?

Prices Giganteum

1917 Delivery

The prices below are for the highest quality and the most carefully selected bulbs produced. Mail us your order now to insure early delivery in the Fall.

	Per 1000
6- 8	$ 35.00
7- 8	37.00
7- 9	45.00
8- 9	61.00
8-10	72.00
9-10	85.00
9-11	95.00
10-11	105.00
11-12	125.00

We have on hand all sizes of lily bulbs in storage that we can deliver at a moment's notice in Rubrum, Auratum and Album, as well as Giganteum.

Special prices on lots of 25,000 and 50,000.

THIS CUT SHOWS a fair sample of the Lilies in the above house. Note the length of stem and good quality of flower produced by "A. B. C." Lily Bulbs when given good culture.

DAMM BROS. LILIES are sold by

ZECH & MANN,
30 E Randolph St., Chicago.

Ask them if there were any bett.r Lilies this year.

George Damm, of Damm Bros.. who knows and grows good lilies.
A. Miller, of the American Bulb Company, who knows and sells good lily bulbs.

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

ing reached the age of retirement, has sold a large block of his stock to W. L. Geiger, late with John Stephenson & Son of York road, who will have entire charge of the greenhouses. The officers of the reorganized company are: R. L. Mayhew, president; W. L. Geiger, vice-president; Eugene Bernheimer, secretary; H. C. Geiger, treasurer. The past season was the most profitable in the history of the company and prospects for the future are bright. Mr. Fuerstenberg is to remain in the company as chairman of the board of directors. Harold Roberts, for several years grower in charge of the mammoth North Wales houses, goes to succeed Mr. Mayhew in the same capacity at the Stephenson greenhouses.

The wholesale houses' report of the Easter trade shows about a 10 per cent increase. The Leo Niessen Co. had at least a 10 per cent increase. There were flowers enough in all lines to go around. American Beauty roses, sweet peas and Easter lilies were the quantity flowers, but there was a good general demand and the stock to fill it.

The Robert Craig Co. experienced a wonderful Easter trade. Everything salable cleaned up. An immense stock of lilies sold out. Their new fern, Norwood, will be grown over the entire country. Spring delivery stock is all sold out—over 50,000 plants.

At the recent bazaar in Horticultural hall for the benefit of the British soldiers, a pot of English primroses at the booth of the London Flower Shop was raffled off and brought $21. Wm. Sim should have had an agency there.

Mr. Liggett stated the S. S. Pennock-Meehan plant business was away ahead of last season. Cut flowers at least 10 per cent increase was the word from this department.

Alfred Campbell was much pleased with his Easter business. His stock of 10,000 Easter lily plants sold to the last pot, while his rose plants were the feature of the market.

Fred Chesney has given up the Charles E. Meehan greenhouses at Holland, Pa., and taken a position as manager of the Crescent greenhouses at Punxsutawney, Pa.

Berger Brothers' Easter trade was fine. Everything cleaned up with the exception of a little bulbous stock. Tea roses, sweet peas and Easter lilies were specials here.

Edward Reid handled enormous quantities of sweet peas, Easter lilies, roses and lily of the valley. Business was fully 10 per cent better than last year.

Eugene Bernheimer was well pleased with his business, which was the best ever. Prima Donna roses and high grade sweet peas were his leaders.

The Philadelphia Wholesale Florists' Exchange was in good spirits—sold up on everything and could have handled much more in some lines.

Raymond Brunswick, secretary of the M. Rice Co., was married April 11. A six weeks' honeymoon under southern skies follows.

Stuart Miller is now with the Philadelphia Cut Flower Co., where he will be glad to serve his many friends.

The Jos. H. Heacock Co.'s business was excellent—a good Easter crop of roses and a splendid demand.

K.

New York.

EASTER WHOLESALE TRADE DISAPPOINTS.

There were disappointments in the Easter business, particularly in the wholesale district. American Beauties were slow at 40 cents for the pick of specials, whereas special Hadleys ran from 75 cents to $1. Throughout the week, up to midnight previous to Easter, it was generally supposed that there would be a heavy supply of special tea roses; but it developed that such stock was scarce, and that was the big surprise. There were calls for special Ophelias and roses of that grade, but there were few to be had. A succession of high winds seemed to have raked the greenhouses and cut down the supply. Good cut lilies and lily of the valley went well. There was a fair movement in the best cattleyas, but much inferior stock dragged. Snapdragons, which have held up well throughout the season, went dead. About the only use that can be made of them is for decorative purposes and they were put out of business by the fine pot plants. Carnations, narcissi and tulips were a drug. Four dollars per 100 was the best for carnations and many sold as low as $2. So far as we can learn, the retailers throughout the city had good business in plants. Spring is essentially a plant season and the people seem to be more interested in plants than other features, though this does not mean that cut flowers are being discarded. The trouble with cut flowers in New York is that there are too many of them.

EASTER IN THE RETAIL STORES.

The writer of these notes is not, strictly speaking, a New Yorker; in fact, getting nearer to the truth, he originated in the state that Henry Cabot Lodge—God bless the old fellow—represents in the United States Senate. But, let us forget our ancestors and talk business.

With the material at hand, the retailers of New York were well prepared to meet the demands of the Easter business. In stocking up with plants that they are never sure they can clean up on, they show themselves to be men willing to take chances to please their customers. There was much good plant stock noticed, acacias, rhododendrons, genistas, daisies and some of the roses being very noteworthy. For some reason that we cannot now explain, many of the pot roses were off color; too light, and having a faded-out look that did not appeal to customers. The growers should note this and find out the reason; for if they cannot, who else can? It has not been a warm spring; therefore, we advise them that before another Easter rolls around, they should get busy and find out a few new tricks in growing. There were many more azaleas and better ones than were expected, but the people were expecting more good roses.

Right here, we wish to advise some of our ardent advocates of flower shows who say that flower shows "educate the people," that a lot of the "people" know enough already; so let us drop the subject for the present. There were most excellent bougainvilleas—we have never seen them so good. What heather we noticed was good, but there was not as much of it as might have been expected. In hyacinths and other bulbous stock there was a reasonable supply, but such stock is a minor consideration.

At the store of David Clarke's Sons, Broadway and 75th street, we noticed a great collection of all the finest features of the season, and they were about sold out by April 7. This is an old firm that is always on the level and its customers appreciate that fact.

Alexander McConnell, Fifth avenue and 69th street, is another old-timer who holds a fine line of customers. Among other very noteworthy features, his heathers were exceptionally fine.

Hession, Madison avenue and 76th street, in addition to much other fine stock, had an exceptionally fine line of acacias.

The store of C. A. Dards, Madison avenue and 44th street, is always an attractive place to visit and never more so than at Easter. They were almost sold out by noon of April 7.

Being on Sixth avenue, is not now considered being quite with the bon ton, but W. P. Sears, Sixth avenue and 42d street, was one of the busiest little men we noticed.

A. F. F.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

Orders taken now for 1917 crop

Valley

Chas. Schwake & Co., Inc.

90-92 W. Broadway, New York

—We are—

Wholesale Florists

Have twenty-two years' experience behind us, and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.

GUTTMAN & RAYNOR, INC.

PHONES: FARRAGUT { 558 2036 2037

101 W. 28th St., NEW YORK

PAUL MECONI
WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

J. J. COAN, Inc. Wholesale Florist
115 West 28th Street, NEW YORK
Phones 5413 5891 Farragut
EVERYTHING IN CUT FLOWERS

Riedel & Meyer, Inc.
Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
PHONES—4024 and 4025 MADISON SQUARE

GEO. J. POLYKRANAS
Wholesale Commission Florist
Consignments Solicited
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

Walter F. Sheridan
Wholesale Florist
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
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John Young & Co.
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Telephone 7362 Madison Square
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WILLIAM P. FORD
WHOLESALE FLORIST
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Telephone 5335 Farragut.

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WHOLESALE FLORIST
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut.
CONSIGNMENTS SOLICITED

Telephone Farragut 9761.
Goldstein & Futterman
WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York

Telephone Farragut 634, 3066
HERMAN WEISS
Wholesale Florists
106 W. 28th St., NEW YORK

Wholesale Flower Markets

NEW YORK, April 11.	Per 100
Roses, Beauty, special	15 00@25 00
" extra and fancy	10 00@12 00
" No 1 and No 2	3 00@ 5 00
" Prima Donna	4 00@10 00
" Alice Stanley	2 00@10 00
" Mrs Geo. Shawyer	2 00@ 8 00
" Double White Killarney	1 00@ 8 00
" Killarney, Special	4 00@ 6 00
" " No 1 and No 2	1 00@ 3 00
" " Queen	2 00@ 8 00
" " Brilliant	2 00@ 8 00
" Aaron Ward	4 00@10 00
" Richmond	1 00@ 8 00
" Sunburst	2 00@10 00
" J L Mock	2 00@15 00
" Ophelia	2 00@10 00
" Mrs. Chas. Russell	2 00@15 00
" Hadley	4 00@50 00
" Hoosier Beauty	1 00@ 8 00
Cattleya Orchids, special	75 00
" " inferior grades	25 00@35 00
Rubrums	6 00@ 8 00
Lilies, Longiflorum and Formosum	4 00@ 8 00
Lily of the Valley	4 00@ 5 00
Carnations	1 00@ 3 00
Mignonette ...per doz	25@ 75
White Lilac...per bunch	50@ 1 00
Gardenias...per doz.	1 00@ 4 00
Sweet Peas	25@ 50
Sweet Peas, Spencers	1 00@ 1 50
Snapdragons	4 00@ 8 00
Violets	15@ 25
Yellow Narcissus	50@ 1 00
Tulips	1 25@ 2 50
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus...doz.bchs.	3 00@ 4 00
Smilax...doz.strings	75@ 1 25
Freesias	1 00@ 1 50
Iris...per doz	25@ 1 00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, New York City
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.

Growers' Cut Flower Co., Inc.
E. J. VAN REYPER, Manager
Roses, Carnations, Violets
And all the NOVELTIES in the market.
LILIES AND VALLEY EVERY DAY IN THE YEAR
Consignments Solicited.
Phones: Farragut 6237 3563 129 W. 28th St., New York

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JAMES COYLE
WHOLESALE FLORIST
64 West 26th St., NEW YORK
(Opposite Coogan Building)
20 years experience
Consignments Solicited and Prompt RETURNS GUARANTEED.
Mention the American Florist when writing

WM. KESSLER,
Successor to Kessler Bros.
113 W. 28th St., NEW YORK
CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut. Shipments Everywhere
Prompt and satisfactory. Consignments solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 26th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising.
V. S. DORVAL, Secretary.

The Kervan Company
FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
Telephones: Farragut 2164-5893
119 West 28th St., NEW YORK

George B. Hart
Wholesale Florist
24-30 Stone St., Rochester, N.Y.

Nippon Garden, Inc.
Successors to Satow & Suzuki
259 Fifth Avenue New York
Greenhouses: Woodside, L. I.
Telephone: Madison Square 8050
We are headquarters for Japanese Miniature Gardens, Fern Dishes, Vases, Flower Pots, Jardinieres and Dwarf Plants. A great stock of Fern Monkeys and Fern Balls.

M. C. Ford
121 WEST 28th STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

BADGLEY & BISHOP, Inc.
Phones 1664—1665 Madison Square
34 West 28th Street, NEW YORK
Receivers and Distributors of Choicest Cut Flowers
Mention the American Florist when writing

FOUR SPECIAL OFFERS.

Assortment 1.
25 Assorted Baskets for potted plants and cut flowers..... **$6.00**

Assortment 2.
VERY SPECIAL
25 Assorted two-tone decorated tumbler baskets with liners... **8.00**

Assortment 3.
25 Assorted baskets for plants with liners..... **$14.00**

Assortment 4.
25 larger Assorted baskets for plants with liners..... ..... **21.00**

To Reach Our Store take a Chicago Avenue, Division Street, Milwaukee Avenue or Armitage Avenue car at State and Randolph Streets and get off at Huron Street. Cars stop right in front of our store and display rooms.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., Chicago

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

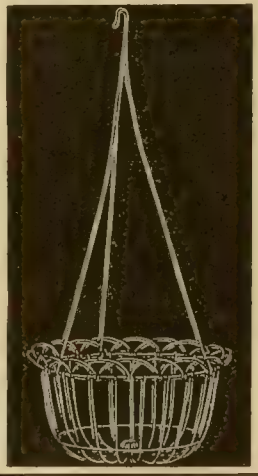
A. A. ARNOLD PAPER BOX CO.,
1302-1308 W. Division St., CHICAGO

Columbus, O.

Local florists estimate an increase in reecipts of from one-fourth to one-third over last year. It was the largest Easter season ever known. Some attempt was made at advance in prices, but in the main the usual Easter rates prevailed. One reason for keeping to old precedent, in face of such an eager trade, was the heavy volume of stock. All kinds of flowers were available in most any quantity on which the dealer wanted to take chances, and this condition was taken advantage of freely. It was a great lily season, and although stocks were sold up close there was no shortage. In plants, hydrangeas were another prime favorite. The poorest sale was in some of the cheaper pot stock which have been on the market for some time. The tendency was for a good class of plants. Novelty was strongly in evidence, as was proved by the vastly increased sale of fancy baskets. Cut flowers saw an early clean-up in sweet peas and violets. One leading florist states that he could have sold 10 times the quantity which he had provided. Roses and carnations, while moving freely, were second in favor. The volume of trade was in every way satisfactory. On the other hand is the general complaint that delivery cost ate up too large a share of profits. Facing an unprecedented congestion the day preceding Easter, florists were compelled to draft into service extra delivery facilities wherever they could lay their hands on them and submit to very high rates. At that there was much disappointment to customers in the matter of promptness. Some of the florists are agitating a concerted effort to educate the public to take their purchases with them on future rush occasions. At least, it is claimed that it would be more satisfactory both for the customer and the florist if the former was treated frankly in the matter and not be allowed to go away without being warned of possible disappointment, and being given the choice of carrying their own flowers home or taking chances on delay if delivery was left with the dealer.

C. C. J.

VILLANOVA, PA.—Fire which recently swept the greenhouses on the estate of G. H. McFadden destroyed rare orchids and other plants valued at between $30,000 and $40,000.



WIRE WORK BARGAINS

As wire stock is doubled in price we will clean up our made-up stock at the following prices:

100,000 wreaths, painted

12 inch	per 100, $5.00	16 inch	per 100, $ 8.00
14 inch	per 100, 7.00	18 inch	per 100, 10.00
22 inch	per 100, 12.00		

10,000 of our strong well made **Hanging Baskets**

12 inch	per doz., $2.50	16 inch	per doz., $3.25
18 inch	per doz., 3.50		

Send $1.00 for samples of 3 Baskets and 3 Wreaths.
Flat Wreaths, assorted, $5.00 per 100.

Canavan's Iron & Wire Works
6124 Wentworth Avenue, CHICAGO
Phone Wentworth 6778.

Paper Boxes For Cut Flowers

Notice our prices on your **Most Popular Sizes** in that **Most Popular Mist Gray Shade**

18x5x3, 3 in. Lid $28.00 per 1000
24x5x3½, 3½ in. Lid $39.00 per 1000

Other sizes in proportion. **Printed Free** in lots of 1000. We also carry a White and a Green Box in stock. Quality guaranteed—Service, the kind you want.

Lindley Flower Box Co., Marion, Ind.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857.

Wittbold FLORIST

745 Buckingham Place.

L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
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Mullanphy Florists (INCORPORATED)

Eighth and Locust Sts.
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Telegraph orders filled on short notice in St. Louis and rest of Missouri.

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WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

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Albany, N. Y.

EYRES,

Flowers or Design Work.

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET.

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Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph Delivery Association.

THOS. F. GALVIN INC.

NEW YORK 561 Fifth Ave.

BOSTON 1 Park Street, 799 Boylston Street

Deliveries to steamers and all Eastern Points.

Mention the American Florist when writing

Max Schling

NEW YORK.
No. 22 West 59th Street
Adjoining Plaza Hotel
Member of the Florists' Telegraph Delivery.

Original Decorations a Specialty.
Branch:
THE VANDERBILT HOTEL
Main Phone, Murray Hill, 783 — Park Ave. and 34th St.
Branch " " " 1808

Kottmiller

Member F. T. D.
426 Madison Ave.
And 49th St., NEW YORK

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

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Philadelphia, Pa.

J. J. Habermehl's Sons

THE BELLEVUE-STRATFORD — BROAD AND WALNUT STREETS

The Best the Market Affords.

We cover Eastern Pennsylvania, New Jersey and Maryland.

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Telephone 2065-2066 Madison Square.
42 West 28th Street,
NEW YORK

To out-of-town florists: We are in the Heart of
And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

Member of Florists' Telegraph Delivery.

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Bangor, Me.

Adam Sekenger

FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.,

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

Mention the American Florist when writing

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
Cable address: Alexconnell, Western Union Code.

Mention the American Florist when writing

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Ave., Chicago.

Largest and most centrally located store in the city. All orders given prompt attention.

Mention the American Florist when writing

Rochester, Minn.

Wire and Mail Orders Our Specialty.

Bragg's Flower Store

Successor to Rochester Floral Co.

RETAIL STORE. GREENHOUSES.

Member of Florists' Telegraph Delivery.

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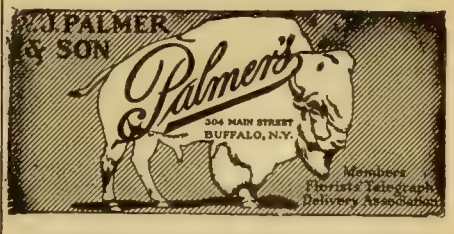

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LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

LARGEST FLOWER STORE IN THE CITY

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1874.
DARDS
N. E. CORNER 44TH ST. AND MADISON AVE.
Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.
Members of Florists' Telegraph Delivery.

St. Paul, Minn.
Holm & Olson,
20-22-24 West Fifth Street.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
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946 BROAD STREET.
Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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KEENAN BLDG.
Largest Floral Establishment in America
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Members of Florists' Telegraph Delivery.

Syracuse, N. Y.
MILES S. HENCLE
FLORIST
536 SOUTH SALINA STREET
General designs—All flowers in season

Name Index to Retail Florists Filling Telegraph Orders.

Alfred Lozier Rosery, Des Moines, Ia.
Alpha Floral Co., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Archias Floral Co., Sedalia, Mo.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bragg's Flower Store, Rochester, Minn.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Broadway Florist, The, Los Angeles, Calif.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
California Florist, Tacoma, Wash.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave. and L, Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Quebec.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
Forter, Edward A., Cincinnati, O.
Foster, Fred, St. Louis, Mo.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs., J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Galvin, Thos. F., Inc., New York.
Gasser Co., J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hanft Bros., Madison and 62nd Sts., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., New York.
Hatcher, John C., Amsterdam, N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Hencle, Miles S., Syracuse, N. Y.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hessian, Madison Ave. and 76th St., New York.
Higgins, N. F., Springfield, Mass.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Howard & Smith, Los Angeles, Calif.
Huscroft's Flower Shop, Steubenville, O.
Jahn, Hugo H., Brooklyn, N. Y.
Johnston & Co., T. J., Providence, R. I.
Joseph's, 233-235 Grant Ave., San Francisco.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kerr Floral Co., Robt. C., Houston, Tex.
Kirchner, Chas. F., Cleveland, O.
Kottmiller, New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 25 E. Madison St., Chicago.
Leborius, J. J., Duluth, Minn.
London Flower Shop, Ltd., Philadelphia, Pa.
Mangel, Chicago.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McConnell, Alex., New York.
Metairie Ridge Nursery Co., New Orleans, La.
Miami Floral Co., Miami, Fla.
Mullanphy Florists, St. Louis, Mo.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
Palmer, W. J., & Sons, Buffalo, N. Y.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Philips Bros., Newark, N. J.
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Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Pyfer & Olsem, Wilmette, Ill.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Saake, O. C., Los Angeles, Calif.
Schiller the Florist, 2221 W. Madison, Chicago.
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Sekenger Adam, Bangor, Me.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Van Meter Flower Shop, Springfield, O.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Whitted Floral Co., Minneapolis, Minn.
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Corner Broadway and Gratiot Avenues.
Artistic Designs.
High Grade Cut Blooms
We cover all Michigan points and good sections of Ohio, Indiana and Canada.
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In the Heart of the most exclusive residential section.

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Canada's best known and most reliable florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street,
We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford
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Brooklyn Representative of National Florist Corporation.

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FLOWERS
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CHAS. F. KIRCHNER
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Orders filled for all points in Ohio. Satisfactory Service Assured.

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Send your orders for Chicago and Suburbs to

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All orders carefully filled under the supervision of

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Member of Florists' Telegraph Delivery.

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BROOKLYN'S LARGEST FLORIST

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Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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Mrs. J. B. Freeman

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Special attention to Mail and Telegraph Orders

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Rochester Phone, 506. Long Dist. Bell ph. 2189

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J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Robt C. Kerr Floral Co.

Main and McKinney Phone. Preston 160

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Established 1848. Phone Plaza 428.

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Telephone, Schuyler 6375

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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Orders By Telegraph Promptly Filled

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Mail or telegraphic orders promptly and most carefully executed.

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Quality Flowers

TWO GREENHOUSES ON PREMISES.

Plant Specialists Phones { 107 / 420 / 775 } Lenox

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Mail and Telegraph Orders carefully executed.

138-140 Fourth Street East

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Orders promptly filled.

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Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Regular Trade Discount.
215 W. FOURTH STREET.

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We solicit telegraph orders. Regular trade discount.
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Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

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All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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N. E. Cor. Taylor and Olive St.
Flowers delivered in city and state on short notice
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Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Mention the American Florist when writing

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HENRY SMITH

Wholesale and Retail Florist of GRAND RAPIDS.
Members of Florists' Telegraph Delivery.

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Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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Orders Carefully Executed

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All Orders Promptly Executed

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735 Euclid Ave. CLEVELAND

Friedman

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522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

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JOSEPH'S

233-235 GRANT AVENUE

Members of Florists' Telegraph Delivery and National Florists for this District. A specialty made of "Welcoming" and "Bon Voyage" packages.

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Night and day service in all Central Pennsylvania.

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Covers all New England points.

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Every order receives prompt and careful attention

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NEAR GARFIELD PARK

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853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

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Successor to A. Sunderbruch's Sons

128 W. Fourth St., Phones, Main 1874–1875

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SPRING and HIGH, **Springfield, O.**

BEST FLOWERS for EVERY OCCASION.

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Largest Growers in Central Pa.

Members of Florists' Telegraph Delivery.

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50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

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Flower Shops: 50 E. Main St., Amsterdam, N. Y.
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Greenhouses: Hatcher's Station, Hoffmans, N. Y.

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1338 O Street, LINCOLN, NEB.

WHOLESALE AND RETAIL.

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Potter Floral Co.

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"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

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132 North State Street, CHICAGO, ILL.
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Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

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Wedding Decorations
Funeral Designs Cut Flowers

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DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis

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THINK OF **HEINL'S**

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THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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FLORIST

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S. A. ANDERSON

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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Floral Experts

5936 Penn Av., PITTSBURGH, PA.

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Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

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PROVIDENCE, R. I.

and all NEW ENGLAND POINTS. T. J. JOHNSTON & CO. 107 WASHINGTON ST., PROVIDENCE

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

SEED POTATOES at Chicago sold at $3.15 per bushel in large lots early in the week.

ONION SETS at Chicago remain about the same as last week, namely, $4.75 to $5.25 per bushel.

A. KRUHM, in the April World's Work, gives several leading seed growers liberal advertising.

BEAN growers in Michigan, Montana and Idaho are experiencing difficulties in putting out their seed stock.

HOLLAND has experienced a very severe winter, but damage, if any, to the growing bulb crop is not yet known.

CHICAGO.—Prices for grass seed on the Board of Trade, April 11, were as follows: Timothy, $4.50 to $6.00 per 100 pounds.

THE next meeting of the Western Seedsmen's Association will be held at Omaha, Neb., but so far the date has not been fixed.

FREESIAS in California have been damaged by frosts of unusual duration and severity and will be short, especially in the larger sizes.

SOWING of onion seed for sets at Chicago has already begun on various warm lands in both northern and southern sections in Cook county.

A MODIFICATION of the pure seed bill drafted by the state commission has been introduced into the California legislature by Senator E. S. Rigdon of Cambria.

ANOTHER Richmond has tossed his horseshoe into the ring, the H. Frank Darrow Co., Inc., New York, offering a full line of choice and sound Japanese lily bulbs for delivery, fall of 1917.

BALTIMORE, MD.—Manager Ramsey of the vegetable seeds department of J. Bolgiano & Sons reports sales in this department three times greater than last year, due to activity in back yard and vacant lot gardening.

IN a recent bulletin of the Bureau of Plant Industry, Department of Agriculture, Washington, D. C., on "The Present Status of the Sugar-Beet Seed Industry in the United States," it is stated that the present seed requirements of the beet-sugar industry in this country are 150,000 sacks of 110 pounds each.

FARMERS' BULLETIN 793, entitled "Foxtail Millet, Its Culture and Utilization in the United States," issued by the United States Department of Agriculture, treats of the date, rate and method of seeding, preparation of the seed bed and comparison of varieties, together with much other interesting information.

VISITED CHICAGO: A. T. Ferrell, of A. T. Ferrell & Co., wife and daughter, Saginaw, Mich.; Dudley A. Sherwood, representing William A. Cox, San Francisco, Calif.

A CALIFORNIA correspondent writes as follows under date of March 31: "Mr. ———— has in his garden one plant of early flowering double cosmos of a crimson color now in blossom. We don't know how it happened, but it's there and has been in blossom two weeks."

Philadelphia Seed Trade.

W. Atlee Burpee & Co. are in the midst of the greatest rush they have ever experienced. There appears to be a great demand for almost every line in their catalogue, particularly vegetable seed, owing to the great exploitation by the papers of the possibilities of the back yard garden. For the first time in their experience they are running a night force.

Edward Dungan, of the Wm. Henry Maule Co., reports an unusual demand; much the largest business they have ever had. The preparedness scare has had much to do with it. Seed potatoes are almost out of the market, as is also spinach. This firm is fairly well supplied in most other lines and believes it will be able to supply the demand after it has caught up with orders. The Robt. Buist Co. is also swamped with orders. This establishment does a very large wholesale and shipping trade and has been so interfered with by local buyers (people wanting seeds in small quantities for back yard gardens) that it had to cloud the glass in the windows and doors to attract as little attention as possible. Onion sets are now quoted at $6.75 for white and $5.50 for yellow per bushel. Many vegetable seeds are proportionately higher. Delayed freight has caused much annoyance. A car of beans from California has been on the way since January 10, and is not here yet. This firm is well prepared, however, in almost all lines except spinach, which is scarce.

Geo. D. Clark, of Henry A. Dreer, Inc., reports a 50 per cent increase in the seed department. The papers have frightened the people so about the "H. C. L." that thousands are planting seeds, mostly small lots for vegetables. There will be plenty of stock to go around, however, as these small lots, numerous as they are, are not large in the aggregate or quantity of seed required to fill them. The large consumers or truckers are not increasing their plantings, because of the scarcity of labor, men, skilled or unskilled, being hard to get. Flower seeds are not having the same demand as the vegetables because they are not included in the columns and even pages of matter as seen for the last month or two in newspapers.

High cost of seeds is not so much due to the demand as the partial failure of a number of important crops last season. In other lines high prices command the best goods, but when seed potatoes, corn, beans, etc., are cheapest, the quality is of the best. When high, they are scarce and inferior stock is worked in and sells along with the best to make up the quantity.

C. W. Moore, of the Moore Seed Co., finds it hard to gauge the market, prices keep mounting so fast. White onion sets have advanced since December from $1.75 to $6.50 per bushel. Field corn has gone from $1.40 to $1.80, sugar corn from $1.60 to $10.50 per bushel. Wax beans have advanced from $6.50 to $19. Delayed freights have been a factor; a car of beans and peas from Sheboygan, Mich., shipped January 10 is still somewhere on the way.

P. B. Mingle, of P. B. Mingle & Co., finds a greatly increased demand from small buyers for all kinds of garden seeds. Some are also going into growing beans as a speculation, one man buying 150 bushels to plant his farm. There was such a demand for the onion, Prizetaker, that it was almost out of the market.

J. N. Simon & Son, whose business is largely wholesale, find all peas, beans and onion sets only to be had at advancing prices. Seed potatoes were away up—$9 to $10 per bag of 165 pounds. Prizetaker onion seed is reported almost out of the market, while herb seeds are also very scarce.

The H. F. Michell Co., Inc., are head over ears in the rush. Their counter trade keeps a very large force on the go all day. This firm is prepared for a large business, having all their warehouses filled with stock purchased in expectation of a great demand.

K.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.
Mention the American Florist when writing

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Thorburn's

SEEDS AND BULBS

For the Trade

J. M. THORBURN & CO.

Established 1802

53 Barclay Street, - New York

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,

PEDRICKTOWN, N J.

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Grass Mixtures

FOR

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,

CHICAGO, ILL.

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The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. **MILFORD, CONN.**

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BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners

My New PRICE LIST of

Winter Orchid-Flowering Sweet Pea Seed

Has been mailed. If you have not received a copy, send Postal for it.

Part of new crop is ready now.

Ant. C. Zvolanek, Lompoc, Calif.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Hardy Lilies

Full cases of Lilies at 1000 rate.

	Doz.	100	1000
Lilium Auratum			
8 to 9-in....	$0.75	$5.75	$52.00
9 to 11-in....	1.60	9.00	85.00
Lilium Melpomene Magnificum			
8 to 9-in....	1.00	6.00	55.00
Lilium Speciosum Album			
8 to 9-in....	1.50	8.50	80.00

Fancy-Leaved Caladiums

Brazilian Collection of 12 varieties. $1.50 per doz., $12.00 per 100.

Mixed Brazilian Varieties. $1.25 per doz., $10.00 per 100.

Tuberoses

	100	1000
Double Pearl. Bulbs 4 to 6 in. in circumference	$1.00	$7.50

Arthur T. Boddington Co., Inc.

128 Chambers Street, NEW YORK.

ORDER SEED PACKETS NOW FOR 1918

Paper scarce. Requirements will be double.

THE BROWN BAG FILLING MACHINE CO.

FITCHBURG, MASS.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

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Wholesale Growers of

FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS

Correspondence Solicited.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Western Seed & Irrigation Co.

Wholesale Seed Growers and Dealers

SPECIALTIES:

Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

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TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA.

Lily Bulbs

Shipment from Storage

	Size.	Per Case.	No. in Case
Giganteum,	7- 9 in ,	$14.50	300
"	8-10 in.,	16.50	250
"	9-10 in.,	16.50	200
Multiflorum,	7- 9 in.,	15 00	300
"	8-10 in.,	17.50	250

Giganteum shipped from Chicago as well as New York.

McHutchison & Co. The Import House

95 Chambers St., NEW YORK

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.

Rocky Ford, Colorado.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.
Contract Seed Growers
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Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

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Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER.

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

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R. & M. GODINEAU

SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

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TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.

EDGAR F. HURFF,

Correspondence Solicited. SWEDESBORO, N. J.

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We carry a reserve stock of all the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

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Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing

Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000
Thenanthos - -	$12.00	
White Enchantress,	$3.00	$25.00
White Wonder, -	3.00	25.00
Matchless, - - -	3.00	25.00
Peerless Pink, - -	3.00	25.00
Aviator, Best Money Maker,	$6.00	$50.00
Ward, - - - - -	$3.00	$25.00
Washington, - -	3.00	25.00
The Herald, - - -	3.00	25.00
Victory, - - - -	3.00	25.00
Champion - - -	3.00	25.00

MISCELLANEOUS PLANTS

Wandering Jew, 5 varieties, **Lantana, Trailing Lantana, Sweet Alyssum, Ageratum, Feverfew, Dusty Miller, Salvia, German Ivy, Rose Geranium, Cupheas, Mesembryanthemums,** large flower, **Petunias,** double and single, **Snapdragons. Verbenas, Phlox Drummondi** (3 colors), **Coreopsis, Centurea Imperialist, Calendulas and African Marigolds.** All above 2½ in. stock, $3.00 per 100; $25.00 per 1000.

FUCHSIAS

2 in .....3c each 2½ in.....4c each
3 in ..... 6c each

BEGONIAS

Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

CALCEOLARIA HYBRIDUM

3 in.....10c each 4 in.....15c each

SCHIZANTHUS WISTONENSIS

3 in.. ..... 5c each

PRIMULA MALACOIDES

2½ in.....3c each 3 in.....5c each
5 in..... .....15c each

PRIMULA OBCONICA

4 in.....10c each 5 in.....15c each

YELLOW DAISIES

2½ in .....4c each

PYFER & OLSEM, Wilmette, Illinois.

KELWAY'S

SEEDS--Flower, Vegetable and Farm

For present delivery or on contract. Wholesale only.
Special quotations for next season and from 1917 harvest now ready.

Langport, - England.

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Gladioli Exclusively

Catalogue giving full cultural directions and attractive prices on all varieties. It is free.

B. HAMMOND TRACY, Box A, Wenham, Mass.

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A. Miller, President.
WHOLESALE DEALERS IN
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Trade Directory

Price: $3.00 Postpaid

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

BEGONIA BULBS

	Per 100	Per 1000
SINGLE—White, Scarlet, Yellow, Pink	$2.50	$20.00
Single Frilled	4.00	35.00
Single Butterfly	4.50	40.00
Single Mixed Colors	2.50	20.00
DOUBLE—White, Scarlet, Yellow, Pink	$3.50	$30.00
Double Frilled	5.50	50.00
Double Butterfly	5.50	50.00
Double Mixed Colors	3.00	28.00

AMERICAN GROWN (Vaughan's Farms)

GLADIOLUS BULBS

	Per 1000
Mrs. Francis King, 1st Size	$15.00
Augusta, Medium Size	15.00
America, 1st Size....per 100, $2.00	
America, Medium Size	17.00
Chicago White, First Early	20.00
" " Medium Size	15.00
Florist XXX Mixed, 1st Size	15.00
Standard Mixed	10.00
Panama, 1st Size	30.00
Niagara, 1st Size ....per 100, $4.50	
" Medium Size, " 4.00	
Europa, the Grand White	90.00
Mrs. F. Pendleton....Per 100, 7.50	
Myrtle.....Per 100, 10.00	

See our Spring "Book for Florists" for Complete Named List.

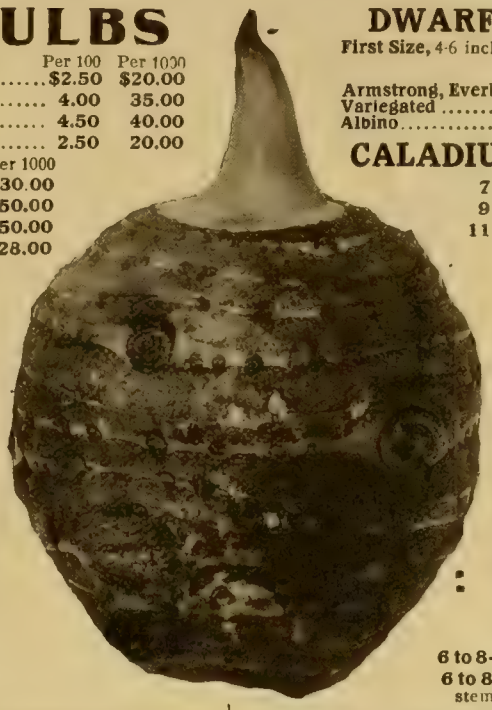
Spiraea (Clumps)

Best kinds grown. Prices reduced. (F. O. B. Chicago.)

	Per 100
America, Lilac Rose	$8.50
Avalanche, White	9.00
Gladstone, White	8.00
Queen Alexandra, Pink	8.50

CALADIUMS, Fancy Leaved

Rare and new varieties.....each, 40c; doz., $3.50; 100, $25.00
Choice standard varieties.... each, 20c; doz., 2.00; 100, 15.00



DWARF TUBEROSE BULBS

First Size, 4-6 inches..... Per 1000 $8.00

OTHER SORTS	Per 100
Armstrong, Everblooming	$2.00
Variegated	1.75
Albino	1.75

CALADIUM ESCULENTUM

	Per 1000
7 to 9-inch	30.00
9 to 11-inch	55.00
11 to 12-inch	85.00

10% discount if shipped from New York City.

Lily of the Valley

Per 1000

Pips, Hamburg, Holland Grown. $20.00

LILY BULBS

Lilium Giganteum

(NEW CROP)	Per 1000
7 to 9-inch (Case of 300, 15.00)	$45.00
8 to 9-inch (Case of 250, 15.00)	58.00
9 to 10-inch (Case of 200, $16.00).	77.50

Lilium Formosum

Per 1000

6 to 8-inch, (330 to case) regular strain... $35.00
6 to 8-inch, (350 to case) true black stem variety..... 40.00

Hardy Lilies—Splendid Solid Bulbs

	Per 100	Per 1000
Lilium Auratum (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
Lilium Rubrum, 8-9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00

LILY OF THE VALLEY CLUMPS

Special Packed—Cold Storage.
Every seedsman should have for counter.
Case of 25 clumps..... $5.50

NEW YORK **VAUGHAN'S SEED STORE** CHICAGO

Our Spring "BOOK FOR FLORISTS" Should Hang at Your Desk.

ABUTILON SAVITZI

2-in., $3.00 per 100; 3-in., $4 00 per 100.

Algonquin, a true deep blue single Petunia. fills a long felt want for something blue for window boxes, vases, etc.; propagated by cuttings, $3.00 per 100.

R. VINCENT Jr. & SONS CO.,
WHITE MARSH, MD.

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F. DORNER & SONS CO.,

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A. N. Pierson, Inc.

Wholesale Florists

CROMWELL, - CONN.

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Carnation Cuttings

For Immediate Shipment.

We can save you money on strong rooted carnation cuttings.

	100	1000		100	1000
White Enchantress	$2 00	$17.50	Washington, rose pink	$2.00	$15.00
White Perfection	2 00	15 00	Dorothy Gordon, rose pink	2.00	15.00
Victory, red	2 00	15.00	Winsor, rose pink	2 00	13.00
Joy, red	2.00	15 00	Enchantress, light pink	2 00	13.00
C. W. Ward, dark pink	2.00	15.00	Aviator	5.00	40 00
Afterglow, dark pink	2 00	15.00	Nebraska	5.00	40.00

Look over your wants and send in your orders now while low prices are prevailing.

S. A. NUTT GERANIUMS

3 inch ready for shifting to 4 inch.....$6.00 per 100; $50.00 per 1000

ROSES, GRAFTED STOCK, A1 QUALITY

	100	1000		100	1000
Mrs. Chas. Russell	$16.00	$150 00	Ophelia	$12.50	$120.00

Special discount on quantity lots.

J. A. BUDLONG, 184 North Wabash Avenue, CHICAGO, ILL.

PARIS DAISIES

Large flowering, for Memorial Day and June Weddings. 4-in. pots, ready for 6 in., $10.00 per 100; 2½-in. pots at $4.00 per 100

Home pot grown **Deutzia Gracilis,** dormant, fine for Memorial Day at $4 per doz. **Chorizemas,** 3-in. pots, for growing on, $2 per doz. **Gardenia Veitchii,** 2 in. pots, ready for 3½ in., at $8per 100.

A. L. MILLER, Jamaica, N. Y.

GERANIUMS

Rooted Cuttings	Per 1000
S. A. Nutt and Buchner	$10.00
Ricard and Poitevine	12.50

Grown right, rooted right, packed right. Quality is as important in summer as in winter. You get quality all the year buying my stock.

ALBERT M. HERR, LANCASTER, PA.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

BUFFALO, N. Y.—There are about 4,270 acres of vacant lots within the city limits splendidly adapted to gardening.

ESTIMATED farm values of important products February 15 was as follows: Cabbage, per 100 pounds, $5.65, as compared with $1.21 in 1916; onions, per bushel, $3.58, as against $1.26 a year ago.

UNDER the title, "North American Varieties of the Strawberry," the Virginia Agricultural experiment station, Blacksburg, has issued Technical Bulletin 11, listing all varieties that have originated in North America. The list includes 1879 varietal names.

Tomato Acreage and Production.

From reports received by the Bureau of Crop Estimates, United States department of agriculture from 29 states, the commercial acreage of tomatoes in 1916 was 286,038, the average yield being 4.9 tons per acre and a total production of 1,391,701 tons. In 1915 the acreage amounted to 221,826, with a total production of 984,886 tons, the yield per acre being 4.4 tons.

Prices of Indoor Fruits and Vegetables.

Chicago, April 10.—Mushrooms, home grown, 50 to 65 cents per pound; lettuce, small cases, 35 cents; radishes, 50 to 60 cents, dozen bunches; celery, $2.00 to $3.50, crate; tomatoes, six baskets, $5.00 to $7.50; cucumbers, per 2 dozen box, $2.00 to $3.00.

New York, April 10.—Celery, per crate, $1.00 to $3.50; cucumbers, 60 cents to $1.75 per dozen; mushrooms, 75 cents to $1.60 per 4-lb. basket; tomatoes, per lb., 30 to 50 cents; radishes, per 100 bunches, $2.50 to $5.00; lettuce, per strap, $2.00 to $5.00.

Tomatoes Under Glass.

Tomatoes under glass are likely to prove a valuable crop this season, owing to the great scarcity of vegetables in general. It will pay to take the best of care of them, and put more under way if space permits. Carnation growers can often resort to discarding entire houses of carnations after Easter and change with profit to tomatoes. Whenever tomatoes are benched following flowers, that is on shallow soil, say 4 or 5 inches, immediate arrangement must be made for more plant food. There is nothing better than bone meal and manure; the bone to be used as a top dressing and then worked into the soil by cultivation; later on a mulch of coarse manure will complete the programme and a heavy crop is possible. Vegetable growers often have a soil over-rich in nitrogen owing to constant applications of manure. What they need is a good application of bone meal or acid phosphate to balance conditions. As regards moisture, there are two distinct periods to observe; the first one is one of restricted moisture, in order to build up strong root systems and sturdy growth; the second period is the swelling of the fruit when ample and thorough working is necessary, both to obtain maximum yields and prevent decay of fruit by dry rot.

MARKETMAN.

The Dasheen.

The dasheen, a species of Aarum introduced by the United States department of agriculture from the Islands of Trinidad, and recommended to be grown in the southern states to supplement or as a substitute for potatoes, is meeting with favor as a food product. It contains 50 per cent more protein and 50 per cent more starch and sugar than the potato. As much as 23 pounds of corms and tubers have been produced by a plant in one season. Separate booklet 689 from United States department of agriculture year book, 1916, fully describes this new food product.

Railway Vegetable Culture.

Vegetable growing by employes on land now idle along hundreds of miles of its lines is the project advanced by the Pennsylvania railroad, so that its workers may lessen the cost of living. Thousands of acres that will not be used for railroad purposes within a year are to be loaned to employes who apply to their division superintendents. Applications have been made already by hundreds on the eastern lines, in Delaware, New Jersey, Maryland and Pennsylvania. With the plan fully matured, railroad officials say that vegetable gardens will stretch at intervals along and near the railroad ties from Chicago to the Atlantic seaboard.

Market Gardening on Broadway.

Located on Nagel avenue, New York, within a stones throw of Broadway and the Dyckman street subway station, there is a four-acre plot of ground conducted as a flower and vegetable garden by Mrs. Adolph Zerrener. Manhattan real estate men have long had an eye on this property which is most desirable as an apartment house site, but the owner, who has conducted her garden here for 25 years, has refused all offers, the most recent one being $278,000. She is visited daily by many from the metropolis who come to admire the garden and purchase its products, the quality of which commands the highest market price.

Onion and Potato Prospects in Bermuda.

A special report from the Bermuda agricultural station states that the acreage under onions this year is probably slightly less than for last year. The present prospects as to quantity of yield are comparatively poor, owing to continued dry weather, but it is stated that an immediate rainfall would bring about a considerable increase in the yield, which is now estimated at 135,000 crates (approximately 128,250 bushels), of good quality.

The acreage under potatoes (second crop) is stated to be probably 15 per cent larger than for the corresponding crop of last year, but as indicated in the case of the onions the potato crop is suffering from want of rain, although with present prospects it is estimated that the yield will be about 35,000 barrels (approximately 94,000 bushels) of high quality.

Miscellaneous Plants

Send your orders for the very finest hardened transplanted Tomato Plants obtainable, **Bonnie Best, Chalk's Jewel,** $5.25 per 1000. Same quality **Early Cabbage, Jersey Wakefield, Early Allhead,** $4.00 per 1000. **Sweet Peppers,** transplanted **Early Celery,** $5.25 per 1000. Cash with order. Prices f. o. b. Dunkirk, N. Y.

C. H. Richards, Dunkirk, N. Y.

Tomato Plants

Order at once. Fuel is high, plants will be scarce. Northern grown **Bonnie Best, John Baer, Earliana,** transplanted and hardened, $1.00 per 100 postpaid; $6.00 per 1000 by express. A discount on large lots if ordered at once.

W. L. ROGERS, RANSOMVILLE, N. Y.

Mention the American Florist when writing

FERNS IN FLATS

In Best Varieties For Fern Dishes. $1.50 per 100. 100,000 READY NOW.

Write for Wholesale Catalogue of **FERNS, KENTIAS, ETC.** to

H. PLATH

"THE FERNERIES"

Lawrence and Winnepeg Avenues.

SAN FRANCISCO, CALIFORNIA.

Mention the American Florist when writing

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 cents.

American Florist Co.

440 S. Dearborn St., CHICAGO

97th Year

J. BOLGIANO & SON,

Wholesale Garden and Field Seeds, Onion Sets, Seed Potatoes

Growers of Pedigree Tomato Seeds **Baltimore, Md.**

CHRYSANTHEMUMS

Novelties For 1917

The Best Of 1916 Introductions.

Standard varieties, both commercial and Exhibition.

NOW READY.

Also **Pompons, Anemones and Singles.**

Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.

Adrian, Mich.

Some Excellent Stock

If planted now into 3½ or 4-inch pots will make fine plants for spring sales. A money-maker for you.

Large 2 and 2¼-inch Geraniums, S. A. Nutt, Jean Oberle, Jean Viaud, Montmore, Perkins, La Favorite, Buchner, Trego, Ricard, Pointevine, Alliance, Achievement, and twelve varieties of Ivy Geraniums, $22.50 per 1000. How many shall we send you? Liberal extras for early orders.

Size of Pots		100	1,000
2½-in.	ASPARAGUS Sprengeri	$3.00	$25.00
3 -in.	ASPARAGUS Sprengeri	5.00	45.00
2¼-in.	AGERATUM	2.25	20.00
2¼-in.	ABUTILON	2.25	20.00
2¼-in.	CARNATION PLANTS, Assorted	3.25	30.00
3 -in.	CYCLAMEN, Assorted	7.50	70.00
4 -in. 5-in. and 6-in.	DRACÆNA Indivsia, $15.00, $20.00, $25.00		
2¼-in.	FUCHSIAS, 12 varieties	2.50	22.50
	FUNKIA ROOTS	5.00	45.00
2¼-in.	HELIOTROPE, 3 varieties	2.75	25.00
2¼-in.	MARGUERITE, 3 varieties	2.75	25.00
	PANSY PLANTS, Bud and Bloom	2.00	15.00
2 -in.	PETUNIAS, Double, 12 varieties	2.75	25.00
2¼-in.	SALVIA (Scarlet Sage)	2.75	25.00
2¼-in.	VINCA Variegata	3.50	30.00
4 -in.	VINCA Variegata	7.00	65.00

We will have hundreds of thousands of all kinds of Spring Bedding Plants, such as COLEUS, CANNAS, GERANIUMS, SALVIAS, VERBENAS, etc., etc., in all sizes. Ready soon. Place your orders early. Also millions of Vegetable Plants.

Correspondence solicited.

ALONZO J. BRYAN
Wholesale Florist, WASHINGTON, N. J.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.

CHAS. H. TOTTY
MADISON, NEW JERSEY
Wholesale Florist
Chrysanthemum Novelties my Specialty

BEFORE IT IS TOO LATE
Place your order for

YOUNG ROSE STOCK

Mrs. Chas. Russell, Ophelia, Hoosier Beauty, Killarney Brilliant, White Killarney, Pink Killarney, Richmond, strong plants from 2¼ inch pots, grafted and own roots; many other varieties on own roots.

ASK FOR PRICES.

For list of **DORMANT 2 YEAR OLD CLIMBERS—H. T.** and **H. P. ROSES,** see our Spring Book For Florists.

CROTONS

Now ready, an excellent lot—All good selling varieties, strong, 4 inch, **$5.00** per doz.; **$40.00** per 100.

Asparagus Plumosus Seedlings

Per 100, **85c;** per 1000, **$7.00.**

CALADIUMS, Fancy Leaved (Bulbs)

Rare and new varieties, per doz., **$3.50;** per 100, **$25.00.**
Choice standard varieties, per doz., **2.00;** per 100, **15.00.**

CHRYSANTHEMUMS

New and standard varieties. "Pompon Specials" Ask for.

Chicago **Vaughan's Seed Store,** New York

Mention the American Florist when writing

HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.

Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.

Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.

Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.

Forcing Stock—Azaleas, Rhododendrons, Aucubus, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses, in large assortment, choicest quality, best commercial sorts.

Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.

Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.

Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

Wholesale price list will be mailed promptly on request.

Write for information and price today.

THE D. HILL NURSERY COMPANY, INC.
EVERGREEN SPECIALISTS
LARGEST GROWERS IN AMERICA
Box 404, DUNDEE, ILL.
WHOLESALE GROWERS AND IMPORTERS

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FIRST AID TO BUYERS
SPRING LIST **ROSES** 2¼ and 4-inch
400 Best Sorts - Old, New, Tried, True
THE LEEDLE FLORAL COMPANY. SPRINGFIELD-OHIO.

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If You Are Interested in Mid-Winter
Blooming Plants
—or anything in—
Soft Wooded Plants
—Write—
Geo. A. Kuhl, Wholesale Grower, PEKIN, ILL.

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American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

FIREWOOD used on farms in the United States in one year is valued at $225,000,000, the average price being $2.75 per cord.

FRESNO, CALIF.—The entire walnut crop of Mrs. R. C. Lyman of Yuba City has been purchased by George C. Roeding, who will use it for seed.

SAN FRANCISCO, CALIF.—Following a meeting held in this city March 27 it seems assured that the California Dahlia Society and the California Dahlia Growers' Association will be merged.

THE scarcity of labor in New York state has caused a reduction in the reforestation of private lands. The average cost of planting trees on approximately 3,000 acres of state lands was $5.46 per 1,000.

Mulched Basins for Citrus Trees.

Bulletin 499 of the United States department of agriculture describes the results of experiments with shallow irrigation basins near citrus trees, the object being to prevent loss from mottled leaf, a disease frequently found associated with low humus content in the soil. Each basin is heavily mulched with alfalfa hay, bean straw, manure or some other organic material. The mulched basins have been found to supply organic matter to the soils badly in need of it more quickly than mulches in furrow irrigation. For a basin with an area of 150 square feet, approximately 150 pounds of alfalfa or 15 to 20 cubic feet of stable manure will be required each year to maintain an effective mulch, which is carried into the soil with the irrigation water.

Dock False-Worm Control.

An apple insect pest, which in its attack on the fruit somewhat resembles the codling moth, is described in a new professional paper of the Bureau of Entomology, Bulletin No. 265 of the United States department of agriculture. This green worm, known as the dock false-worm, is found throughout the northern section of the United States and is noticeably prevalent in the state of Washington. The insect feeds upon certain succulent plants, such as the docks, knotweeds, and bindweeds. When these occur in an orchard the worm makes its way up the trunk of the tree and burrows into the fruit, causing it to rot. There can be little or no danger from this insect in clean-cultivated orchards or in orchards where its food plants do not exist. However, where a perennial cover crop, such as alfalfa is grown, other control measures must be taken.

Efficient protection may be secured by banding the trees with cotton batting or with some sticky substance. In experiments by the department an 8-inch strip of cotton batting was placed about the trunk of each tree and tied with a cord about the middle. The upper half of the cotton band was then rolled down over the cord. Good results also were obtained by applying to the trunks of the trees a band of a commercial sticky substance one-eighth inch thick and three inches wide. The lower limbs of the trees should be kept well up from the ground, and any props used also should be banded. Bands should be put on in the latter part of August and left on until after the fruit is harvested.

C. W. Ward's Eureka, Calif., Nursery.

"Eureka plant wizard fast overthrowing supremacy of Belgium and Holland," is the way the San Francisco Chronicle of January 7, begins a full page article, with illustrations, on Charles Willis Ward's 400 acre nursery at Eureka, Humboldt county, Calif. It is stated that conditions for bulb growing at Eureka are more favorable than at Bellingham, Wash. Mention is made of the purchase by Mr. Ward of the entire bulb stock of W. J. Van Aalst, a Hollander, who, for several years had been growing bulbs at Victoria, Vancouver Island. Not only was the stock of a million bulbs purchased, but likewise Van Aalst and his family of nine were taken to Eureka, where the head of the family now superintends the bulb farm. It is stated that over 2,000,000 plants are being grown in the propagating department and 300,000 ornamental plants are in the nursery rows. We understand that azaleas, rhododendrons, ericas, araucarias, boxwoods and other plants, are included. The superintendent of the bulb farm is quoted as saying: "Our bulbs ripen here some six weeks before the Holland stock."

A. F. F.

The Grape-Leaf Folder.

Bulletin No. 419 from the Bureau of Entomology of the United States department of Agriculture describes the grape leaf folder. This is an insect that has caused considerable injury to vineyards in the past few years, particularly in the vicinity of Washington, D. C. As much as four-fifths of the foliage in a vineyard has been destroyed by this worm or larva of this insect. It has many natural enemies which help materially to keep down the pest. Spraying with arsenical preparations shortly after the blossoms have fallen is the best method of combating the insect.

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The long and interesting history of the peony, charmingly written by Mrs. Edward Harding. Contains 259 pages with 44 illustrations in color and black and white. Handsome cloth binding.

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Seasonable Stock-Surplus

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Asparagus Sprengeri, 4-in. bushy, strong tops, $12.00 per 100.
" " 5-in. extra long and heavy, $18.00 per 100.

Petunia, Giant Ruffled, 2-in., $3.00 per 100, $25.00 per 1000.

Chrysanthemums, all standard sorts in large flowered and pompons, 2-in. at $2.50 per 100.

Caladiums—Fine bulbs, 7 to 9-in., $3.50 per 100; 9 to 11-in, $6.00 per 100.

Tuberose, Dwarf Pearl, 4 to 6-in., $1.00 per 100, $9.00 per 1000.

Daisy, Nicholson White, finest long stem, White Marguerite, $4.00 per 100, 2½-in.

Ageratum, White Cap, Blue Star, Topis Blue, $2.50 per 100.

Achyranthes Herbsti, Dwarf bright red, fine for border and edging, 2¼-in., $4.00 per 100.

Heliotrope, best market varieties of purple, 2¼ in., $3.00 per 100.

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Painesville, Lake Co., Ohio.

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Immediate Delivery.

We are now booking orders for our New Seedling SUPERB— $12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches, are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it, it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. $6.00 per 100; $50.00 per 1000.

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00

FLESH PINK.	Per 100	Per 1000
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00

RED	Per 100	Per 1000
Aviator	$6.00	$50.00
Champion	3.00	25.00
Philadelphia	2.50	20.00
DARK PINK.		
C. W. Ward	2.50	20.00

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3-4 feet.....$ 8.00 for 10
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VINCAS

	Per 100	Per 1000
Rooted cuttings		$10.00
Strong field rooted tips, one to three leads, 2¼ in. pots	$3.00	25.00
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Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
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CHRYSANTHEMUMS.

Immediate delivery.

CHRYSANTHEMUMS—ROOTED CUTTINGS.

Varieties listed in order in which they bloom.

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V. Poehlmann	2.00	15.00
Alice Byron	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00
Yellow.		
Golden Glow	2.00	15.00
Golden Queen	2.50	20.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Odessa	2.50	20.00
Yellow Bonnaffon	2.00	15.00
Nagoya	2.00	15.00
Dolly Dimple	2.50	20.00
Pink.		
Amorita	2.00	15.00
Chieftain	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00
Red and Bronze.		
Shrimpton	2.50	20.00

Twenty-five at the 100 rate.
250 or more at the 1,000 rate.

J. D. THOMPSON CARNATION CO.
Joliet, Illinois.

ROOTED CHRYSANTHEMUM CUTTINGS.
These are the very best commercial varieties. Prices, unless noted different, are $3.00 per 100.
White Varieties—Crystal Gem, Oconto, White Chieftain, Josephine Foley, per 100, $4.00; October Queen, per 100, $4.00.
Yellow Varieties—Golden Queen, Bonnaffon, Marigold, Mrs. Morgan.
Pink Varieties—McNiece, Wells' Lake Pink, Chieftain.
BASSETT & WASHBURN.
178 N. Wabash Ave., Chicago

CINERARIA.

CINERARIAS, COLUMBIAN MIXTURE.

2¼-inch	$ 3.00 per 100
3-inch	6.00 per 100
4-inch	10.00 per 100

CALCEOLARIA HYBRIDS.

2¼-inch	$ 6.00 per 100
3-inch	10.00 per 100

ERNEST ROBER, WILMETTE, ILL.

CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus in beauty as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it. $1.50 per doz., $10.00 per 100 from 2½-in., with plenty of fine cuttings on them.
C. Winterich, Cyclamen Specialist, Defiance, O.

Coleus, 3-in. stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

CROTONS.

Crotons, now ready, an excellent lot, all good selling varieties, strong 4-inch, $5 per doz.; $40 per 100. Vaughan's Seed Store, Chicago and New York.

Crotons, well colored, 4-in., $4.80 per doz.; 5-in., 60c and 75c each. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclamen giganteum, improved Wandsbek type, strong seedlings, in 8 varieties, equally divided, $4.00 per 100; $30.00 per 1,000; transplanted, $5.00 per 100; $40.00 per 1,000.
Rococo Erecta (new), finest ever introduced (not to compare with the old Rococo), to be well recommended for commercial growing. Strong seedlings, $5.00 per 100; $40.00 per 1,000; transplanted, $6.00 per 100; $50.00 per 1,000.
2½ and 3-in. stock ready May 15. Orders booked in advance. We grow over 350,000 and can show many testimonials as to the quality of our strain and stock.
Ernest Rober, Wilmette, Ill.

CYCLAMEN, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c; 6-in., 50c to 75c; 7-in., $1.00 to $1.50 each; full of buds and blooms. HENRY SMITH, Grand Rapids, Mich.

DAHLIAS.

Twenty Dahlia tubers, all different, correctly labeled, postpaid, $1.00. Six sets (120 bulbs), $5.00. Bulb and Seed catalog free. BUNGALOW GARDENS, Netcong, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DAISIES.

Paris Daisies—Large flowering, for Memorial Day and June weddings, 4-in., ready for 6-in., $10 per 100; 2½ in., $4 per 100. A. T. Miller, Jamaica, N. Y.

DRACAENAS.

DRACAENAS.

	Each	Doz.	100
5 inch Imperialis	$1.00	$12.00	
4 inch "	.40	4.20	
3 inch "	.25		$22.00
5-inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

DRACAENA INDIVISA, 6-in. pots, $25* per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

ERICAS.

ERICAS—Young stock for growing on strong plants out of 2½-in., 3-in. and 3½-in. pots. Fragrans Melanthera, $15.00 per 100; Regerminans, $15.00 per 100; Cupressina, $20.00 per 100; Gracilis Autumnalis, $15.00 per 100; Globularia, $15.00 per 100; Persoluta Rosea, $15.00 per 100; Persoluta alba, $15.00 per 100. Cash with order, please. Anton Schultheis, 316 19th St., College Point, L. I., N. Y.

FERNS.

Hardy ferns, wholesale price.

	100	10	each
Adiantum pedatum, Maidenhair	$6.00	$0.70	$0.10
Aspidium cristatum, Evergreen	6.00	.70	.10
Aspidium goldiana	7.00	.80	.10
Aspidium spinulosum, Wood Fern	6.00	.70	.10
Asplenium felix foemina, hardy	6.00	.70	.10
Aspl. Thily. Silver Spleenworth	7.00	.80	.10
Dryopteris thelypteris, Shield	5.00	.60	.10
Onoclea sensibilis	4.00	.50	.10
Onoclea strutiopteris, Ostrich	7.00	.80	.10
Osmunda cinamomea	8.00	.90	.10
Osmunda claytoniana	8.00	.90	.10

Full 100 ferns, your selection, at 100 rate.
LUDWIG MOSBAK, OSKOV, MINN.

Ferns in flats, in best varieties, for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

Ferns, 2½-in., good, healthy stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

TABLE FERNS, best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

Table ferns, fine stock, 2¼ in., $3.50 per 100; $30 per 1,000. Jas. Vick's Sons, Rochester, N. Y.

FUCHSIAS.

FUCHSIAS. Mixed varieties, 6-in. pots, 25c; 7-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

FUNKIA.

FUNKIA, undulata variegated, strong clumps, 8 to 15 eyes, $15 per 100. Ernest Rober, Wilmette, Ill.

GENISTAS.

GENISTAS, 4-in., 35c, 6-in., 50c, 7-in., 75c each. Nice stocky plants, ready for bloom. HENRY SMITH, Grand Rapids, Mich.

GERANIUMS.

Geraniums, 2-in., $2 per 100, $18.50 per 1,000; 3-in., $3 per 100, $25 per 1,000. Maryland, $4 per 100 $25 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GERANIUMS.

Geraniums. Large 2 and 2¼-inch, ready to shift to 3½ or 4-inch pots. For varieties and prices see advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

GLADIOLI.

GLADIOLI.

Medium size, 1¼ to 1½-in. diam. per 100:

Pendleton	$3.00	Peace	$3.00
Alice Carey	2.50	War	3.00
Kunderdi Glory	2.50	F. King	.80
Cracker Jack	2.00	B. J. Hulot	1.00
Augusta	1.00	Gl. of Holland	2.00
America	.75	Salmon Queen	2.50
Ida Van	2.50		

First size, 1½ to 2-in. diam., per 100:

America	$1.25	Pendleton	$4.00
Kund. Glory	3.00	Ida Van	3.00
Alice Carey	3.00	War	3.50
Peace	3.50		

Add 20 per cent for 1¾ to 2½ diam., any sort. Packed in light paper cartons. California grown.

BROWN BULB RANCH.
Wholesale Growers of Bulbs.
Box 95, CAPITOLA, CALIF.

GREENS.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Southern wild smilax, $2.50 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

Southern Wild Smilax, $2.00 per case. WINTERGREEN GARDENS, Marion, Ala.

HYDRANGEAS.

HYDRANGEA—Pot grown, one year old varieties as Mme. Riveraine, General de Vibrave, Radiant, Mme. Harvard, Bouquet Rose, 8 to 10 flowering branches, $30.00 per 100; Mme. Mouillere and Avalanche, 7-in. to 8-in. pots, $12.00 to $18.00 per doz.; Otaksa, for garden planting in 10-in., 11-in. and 12-in. pots, $18.00, $24.00 and $30.00 per doz. Shipped out of pots. Cash with order, please. Anton Schultheis, 316 19th St., College Point, N. Y.

HYDRANGEAS OTAKSA, 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

Hydrangeas, in bud and bloom, Mme. E. Mouillere, Radiant, E. G. Hill, etc., $1, $1.50, $2 and $3 each. F. R. Pierson Co., Tarrytown, N. Y.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

From Storage.

Lily of the valley. Orders taken now for 1917 crop of German, Swedish and Dutch pips. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

Lily of the Valley clumps. Special packed. Cold storage. Case of 25, $5.50. Vaughan's Seed Store, Chicago and New York.

Hardy Lilies. For varieties, sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

PALMS.

KENTIA FORSTERIANA SINGLE PLANTS.

2¼-inch pots, $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
6 inch pots	6-7	30-32 inches high....	$ 1.50
8 inch tubs	6-7	42-46 inches high....	4.00
8 inch tubs	6-7	48x50 inches high....	5.00
9 inch tubs	6-7	50 inches high, hv...	7.00
15 inch tubs	6-7	8 feet high..........	40.00
15 inch tubs	6-7	9-10 feet high.......	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots		....	$1.50	$12	$100
3 inch pots	5	10-12 ins. high	2.50	18	150
					Each
4 inch pots	5-6	16 ins. high	5.00	40.00	.45
6 inch pots	5-6	26-28 inches high........			1.50

Specimen plants, 15-inch tubs, $75.00 each.

KENTIA FOSTERIANA MADE UP PLANTS.

	Plants		Each
6 inch pots	3	26 inches high......	$ 2.00
15 inch tubs	4	72-78 inches high, hv..	25.00
15 inch tubs	4	75-80 inches high, hv..	30.00

ARECA LUTECENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high.	$1.25

ASPIDISTRAS.

5 inch pots, 10-12 leaves, vari............ 1.50

PHOENIX ROEBELENII.

4 inch pots, 50 cents each; 5-inch pots....$1.00

LIVISTONA ALTISSIMA.

2¼ inch pots, 90c per doz........$7.00 per 100

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, $1.00 per doz......$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots...........................50c each

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANSIES.

200,000 large, stocky (September transplanted), field-grown, blooming pansy plants. Henry Mette's strain, all salable stock; satisfaction guaranteed; $1.25 per 100; $11.50 per 1,000. Cash. Prompt shipping. BRILL CELERY GARDENS, Kalamazoo, Mich.

100,000 extra fine giant pansies, good, stocky, transplanted plants, in bud and bloom, $1.00 per 100; $8.00 per 1,000. Cash with order. M. A. Hough, Pansy Specialist, Milan, O.

PANDANUS.

Pandanus Veitchii, 4-in., $4.20; 5-in., $7.20; 6-in., $12; 7-in., $18; 8-in., $24 to $30 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15, 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PEPPERS.

Peppers. Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.
Peppers. Celestial, 4-in., $12.00 per 100; $100 per 1,000.
Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.
PYFER & OLSEM, Wilmette, Ill.

PRIMULAS.

PRIMULA MALACOIDES.

Extra fine stock	100	1,000
2-inch	$3.00	$27.50
2¼-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM, Wilmette, Ill.

PRIMULAS. Obconica and Malacoides, 2¼-in., $3; 3-in., $5; 4-in., $12.50; 6-in., $25 per 100. Chinensis, 4-in., $12.50; 6-in., $25 per 100; 4 and 6-in. in bloom. HENRY SMITH, Grand Rapids, Mich.

PRIMULA MALACOIDES, 4-in., pink, in bloom, $15, and extra select $20 per 100. Chinensis, 3-in., $6 per 100; in bloom, $8 per 100. Ernest Rober, Wilmette, Ill.

PRIMULINUS.

Primulinus. Prime stock (yellow). Strong, healthy, extra good bulbs. A few thousand left for spring planting, $3.00 per 100. Cash with order.

R. B. CASTLE.
822 Miami St., Urbana, O.

PRIVET.

California, Polish or Ironclad, Amoor or Russian Privet. Very attractive prices on carload lots. J. T. Lovett, Inc., Little Silver, N. J.

ROSES.

ROSE PLANTS.

Grafted and Own Root.
The Poehlmann Quality. Known Favorably Throughout the Land.

GRAFTED—2½-inch Russell...$150.00 per 1,000
Lots of 5,000 or more........ 145.00 per 1,000
GRAFTED—2½-inch Ophelia, Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond....$120.00 per 1,000
Lots of 5,000 or more........ 110.00 per 1,000
These prices are absolutely net cash.
For 3½-inch stock an additional $50.00 per 1,000 will be charged.
OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner, $7.00 per 100; ....$65.00 per 1,000
Lots of 5,000 or more......... 62.50 per 1,000
Sunburst, own root, $10.00 per 100 .... 90.00 per 1,000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

ROSE PLANTS—2½-INCH STOCK.

	100	1,000
Pink Killarney	$4.50	$40.00
White Killarney	4.50	40.00
Ophelia	6.00	50.00
Sunburst	5.00	45.00
Richmond	4.00	35.00
American Beauty	6.00	55.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

ROSES—TWO-YEAR-OLD BENCH PLANTS.

Sunburst, $6.00 per 100, $50.00 per 1,000; Pink Killarney, $6.00 per 100, $50.00 per 1,000.

Fine 2½-inch Stock.

Sunburst and White Killarney, $3.50 per 100, $30.00 per 1,000; Richmond, $3.00 per 100, $25.00 per 1,000.

GEORGE REINBERG,
162 N. Wabash Ave., Chicago.

ROOTED ROSE CUTTINGS.

	Per 100
Russell	$5.00
Hoosier Beauty..................	5.00
Shawyer	4.00
Richmond	3.50

BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

Roses. Strong, healthy bench plants of Mrs. Aaron Ward. Elegant stock for forcing. $9 per 100, $80 per 1,000. Albert F. Amling Co., Maywood, Ill.

ROSES. American Beauty and other varieties, 6-in. pots for forcing, 35c to 50c each. Kaiserin and Maryland, 2-in., $4, 3-in., $8 per 100. HENRY SMITH, Grand Rapids, Mich.

Roses. Field-grown, No. 1 grade, 2 years old. For varieties and prices see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

BABY ROSES. Well-rooted; started in pots; in bud, $4 per dozen. Ernest Rober, Wilmette, Ill.

Roses. Pot-grown, 2¼ and 4-in. Write for list. The Leedle Floral Co., Springfield, O.

SNAPDRAGONS.

SNAPDRAGONS. White, pink and yellow, 2-in. pots, $3 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Seed. Asparagus plumosus nanus, greenhouse grown, 100, 50c; 1,000, $3.25; 5,000, $15.00. Asparagus Sprengeri, 100, 15c; 1,000, 85c; 5,000, $3.50. A. Henderson & Co., 211 N. State St., Chicago.

SEEDS.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seed. Asparagus Sprengeri, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, sweet peas, Spencers, grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Winter Orchid Flowering Sweet Pea. Price list now ready. Send postal for copy. Anton C. Zvolanek Sweet Pea Ranch, Lompoc, Calif.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beets, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SPIREAS.

Spiræa clumps. America, $8.50; Avalanche, $9; Gladstone, $8; Queen Alexandra, $8.50 per 100. Vaughan's Seed Store, Chicago and New York.

Spirea Gladstone, Queen Alexandra, strong clumps, $12 per 100. ERNEST ROBER, Wilmette, Ill.

Spiraea, short, stocky plants, full of blooms, 35c to 75c each. Pyfer & Olsem, Wilmette, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

VEGETABLE PLANTS.

Tomato Plants. Northern grown Bonnie Best, John Baer and Earliana, transplanted and hardened. $1 per 100, postpaid; $6 per 1,000, by express. W. L. Rogers, Ransomville, N. Y.

VINCAS.

Vinca or Madagascar Periwinkle. Texas hardy field-grown plants. Rosea, Alba Pura, Rosea Alba and mixed, 60c per 100; by mail, postpaid, $4 per 1,000, by express, prepaid. Mel. L. Webster Co., Waco, Texas.

Vincas, rooted cuttings, $10 per 100; strong field-rooted tips, one to three leads, 2¼-in., $3 per 100, $25 per 1,000. James Vick's Sons, Rochester, N. Y.

Vinca variegata, 2-in., $2 per 100; $20 per 1,000. Elmer Rawlings, Allegany, N. Y.

300 4-in. Vinca at $8.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

MISCELLANEOUS.

Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Paper boxes for cut flowers in popular mist gray shade. 18x5x3—3-in. lid, $28 per 1,000; 24x5x3½—3½-in. lid, $39 per 1,000. Printed free in lots of 1,000. Lindley Flower Box Co., Marion, Ind.

White wood easels. Very desirable for mounting floral designs. Sizes 36 inches to 66 inches. 50c to $1.15 each. Geo. H. Angermueller, 1324 Pine St., St. Louis, Mo.

For sale—glass, 6x8 to 10x12, single thick, $1.85; double thick, $2.85 per box.
METROPOLITAN MATERIAL CO.,
1303-1319 Flushing Ave. Brooklyn, N. Y.

Choice landscape, decorative and forcing stock for florists' trade. For varieties see advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

Heavy hanging baskets with extra heavy hangers. For sizes and prices see advertisement elsewhere in this issue. The McCallum Co., Pittsburgh, Pa.

Aetna Brand Tankage Fertilizer. Write for prices. Farmers' and Florists' Fertilizer Co., 809 Exchange Ave., Room 5, Chicago, Ill.

Wire wreaths and hanging baskets. For sizes and prices see advertisement elsewhere in this issue. Canavan's Iron and Wire Works, 6124 Wentworth Ave., Chicago.

Hanging baskets. Enameled green, extra well made. For sizes and prices see advertisement elsewhere in this issue. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Window boxes, also a full line of flower pots, azalea pots and clay specialties. Write for prices and discounts. The Logan Pottery Co., Logan, Ohio.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Munson, 1353 N. Clark St., Chicago.

Trees, shrubs and plants for all purposes. Wholesale and retail. Send for catalogue. The New England Nurseries Co., Bedford, Mass.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Japanese rose flowering cherry trees. 3-4 ft., $8 for ten; 4-5 ft., $12 for ten; 5-6 ft., $20 for ten. The Garden Nurseries, Narberth, Pa.

Japanese miniature gardens, fern dishes, vases, flower pots, jardinieres, etc. Nippon Garden, Inc., 259 Fifth Ave., New York.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

of THE AMERICAN FLORIST, published weekly at Chicago, Ill., for Apr. 1, 1917.

State of Illinois, County of Cook.

Before me, a Notary Public in and for the state and county aforesaid, personally appeared Michael Barker, who, having been duly sworn according to law, deposes and says that he is the editor and business manager of THE AMERICAN FLORIST, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, (and if a daily paper, the circulation, etc.,) of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, American Florist Company, 440 South Dearborn Street, Chicago, Ill.

Editor and Business Manager—Michael Barker, 440 South Dearborn Street, Chicago, Ill.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Estate of E. Asmus, W. Hoboken, N. J.; M. Barker, 440 S. Dearborn St., Chicago, Ill.; W. Atlee Burpee Estate, 485 N. Fifth St., Philadelphia, Pa.; John Burton, Willow Grove Ave., Chestnut Hill, Pa.; J. D. Carmody, Evansville, Ind.; W. W. Coles, Maple Hill Rose Farms, Kokomo, Ind.; Robt. Craig, 49th and Market Sts., Philadelphia, Pa.; J. B. Deamud, 1055 Dean St., Brooklyn, N. Y.; James Dean, Freeport, L. I., N. Y.; Emresa J. Dickey, care of Byron Reed Co., 212 S. 17th St., Omaha, Neb.; Wm. Falconer, Allegheny Cemetery, Pittsburgh, Pa.; Maggie Harris, 55th St. and Springfield Ave., Philadelphia, Pa.; Mrs. Sarah Lonsdale, Lompoc, Calif.; Mrs. Catherine Mathison, Waltham, Mass.; John N. May, Summit, N. J.; F. R. Pierson, Tarrytown, N. Y.; Isaac D. Sailer, 929 Chestnut St., Philadelphia, Pa.; Estate of Louise Schiller, 2207 W. Madison St., Chicago, Ill.; H. A. Siebrecht, New Rochelle, N. Y.; W. J. Stewart, 147 Summer St., Boston, Mass.; J. C. Vaughan, 31 W. Randolph St., Chicago, Ill.; Annie G. Whitnall, 4001 Harvard blvd., Los Angeles, Calif.; C. B. Whitnall, 026 Locust St., Milwaukee, Wis.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

There are no bonds, mortgages or other securities outstanding against THE AMERICAN FLORIST.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

AMERICAN FLORIST COMPANY.
Michael Barker, Sec'y.

Sworn to and subscribed before me this 29th day of Mar., 1917.
FRANK W. BELMONT, Notary Public.
[SEAL.]
(My commission expires Sept. 25, 1920.)

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New Park for New York City.

GIFT OF JOHN D. ROCKEFELLER, JR.

It will doubtless surprise many people who do not live in New York, just as it surprised many who do, to learn that there is, on Manhattan Island, 57 acres of land available for a park, without a wholesale wrecking of buildings. It would not be strictly correct to call it all vacant property, for a part of it was the estate of C. K. G. Billings, a gentleman who has been a patron of horticulture. Tryon Hall, erected by Mr. Billings for a residence, is in the heart of the proposed park and stands on the highest point on Manhattan Island. It commands a view of the Hudson river for miles, of the harbor and Statue of Liberty and a wide area on Long Island, and a part of Westchester county. On the Billings estate the other buildings are such as are usually found on a gentleman's place. It is unlikely that much change will be made in the landscape features of this part of the park, as its late owner had spent large sums in improving it, having at different times employed skillful landscape architects and gardeners. James Bell, a former vice-president of the National Association of Gardeners, was for a number of years head gardener to Mr. Billings.

On the Hayes property another part of the tract, there stands an old but substantial structure known as Abbey Castle, now occupied as an inn. On the Sheafer property at Fort Washington avenue and 198th street, A. N. Kinney has a residence and greenhouses, this being practically the only commercial range on the island.

It has been stated that independent of the first cost of the real estate, Mr. Billings has spent $2,000,000 on the Tryon Hall property. Aside from the buildings previously mentioned, there are few improvements on the other tracts, and it is said that John D. Rockefeller, Jr., is likely to spend $10,000,000 on the entire properties and approaches before turning them over to the city as a park. He has been in consultation with Cabot Ward, commissioner of parks, and plans for extensive improvements have been discussed. It is stated that ferry lines will be established on the Hudson, from the park to the great interstate park on the west side of the river. The Palisade interstate park had its inception in 1900 when Colonel Roosevelt was governor of New York. He appointed a commission to acquire and hold such territory along the Palisades as was necessary for an interstate park to preserve the scenery. Governor Voorhees of New Jersey appointed a similar commission. The primary object was to stop the quarrymen who were blasting away picturesque features, but the park has, from time to

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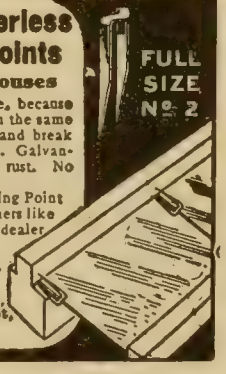

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time, been enlarged until it now extends to Bear mountain, within six miles of West Point. Mrs. E. H. Harriman has bought and contributed large tracts of land to the interstate park.

The site of the new park is historic ground. Near by is Fort Washington and on these heights a battle was fought in the Revolutionary war. General Washington had been repulsed in the battle of Long Island, but the Colonials held the British forces long enough to cover his retreat.

Tryon Hall takes its name from old Fort Tryon, also famous in the Revolutionary war. The boundaries of the proposed park are from Broadway to Riverside drive and from 192d street north to the drive, which turns and meets Broadway at Dyckman street. John D. Rockefeller, Jr., has spent large sums for other benevolent and philanthropic purposes.

A. F. F.

HARRISBURG, PA.—Miss J. Motler has opened the Century Flower Shop at 311 Walnut street.

SEWICKLEY, PA.—George Wessenauer has been confined to his home with the grippe, but is reported improving.

NEWPORT, R. I.—Godfrey Loew is planning a range of houses at "Stoneacre," which he recently purchased from Mrs. Thomas.

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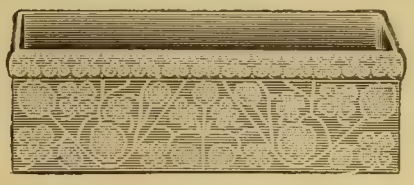

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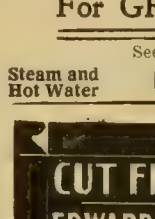

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Vol. XLVIII. CHICAGO AND NEW YORK, APRIL 21, 1917. No. 1507

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR. Houston, Texas. President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., 1918. W. J. VESEY, JR., Ft. Wayne, Ind., President; CHAS. S. STROUT, Biddeford, Me., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition St. Louis, Mo., April 6-15, 1918. BENJAMIN HAMMOND, Beacon, N. Y., President; WM. L. ROCK, Kansas City, Mo., Vice-President; PROF. E. A WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

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Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y. Secretary.

Mothers' Day, Sunday, May 13.

The Publicity Campaign.

One of the most important features of Mothers' day to the florists' trade is the expansion of the business. This occasion presents an opportunity that promises as much in the sale of plants and flowers as either Easter or Christmas. It must be developed, however, A certain amount of seed has been sown—in some soils, where cultivated, it has produced abundantly. Mothers' day is observed and has been successful because of its sentiment, its appeal to thought and love for one's mother. To increase its popularity this adoration of mother should be kept to the front. Everywhere the press from now on should contain articles bearing on this subject. Clergymen, if appealed to, would contribute such matter. They would also prepare sermons and hold Mothers' day services in their churches and Sunday schools. This is the custom with many, but there should be so much sentiment for Mothers' day created that all church services on the second Sunday in May would consist of honoring the mothers of the race.

There is no one thing that would benefit the florist industry in all its branches to a greater degree than a publicity campaign, having for its object the carrying of this beautiful sentiment into every household in the land. Each person in his own community can help, but to be successful he must have enthusiasm for the work. Only the live wires work; it is not possible to send messages over "dead" ones.

Mothers' day has been observed for a period of 10 years. While it has been proven beyond question to have great possibilities as a floral holiday, nothing in a national way has been done by the trade to build up and enhance this beautiful sentiment.

The matter of showing the appreciation of the craft to Miss Anna Jarvis, the founder of Mothers' day, was discussed at the meeting of the Society of American Florists at Rochester in 1910, at which time she received a rising vote of thanks. At the San Francisco meeting in 1915 something more substantial was proposed. This resulted in the matter being taken up by the directors at their meeting in Philadelphia, when the secretary was directed to appeal to the florists of the country to contribute to a fund to be given to Miss Jarvis as a token of their appreciation for her work in founding the day. More than $1,000 was raised in this way, which with $100 received from the sale of carnations at the national flower show in Philadelphia, has been given to Miss Jarvis.

At the Houston convention the publicity of Mothers' day was taken up. It was decided to go into the matter thoroughly in a manner that would make it most beneficial to the trade.

The Chicago Florists' Club, spurred on by its success with the St. Valentine's day posterettes, has arranged for a Mothers' day stamp and posterette to be sold to the trade, the proceeds of this sale to be used in advertising Mothers' day in a magazine of country-wide circulation.

E. J. Fancourt, of Philadelphia, Pa., proposes a national commercial Mothers' day association, to which every florist who is at all benefited by this event shall belong. The dues shall be used each year for purposes of publicity, each member to receive a handsome, framed, lithographed Mothers' day card, at cost, which will be furnished to others at a profit. The larger the membership of this association, the greater benefit will be derived from publicity.

Another proposition is, that the entire matter be placed in the hands of professional publicity men, whose business it is to exploit all kinds of enterprises and who have the open sesame to the newspapers. Under their direction, Miss Jarvis could prepare matter on this subject which she has so much at heart, which could be syndicated and receive nation-wide publicity .

For the present there appears no better plan than for the craft in each community to pool their issues in co-operative advertising, which has been

so successfully done in Cleveland, Columbus, Detroit, St. Paul and in many other cities and towns all over the country.

Let the slogan be "Flowers, all flowers." Cut out the doggerel, "Flowers white and flowers bright," Who shall say that one flower is more beautiful or appropriate than another? Why is not a plant as appropriate as a flower and even more so; it is a more lasting gift, and for that reason likely to be better appreciated.

Tributes for the cemetery should be encouraged; many will feel it their duty to visit this last resting place of their loved ones to place a wreath or plant a rose. Should this become the custom, and as the sentiment grows, what a wonderful business will develop to fill this demand.

Mothers' Day Posterettes.

The publicity committee of the Chicago Florists' Club has completed arrangements with one of America's foremost advertising agencies to prepare copy for a full page advertisement, with a suitable design incorporating the theme of mothers and flowers, exploiting Mothers' day, which it is planned to use in one of the leading magazines of the country with a wide-spread circulation. The wonderful service rendered by the Florists' Telegraph Delivery will be brought out either in the text or design. There will be no signature to the advertisement as the entire atmosphere is to breathe floral sentiment to the fullest extent and it will be representative of the entire floral industry in America. This national advertising, it is expected, will be made possible by the sales of the committee's Mothers' day posters and posterettes.

If every florist does his share to support this movement, the committee will be able to make this announcement. Millions of the beautiful Mothers' day posterettes should be in circulation—the posters should be in evidence everywhere. Use the posterettes on every box of flowers and every plant that you send out. Use them on every letter you mail, on your statements and on your advertising matter. Display the posters inside and outside of the entrance to your store and greenhouses. Post them in every show window. Put them on your automobiles and delivery wagons. Use them for your street car advertisements. Everywhere, these beautiful posters and posterettes will remind the public to remember mother—with her favorite flower.

The price list of the posterettes, size 2⅜ inches high, printed in two colors, gummed and cut ready for use, is as follows:

100	stamps	$ 0.75
250	"	1.50
500	"	3.00
1,000	"	5.00
2,000	"	9.00
5,000	"	21.00
10,000	"	40.00
25,000	"	95.00
50,000	"	180.00
100,000	"	350.00
500,000	"	1,500.00
1,000,000	"	2,500.00

The window poster of the same design as the posterette is 7¾ inches high. Prices are: Each 10 cents; per dozen, $1.00; 25 for $1.75; 50 for $3.00; 100 for $5.50; over 100, five cents each.

Distribution of posterettes and posters will commence immediately. The committee will send free of cost one window poster, price list and order blank upon application to F. Lautenschlager, 440 West Erie street, Chicago.

F. LAUTENSCHLAGER,
Chairman Publicity Committee.

Munk Floral Co., Aids Easter Publicity.

In a recent communication from Alfred C. Hottes, president of the Columbus, O., Florists' Association, our attention is called to the "Beautifying the Home" page of the Ohio State Journal of that city under date of April 4, containing among others the advertisement of the Munk Floral Co.,

Primula Eliator.
Polyanthus Grown by Wm. Sim, Cliftondale, Mass., as Easter Plant.

together with an excellent article prepared by that firm occupying a space four columns wide and 12 inches deep in the center of the page under the caption, "Flowers Plentiful for Easter." The advertisers using space on this page are in turn permitted to prepare articles suggesting features in their respective lines in keeping with the title of the page, which are published in the space mentioned without cost. Appearing as it did a few days previous to Easter, the article of the Munk Floral Co., with suggestions of appropriate flowers for home and personal adornment and others for planting, can doubtless be credited with materially assisting in bringing about the splendid increase in the Easter demand reported by the trade of that city this year.

Bouvardia Double Pink.

The double pink bouvardia, although not a new variety, is a plant whose good qualities should be more generally known. Stock in the Boston and Philadelphia markets was in great demand last season, bringing top prices. The separate florets of the trusses are quite double, of a pleasing shade of pink, and borne on straight, stout stems of from 12 to 18 inches in length. The plants are readily propagated and should be in the collection of every grower.

PLANT NOTES.

Early Roses.

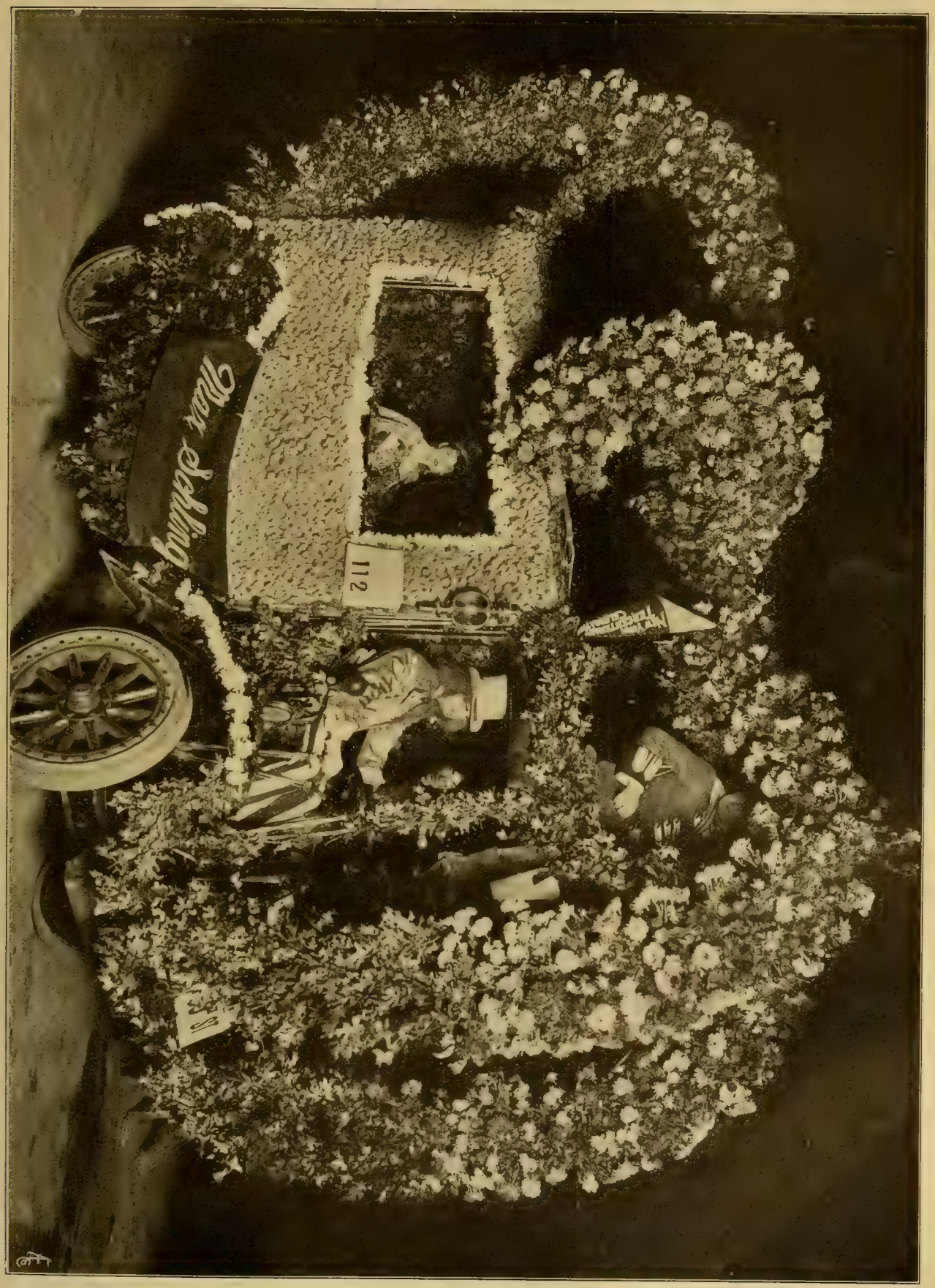
The rose bed should be pruned and then spaded as early as possible after the ground has opened and if the canes have been buried the covering should be removed and the canes cut back. To properly prune a bed of hybrid perpetual roses is a careful, painstaking piece of work. This work is too often done in a careless, haphazard manner, and by many every variety is cut back alike. To get the best results a study of the varieties is necessary, for instance, strong growing varieties like General Jacqueminot and Magna Charta can be cut back and the small wood cut out much more severely than Prince Camille de Rohan or Mme. Gabriel Luizet. When pruning it is first necessary to determine whether quantity or quality is the most to be desired. If quantity is wanted more wood can be left and six to eight eyes left on the canes. If quality is the main object this must be obtained at the expense of quantity, and the strong canes only retained and these cut to two or three eyes, depending on how the eyes are located. The top eye that is left should be pointed out from the main stem so that when the growths start they will not crowd toward the center. This will allow of plenty of room for development and a good circulation of air through the plant. After the bushes are pruned the soil should be spaded good and deep and leveled off.

Bedding Stock.

The general florist will now have his hands full with bedding stock which should now be spread out and given the necessary room. The geraniums should be spaced and if any have grown too tall to make shapely plants the tops should be cut back, but at the present day the trade wants a geranium in bloom at bedding time and very little pinching should be done after the first of April, for it will take from then until the first of June to produce a new branch with a flower. Ageratums, alternantheras, alyssums, heliotropes and like blooming plants should be kept on the move and be given good, light positions. Salvia should be kept pinched back until the latter part of the month, which should produce fine, shapely plants. The coleus should be rooted and the top rubbed out as soon as established in the pots. Seedlings should be potted or flatted, the former preferred if a price can be obtained commensurate for the extra labor, but if flatted give them room enough to develop properly. Cannas will now require a warm, light location and plenty of root room. The one great factor in growing good bedding stock is, at this season, to keep the plants moving and never allow them to get a check, for if once severely checked a good plant is an impossibility.

Potting Young Stock.

At this season of the year the plant grower will have thousands of young seedlings to pot or place in flats and as many more to shift from a small pot to a larger size, and it does not seem that any instruction in potting should be necessary, but we chanced



AUTOMOBILE DECORATED BY MAX SCHLING, NEW YORK.

not long ago to see a boy potting and wondered if the plants would live and we then saw in the houses many of the plants which had been potted struggling for existence. It seems to be the general idea with the young gardener that the one that can pot the most plants in a given time is the smartest, regardless of how well it is done and how the plants afterward grow. The young man whom we saw would fill the pot full and then make a hole in the soil with his finger, place the seedling in the hole and then press the top soil around the stem. The chances were that the roots of many of these plants were still hanging in an enclosed hole in the center of the pot, for the soil should have been firmed around the roots. That he could handle a large number of plants in a given time was no question, but a much better plant can be grown if the soil is made firm around the roots first and then the top firmed down. The same thing happens in transplanting where the loose soil is thrown around between the plant and the pot and the top then firmed down. A little soil should be first thrown in the bottom of the pot and the plant placed in this, then a little soil around the plant which should be firmed down, then a little more soil which can be pressed down from the top. This will take longer, but the plant will live and grow enough better to pay for the extra pains.

Peonies.

As soon as the frost is out of the ground the peony beds should be forked over and the manure mulch that was placed on them last fall should be forked or spaded in, but let this be done by a careful man, or at least not by help that knows nothing about this work. The young growths start very early and are very tender, so it is best not to fork too close to the crowns, but loosen up all the soil around the plants. It is also well to leave the stems covered as deep as they have been all winter, for a sharp frost may injure a stem that has been protected through the severe winter and then subjected to sharp cold. But the loosening of the soil to good depth will conserve the moisture and allow the air to get into the soil. If the plants were not mulched with manure in the fall it is well to spread some old manure, not fresh, on the beds before spading and fork it in.

Although the fall is the best time to transplant peonies, yet, if not done and it is desired or necessary to move them, they can be transplanted early in the spring, but this must be done before the growths are above the surface of the ground and as much soil left about the roots as possible. These plants make their young roots in the fall and if any attempt is made to shake the soil off, the roots will be broken doing this. Divisions must therefore be carefully made, so as not to disturb the roots more than possible. The dry roots that are purchased at this time are much better planted in pots or boxes until the roots are formed in the soil and later transplanted to the ground. It cannot be expected that plants of this kind will produce any flowers this year, for it will only be possible to get them established in their new location the first season.

THE ROSE.

Care of the Plants After Easter.

We all know that there are many little things that require our attention just at the time we are head over heels looking after the Easter cut and of course even on the most up-to-date ranges there may be found a few loose ends to gather up after the Easter rush. So we are just suggesting a few important things that should be given attention within the next few weeks.

In the first place, we would advise keeping the night fireman right on the job and holding him there until the real settled summer weather arrives. This may mean May 15 in some sections of the country, or June and even July in others. At the same time, we do know that a warm period of weather the latter part of April, followed by several cool, rainy days, will be about the ruination of the rose plants if the fires are not kept going. Cutting off the fires too early has ruined many chances of a good early summer cut and often injuring the plants beyond repair, so see to it that they will not get the setback from this cause.

The plants that have been heavily cropped for Easter should now be gone over and tied, as this can be now done in less than half the time it would take after new growth has accumulated. One also applies a mulch from four to six weeks ahead of the Easter cut so as to push along good strong growths for that harvest, and by all means apply another to the beds just as soon as the new growths have fairly started. Very often one sees the plants neglected after Easter, in reference to feeding particularly. Of course this is a great mistake, as the plants without feeding right along loose their vitality and the thing to do is to mulch for every crop until it is time to dry off and prune in mid summer, otherwise the stock produced will be a drug on the market. Often one has a house or a bed here and there throughout the range that is producing flowers daily, the plants being in all stages of growth. These plants will require mulching quite liberally with good cow manure about every six weeks. Washing all mulches in well as fast as they are being put on is the only practical way of getting the full value of the manure. No one can afford not to mulch and keep the plants going right through the season these days; even if it were only for the purpose of building up the strongest kind of stock for pruning and carrying over we think it would be good business. But as the flowers are kept at a better size, and the plants made to produce quantities of good stock even if sold at cut prices, there is very little doubt that the most salable stock always has the preference.

Very often we think it advisable and practicable to grow some of the varieties such as Sunburst, Shawyer and other sorts that do well on own roots (on raised benches) grown this way for one season and shifted over into solid borders into fresh soil after cropping for Easter, and again filling the raised benches with young stock (always into good fresh soil). We have found this to work to splendid advantage; in fact, the method prescribed above has with us given better results with certain vigorous varieties (adapted to growing on own roots) than any other method we have ever employed. Try it.

All young pot stock should be shifted right along as required, allowing only one growth to be made in the small pots. The grafted stocks quickly become potbound and the ties at the splice should be removed before

PATRIOTIC WINDOW DECORATION BY MALANDRE BROS., NEW YORK.

ROSE DOROTHY PERKINS GROWN BY C. MERKEL & SON, MENTOR, O.

they begin to cut into the bark. This means that they must be staked at the same time to prevent breaking off at the union when syringing. The grafts will also require copious waterings and as the days grow warmer and brighter, when the ventilators can be raised to their full height, it may be found advisable to go over the pot stock and water them twice in the forenoon.

Great care should be exercised at the change of the season, between spring and summer, in ventilating and watering. The evaporation of the soil after the artificial heat has been reduced or stopped entirely, will be very much slower, and for several weeks, or until real summer growth is made on the plants, we think it advisable to go a little slow with the amount of water applied. Heavy syringing will keep the soil fairly moist, watering only when the beds really require a thorough watering.

One can easily keep up the soaking process during the months of February and March, when many coils are being run night and day but bring on a bad dose of spots or mildew by keeping up this method in April and May. We really find at this season that it requires more skill and careful handling of the stock in order to pull them through this critical stage than perhaps any other time during the whole year, owing no doubt to the extreme change the plants are subjected to at this time.

Any soil required for refilling the houses that was not composted in the fall should be gotten ready at once; select good stiff sod with plenty of fibre and compost, using about one load of cow manure to three of soil. Rick the soil up close to where it will be used, and pile it so it will shed water as much as possible. It should be cut down, broken up and ricked up again several times if possible before using. E.

Exhibition Rose Growing Expensive.

The cost of producing exhibition roses is considerable. The vase of Hadley from the Jos. Heacock Co., Wyncote, Pa., which received the first prize in its class and also the sweepstakes prize as the best vase at the Philadelphia rose festival, was said to be the handsomest vase of 100 roses ever exhibited in America. These buds at their first pinch would have brought 75 cents in the market; then by the time it took to finish these show blooms there would have been probably two more buds that would have sold for almost as much per flower. Mr. Heacock believes it would not be possible to produce such flowers under $2 each and questions whether there would be a market for them at this figure.

Nematode Disease Control.

Greenhouse men, particularly in the New England states, New York, Pennsylvania and New Jersey, are experiencing considerable losses as a result of the occurrence and continued spread of a little known disease, due to nematodes, or eelworms, which have been found infecting violets, strawberries, a number of varieties of begonia and many species of ferns. The trouble affects the leaves, causing them to become discolored—usually brown—in definite areas, which may increase so as to include the entire leaf. It may also produce on strawberries and violets a slight swelling and distortion of the buds, crowns and leaves.

When a small piece of infected leaf or tissue is teased apart in a few drops of water on glass, with the aid of a compound microscope, the egg, larval and adult stages of the parasite may be observed within the unbroken diseased leaves, which they enter through wounds or air pores. Active larvae and adults can easily emerge from leaves through these natural openings, stomata, and may be carried to other plants, which they subsequently infect.

The following measures suggested by specialists of the United States department of agriculture have proven helpful in preventing and in reducing losses from the disease:

Separate the diseased from the healthy plants; then remove from the former and burn all infected parts.

Allow as much ventilation and aeration as possible, and avoid wetting the foliage, as the nematode is readily spread by water.

Propagate by seeds or by the use of parts or all of healthy plants, using soil that has been sterilized by the use of steam or by other means.

Avoid all stock from infected nurseries and regions, and use disease-resistant plants whenever possible.

Partial success in destroying the nematodes by submerging ferns in water at a temperature of 50° C. (120° F.) for five minutes has been reported.

EASTER TRADE.

In our last issue, page 689, we summarized the 1917 Easter demand from early information received from different parts of the country as overshadowing all previous years in volume. Additional reports received since then from practically every section of the United States and Canada substantiate this, instances where there was not a gain of at least 10 per cent over the sales of the Easter period of 1916, which were conceded to be the most satisfactory in years, being very rare. In many cities, cold, rainy weather, and in some instances snow, interferred to some extent with shopping and deliveries, but in the majority of cases everything in the way of good stock, both cut flowers and plants, cleaned up easily at very satisfactory prices. There was a heavy plant demand with Easter lilies far in the lead as the favorite and even more popular than in former years. In addition to the condensed reports published last week, the following will prove of interest:

TERRE HAUTE, IND.—N. B. & C. E. Stover, despite very unfavorable weather conditions and a shortage of plants, report an increase of 25 per cent in Easter sales as compared with those of a year ago, prices being about the same. In the plant section daffodils seemed to be the best sellers, but everything was readily disposed of. Although the weather was bad, all deliveries were made promptly and everything was practically cleaned up by Sunday noon. While it was a good Easter and there seems to be plenty of money, everybody seems to be retrenching to a certain extent. The banks here are full of money and few loans are being made and there is a falling off in building and improvements. This firm reports that it is almost assured that local florists will raise the prices of bedding plants at least 15 per cent—not enough, but all that they think can be done at present.

FREDERICTON, N. B.—J. Bebbington & Son report the 1917 Easter sales about the same as a year ago with lower prices and a heavy demand for plants at from 25 to 50 cents, although there was the usual excellent call for lilies. Plants were plentiful and the same is true of cut flowers, the short item being carnations, of which more could have been disposed of. Violets and roses at not more than $2 per dozen and daffodils were also good property. Following a dull period of several weeks the Easter trade was better than was expected. The sale of white flowers for church decorations was quite a factor.

TORONTO, ONT.—Dunlop's report a slight increase in Easter trade over that of 1916, with prices advanced about 10 per cent. The supply of both plants and cut stock was plentiful. All plants sold well, with lilies in the lead, and cut flowers cleaned up nicely. George Geraghty, manager, says: "It is impossible to compare the 1917 trade with that of other years, due to the war. About 60,000 of the men of this city are either at the front or in training, so the real purchasers of flowers are not here. However, our overseas orders were very large as was our Florists' Telegraph Delivery business.

DALLAS, TEX.—With prices somewhat advanced over those of last year, the Lang Floral & Nursery Co. reports a nice increase in the Easter trade of 1917, especially in the volume of cash sales. There was an exceptionally heavy supply of all blooming plants. All cut flowers sold readily, but there was a shortage in lilies and carnations. Azaleas moved slowly and spiraeas were a drug. This firm had several thousand Easter Greetings, displayed in baskets, boxes and as single plants, which made a beautiful show. Some of these were nearly the size of azaleas and covered with flowers. They sold as high as $3.50.

POUGHKEEPSIE, N. Y.—With prices considerably better than a year ago the 1917 Easter trade was above the average according to the Saltford Flower Shop. The supply of pot plants was not sufficient to meet requirements, as everything of good quality and well bloomed found ready buyers. Cut flowers were plentiful, and there was a good demand for corsages. Carnations moved slowly. This firm reports a big increase in Florists' Telegraph Delivery orders this year and adds; "The F. T. D. is the greatest thing that ever happened for the florists of this country."

LAWRENCE, KAN.—There was little change in the volume of the 1917 Easter trade or in prices as compared with that of a year ago, according to A. Whitcomb & Son. Plants were in supply equal to all requirements and there were plenty of cut flowers with the exception of carnations and sales were generally good. Hyacinths did not meet with the usual demand and due to cold weather the supply of narcissi was limited. Snow fell on Saturday and Easter was cold, which interfered with business.

RALEIGH, N. C.—Perfect weather, better prices on everything except bulbous stock and a generous supply in nearly all lines, resulted in Easter sales for 1917 one-third greater than a year ago, according to J. L. O'Quinn & Co. Lilies easily held first place in plant sales while in cut stock the favorites were lily of the valley, sweet peas, violets, roses and carnations. Cash sales were the best in this firm's experience of 20 years.

KANSAS CITY, MO.—Samuel Murray recorded Easter business this year nearly 25 per cent in excess of the 1916 period. Prices were about the same as a year ago, and while the individual sales were not as large as usual, with moderately priced stock most in demand, the volume was much larger. All plants sold well and the supply was plentiful. In cut stock, violets and orchids were scarce items. There was a heavy demand for sweet peas.

DAYTONA, FLA.—Schulze & Obermaier report trade 25 per cent better than during the Easter period of 1916 with prices about the same. The demand for plants was greater than the supply, the most popular being lilies, hyacinths, tulips, azaleas, hydrangeas and heathers. There was little demand for roses in pots. In the cut flower section, lilies, carnations and roses sold best, although a plentiful supply of other varieties moved well.

SALT LAKE CITY, UTAH.—D. E. Law reports this year's Easter sales about equal to those of 1916, with prices on lilies advanced 10 cents per bloom, other plants selling at about the same figures as in previous years. There was an ample supply of both cut stock and plants with an excellent demand for pot lilies and rose bushes. Cut lilies and sweet peas led the call in the cut flower section, carnations being least salable.

EAST AURORA, N. Y.—With prices somewhat advanced over 1916, this year's Easter trade is estimated at about 20 per cent better than a year ago. Stock was plentiful with the greatest demand for medium and small sized plants and assorted boxes of cut flowers. Rain and freezing weather the latter part of the week interfered with business and made delivery difficult, according to Fred W. Wise.

HAVERHILL, MASS.—With prices a little higher than a year ago, W. F. Abrams estimates the Easter trade of 1917 about 10 per cent more. In plants, lilies and bulbous stock was short of the demand, but the cut flower receipts were ample and everything sold well at normal prices. All in all, the trade exceeded all expectations and sales would have been better still but for inclement weather.

MONTREAL, QUE.—The most complete cleanup with none of the flower shops equipped to handle the enormous business is Julius Lucks' report of the 1917 Easter trade. Prices were better than a year ago and the volume of business was about 25 per cent greater. The supply of stock was equal to the demand. Lilies were most popular in the plant line and all cut flowers sold well.

TAMPA, FLA.—The Tampa Floral Co. reports the volume of Easter sales for 1917 about equal to those of a year ago, with prices a trifle lower. The supply of plants was equal to all requirements, but cut stock was a little scarce due to the cold weather earlier in the season. Everything considered the business was satisfactory.

NEW YORK.—A greater volume of business at better prices than a year ago is Chas. A Dard's report of the 1917 Easter trade. The supply in all lines was plentiful with roses the best sellers both in pots and cut stock. Hydrangeas moved slowly and the same was true of carnations. Trade on the whole was very satisfactory.

WATERTOWN, N. Y.—Despite cold, rainy weather which seriously interfered with business, Fred E. Avery reports Easter sales for the 1917 period about 10 per cent ahead of last year. Plants led in popularity, especially lilies, and cut flowers also sold well. Sweet peas and violets were in strong demand for corsages.

NEW ORLEANS, LA.—Abele Bros. report average Easter business at normal prices. The plant supply was equal to all requirements with the exception of lilies, which led the demand both in pots and cut stock. Roses had the least call. There was a very good sale in all flowering plants.

CENTRALIA, ILL.—J. W. Ross Co. reports better Easter trade by 20 per cent and at higher prices than were received in 1916. The pot plant supply was adequate with lilies most in demand and tulips the least salable. There was a shortage of cut stock. Novelties sold well.

OGDEN, UTAH.—E. J. Hendershot & Son report an average Easter trade with prices about on a par with those of last year. The supply of both cut flowers and plants was equal to requirements, with Easter lily plants, carnations and colored roses leading in popularity in the sales.

HARTFORD, CONN.—John Coombs reports Easter business this year about one-third greater than in 1916. Prices were also better, with a good supply of stock in all lines, all of which sold readily. Bulbous stock was the least salable.

PEORIA, ILL.—B. Juerjens reports a satisfactory trade at Springdale cemetery. Both pot plants and cut flowers sold well. In the former there was a shortage of lilies.

TORONTO, ONT.—Retail sales about 10 per cent better than a year ago and prices about the same is the report of H. G. Dillemuth on the 1917 Easter trade. There was a very good supply generally in the plant line and the shortage of azaleas was taken up by hydrangeas and rhododendrons. Violets and sweet peas were the short items in the cut flower section. Pot roses and lilies sold best. Large plants were hard to move. In cut stock "something medium price" was in most demand. Unfavorable weather conditions for a few days caused some of the growers to weaken and they sold lilies as low as six cents, which enabled the cut-rate department stores to offer this stock and which they advertised extensively, at 10 cents per bloom, which no doubt affected business to a considerable extent.

LOUISVILLE, KY.—Business was greater than was anticipated or for which a number of the local stores were prepared to handle, some of the establishments closing their stores early Saturday afternoon in order to take care of deliveries. August R. Baumer estimates sales about five per cent better than during the 1916 Easter period, with prices somewhat better than a year ago. Cut stock sold out completely and more could have been disposed of. Plants selling for more than $3 moved slowly. More good azaleas and hydrangeas could have been sold had they been on hand. Small flowers for corsages were in heavy demand. There was little call for long-stemmed roses.

COLORADO SPRINGS, COLO.—With prices on a par with those of 1916, the Easter trade this year was approximately 10 per cent better than a year ago, is the report of the Pikes Peak Floral Co. Stock was plentiful with the exception of pot lilies, which with bulbous stock were most popular. Primulas, genistas and ferns were slow selldivided with no special call for divided with no special demand for any item. Early buying was noticeable with a good call for large plants and basket arrangements.

SEATTLE, WASH.—Paul E. Lange reports average Easter trade, with prices about the same as a year ago. The supply was plentiful; in fact there were too many pot lilies. They were on sale everywhere; the markets were full of them, department stores, fruit stands, drug stores sold them. They were even seen in one hardware store. They led the demand, however, with hyacinths and tulips next in popularity. In cut flowers roses and carnations had the call.

PORTLAND, ORE.—Clark Bros. report Easter sales 20 per cent better than a year ago, with usual prices prevailing. Stock was plentiful with the exception of lily of the valley. Easter lilies sold best and there was a good call for azaleas. In cut stock, corsages and roses had the preference. The weather was wet and stormy, unfavorable for transient trade and undoubtedly affected business somewhat.

COLUMBUS, O.—John R. Hellenthal had a better Easter demand than in 1916, with prices better in some lines, especially lilies and large pots of bulbous stock. The supply of plants was plentiful, and the same was true of cut flowers, with the exception of sweet peas and violets for corsage work. All good stock sold well, with an exceptionally strong demand for large pots of lilies and mixed plants.

LITTLE ROCK, ARK.—Tipton & Hurst report the 1917 Easter trade about on a par with that of last year with prices the same. The supply of cut flowers was ample, and the same may be said of pot plants with the exception of lilies, which had first call. Azaleas were poor sellers. In cut flowers the leaders were lilies, roses, carnations and sweet peas.

CLEVELAND, O.—With no material change in prices compared with those of a year ago the 1917 Easter trade showed an increase of about 10 per cent, according to the report of A. Graham & Son. There was a good supply in all lines. Rose plants led the demand, although all plants of good quality sold well. In cut flowers there was little choice.

OMAHA, NEB.—A severe snow storm the day previous to Easter had a depressing effect upon trade with the result that sales fell below the 1916 record, according to Hess & Swoboda. Prices were no better than a year ago with a plentiful supply of stock in all lines. All cut flowers sold well. Lilies sold out completely at 25 cents per bud and bloom.

SPOKANE, WASH.—Hoyt Bros. had a better Easter demand than in former years. Stock was in good supply, with prices on lilies higher than a year ago. They were the most popular flower, spiræas being least salable in the plant line. Everything in cut stock moved well and there was a good call for corsages.

PETERSBURG, VA.—Wm. S. Young's Easter sales this year were 50 per cent better than in 1916 with prices more satisfactory and a good supply of plants, all of which moved readily. He reports a shortage in the cut flower supply and in referring to the demand, adds: "We could have sold sunflowers."

BATTLE CREEK, MICH.—The Easter trade of 1917 was slightly better as were prices, compared with sales a year ago. Stock was plentiful and everything sold well. Lilies were most popular in the plant section and in cut flowers the heavy call was for roses, according to the report of S. W. Coggan.

BERKELEY, CALIF.—J. A. Carbone reports that the people of this city seemed bent on having a good Easter and spent money freely. Prices were about the same as in 1916, but sales showed an increase of 20 per cent. The stock was sufficient for requirements and everything sold well.

GREELEY, COLO.—With prices showing an increase over last year, The Gardner Floral Co. recorded an increase in Easter sales for 1917 of 30 per cent over the 1916 trade. Lilies were the only short item and as usual led the demand. They seemed to be more popular than ever.

DENVER, COLO.—The Park Floral Co. had a 15 per cent better Easter trade than in 1916, with prices somewhat advanced. Stock was plentiful, with lilies selling unusually well. Good violets were scarce.

SANTA CRUZ, CALIF.—W. E. King reports: "Nothing doing; too much war talk."

JUNEAU, ALASKA.—J. P. Anderson is building two greenhouses, each 18x100 feet, and expects to do a general florists' business here.

SHERMAN, TEX.—The Texas Nursery Co. has opened a retail store at 215 North Travis street, under the name of the Home of Flowers.

WASHINGTON, D. C.—The United States civil service commission will hold an examination in the near future to fill the position of assistant in plant nutrition. Blanks will be furnished by the commission upon application.

June Beetle Control.

The green June beetle, one of the common and conspicuous insects of the south, has been reported as injurious from sections of New Jersey, Pennsylvania, Ohio, Illinois, Indiana, southward to the gulf. The work of the grubs becomes evident by the middle of August and prompt action should be taken at that time as the younger grubs are more readily exterminated. The grubs of the June beetle should not be confused with the more destructive white grubs of the brown June bugs or May beetles, the former being readily distinguishable by their habit of crawling on their backs when placed on a smooth surface.

A seven and one-half per cent kerosene emulsion has proven effective for destroying the grubs on golf greens when applied at the rate of one gallon to seven or eight square feet. Immediately after application, which can be made with a sprinkling can on small areas, the area should be thoroughly sprinkled with water to wash the emulsion in. The emulsion is prepared as follows: One-half pound of hard or one quart of soft soap, preferably fish-oil, rosin-soda, or rosin-potash soap, dissolved in one gallon of boiling water, and while hot two gallons of kerosene are added and the mixture thoroughly emulsified. This may be done most easily and thoroughly by churning for about ten minutes with a force-pump, the nozzle being turned back into the liquid. When thoroughly emulsified it will have the consistency of thick cream, and the oil will not separate out. There is great danger of injuring plants if the mixture is not well and thoroughly made. For a 7½ per cent emulsion add 24⅓ gallons of water to the above stock solution and thoroughly mix. It is desirable to use soft water both for the stock and as diluent, but where this is not obtainable the water should be softened by adding lye or sal-soda.

Gathering beetles by hand is the only useful method of controlling this pest when it attacks such crops as grapes.

Frequently the grubs are brought into greenhouses in the soil and become a nuisance and a pest. Soil for this purpose, which is infested or known to contain grubs, should be sterilized by steam before it is taken into the house.

Insecticides Purer.

That the insecticide and fungicide act of 1910 has resulted in marked improvement in the quality of insecticides and fungicides entering interstate commerce is shown by the annual report of the insecticide and fungicide board of the United States department of agriculture for the fiscal year ended June 30, 1916. Persistent sampling of four of the leading substances used in spraying shows a marked reduction in the number of violations of the act compared to preceding years. In 1915 only eight per cent of the samples of lead arsenate taken were in violation of the act, whereas in 1911-12, 60 per cent violated the law. Similarly the violations found in lime-sulphur solutions had fallen from 94 per cent to 14 per cent, and Bordeaux mixture from 98 per cent to 36 per cent. Only 19 per cent of the shipments of Paris green examined showed any violation, whereas in 1911-12, 28 per cent of these shipments were objectionable. While these results are probably due partly to the effect of deterrent prosecutions, they are due in even greater measure to the assistance the department's scientists have accorded to manufacturers in making their products of standard strength, and to the growing practice on the part of manufacturers of adapting themselves to improved methods and tests.

In this work during the past year, the inspectors collected 1,487 samples of different shipments. Of these, 190 were of insecticidal preparations for household use and 221 were of disinfectants, germicides, and bactericides for the prevention of diseases of human beings as well as of domestic animals. The department during the past year has given particular attention to the prevention of the sale in interstate commerce of products recommended for household use which are either impotent or the value of which is misrepresented on labels. Many samples of arsenates, Bordeaux mixtures, sulphur, and other preparations also were taken.

In preventing the importation of misbranded or adulterated insecticides, the insecticide and fungicide board collected 35 import samples. In the case of five preparations it was recommended that entry into this country be entirely forbidden or that the consignments be released only after being correctly labeled. In nine other cases it was recommended that future shipments be detained. The remaining samples complied with the law.

The board devotes considerable attention to investigational work for the determination of the value of various commercial insecticides and fungicides. It announces that it has under way tests of the merits of commercial dust and liquid sprays in the control of insects and diseases. These will include tests of articles composed of finely ground sulphur in combination with arsenate of lead, with a diluent such as finely ground lime or gypsum. The board also is investigating the value of different commercial pyrethrum powders, tobacco powders, nicotine solutions, etc., when used as sprays, dusts or fumigants. Experiments have been made to determine the action of potassium cyanid and other substances in the control of insects and plant diseases when injected into the tissues of plants.

Cleaning Greenhouse Glass.

There is a crying need for a liquid that will dissolve the soot, greases and other ingredients that make up the cloudy coatings of hundreds of greenhouse ranges, principally in the large cities, but also in quite a few instances even remote from the large centers. To be within miles of a cement factory is dangerous. P. S. Randolph & Sons, at Verona, Pa., are four miles from such an establishment, but the fumes from the works are blown over their place by prevailing winds with very disastrous results. The oil laden dust from a much traveled auto highway has been known to coat and render a greenhouse quite unfit for forcing cut flowers. Railroad and factory smoke often cause great damage. Numerous washes have been used, which are more or less effective, but the labor in the application is always tedious and expensive. One grower went to the expense of taking out the glass so that it could be soaked in solution. A cement company near Bethlehem, Pa., where dust and smoke from the works rendered a greenhouse plant unfit for purposes of the business, purchased the houses rather than have a final suit (having lost the first) go against them. Who has found a method that will work in cases of this kind? THE AMERICAN FLORIST will gladly print formulas and give full publicity to any useful information on this subject.

NEWPORT, R. I.—Henry K. Spence, head gardener on the estate of Mrs. Harold Brown, and for many years a resident of this city, was found drowned April 6.

Washington Notes.

The Louise Flower Shop, 1301 Connecticut avenue, in a building as yet unfinished, opened just in time for the Easter trade, which greatly exceeded expectations. Miss L. W. Dougherty, formerly with Geo. C. Shaffer, is the proprietress. This is a beautiful store on a projecting point with show windows on two sides of the triangle. In the rear, between the office and the cashier's desk, is a very complete refrigerator flower case. A commodious, well lighted basement with work and storage rooms is a feature. This is an ideal cut flower store.

Henry Small, referring to the probable effect of the war on the flower trade, said that there was a wave of economic hysteria now going over the country which might have a disturbing effect for a time, but normal conditions would return before long. His firm had felt this influence in the cancelling of several important orders, since the declaration of war, the reason given being that of the necessity of economy in preparedness for the future.

Gude Bros. Co. handled an immense quantity of plants, the Saturday crush being almost overwhelming. Wm. F. Gude said he never before saw so many people in the store at one time. They had made special preparations to meet their growing business with an immense stock and their store for two weeks presented a very gala appearance with splendidly flowered specimens of azaleas, rhododendrons, Easter lilies, hydrangeas, etc.

F. H. Kramer's business was immense. This applies both to the stock and the great Saturday rush which was almost more than they could handle.

George H. Cooke's business had been very good. Mr. Cooke is unfortunately seriously ill. His many friends hope that he will soon recover and resume his activities in the trade of which he is an important factor.

The national capital, where so many of its influential residents are officially connected with the government, and who at present are staggering under the great war preparations, found time, however, to visit the flower shops at Easter and all lines of trade report a splendid business.

The wholesalers report a very good Easter trade, both the Leo Niessen Co. and the S. S. Pennock-Meehan Co. having more trade than they cared for. Owing to the warm weather, outside bulbous stock flooded the market and was practically unsalable.

Z. D. Blakistone's business kept a large extra force on the go constantly during the Easter rush. He has found trade quiet since that time and his customers decrying the use of flowers in the face of the high cost of living.

Easter trade proved the best ever with Geo. C. Shaffer. A large extra adjoining store enabled him to carry a great stock and was of great assistance. His windows, always well decorated, are wonderfully effective.

At the beautiful Du Pont Circle Flower Shop, Mr. Mayberry reported a fine Easter trade but a falling off since, customers voicing the sentiment that they must cut down on all luxuries.

Harry Payne succeeded to the business of Mrs. J. R. Freeman, which he moved to 1303 F street, where on this busy thoroughfare he is kept on the go. A very good Easter was the report.

J. H. Small & Sons report sales quite the equal, if not better, than for any previous Easter. Plant baskets as well as well flowered individual plant specimens were the features.

Center Market florists had all they could handle. Milton Thomas and Frank Sly say they were worked to a frazzle to get through with it.

W. W. Kimmell, The Flower Store, J. Dan Blackistone, Leapley & Meyer and the Washington Floral Co. all report a satisfactory Easter.

K.

Cincinnati.

RECEIPTS INCREASE DAILY.

This market is glutted; since Easter receipts have increased greatly each day, until by the early part of this week, we had an over-supply that even a good stiff demand could hardly move. The present demand for stock is only fair. While shipping business is fair, the larger part of it consists of greens and supplies. Roses of all kinds are extremely plentiful, and it is utterly impossible to move all that comes into the market even at low prices. Carnations are in a supply that is more than sufficient for present needs. The same is true of Easter lilies. In sweet peas, only the best are selling. Lily of the valley is plentiful. Some excellent snapdragons may be had. Some splendid single violets have been coming in from the north. Other offerings include callas, gladioli, Darwin tulips, daffodils, hyacinths and marguerites.

NOTES.

E. G. Gillett has been getting in some single violets from Michigan that are exceptionally good when the lateness of the season is considered. They have sold well.

The Cincinnati Cut Flower Exchange has been in receipt of some sweet peas that were of the very highest quality. They found a good market.

C. E. Critchell has been having some excellent daily shipments of the newer roses.

Visitors: J. F. Herdegen, Aurora, Ind.; Fred Rupp, Lawrenceburg, Ind., and G. A. Beckman and wife, Middletown, O.

H.

Pittsburgh, Pa.

PRICES FALL UNDER OVERSUPPLY.

This market is now experiencing the first glut of the year. The wholesale houses are moving it all, but are ashamed to say at what prices. Roses are arriving in abundance and the quality is exceptionally fine. They can be bought at the buyer's own price. Carnations are holding up well considering everything, and sell at from $15 to $25 per 1,000. Sweet peas are arriving in large quantities and clean up each day at low prices. The street man is in his glory as most of the flowers are disposed of to him. Violets are almost over for this season. Spanish iris is now arriving in quantity and has dropped considerably in price. Heretofore it has held up well, but the crop seems to be on and prices have lowered. Southern daffodils are here in large supply and are disposed of to the street fakir at his own price. Lilies are flooding the market, the top prices being $6 per 100. Many are sold in job lots at any price. Some very good snapdragon is being received. Business is lively enough, but there is too much stock to ask high prices, American Beauties are very plentiful; more so than at any time this year. Greens are still scarce.

NOTES.

Most all the retail florists are advertising extensively for Mothers' day. They are using large posters for window display and the small stickers to be used on packages and stationery. These cards and stickers are very attractive, giving the date and reminding every person to send flowers on that day.

The I. S. Crall Co., of Monongahela, suffered a $10,000 loss by fire, April 6. Their packing shed and boiler house

were completely destroyed. The loss is covered by insurance.

Thos. Joyce of the Pittsburgh market had a dahlia in bloom this week. He received a shipment of roots and one had sent forth a sprout with a beautiful red flower.

Jacob Elicker, for many years the leading Homestead florist, died April 10. The funeral was held from the residence of his daughter, Mrs. A. C. Miller.

The McCallum Co. has received the new rose, Dainty Maid, which takes well with the local florists. M.

Cleveland, O.

EASTER TRADE GOOD IN ALL BRANCHES.

The Easter trade locally was very satisfactory to wholesalers, growers and retailers. Stock of all kinds was plentiful, and the quality generally good, with the exception of violets, which were poor. Prices averaged about the same as last year. Plant growers also did a good business. Easter lily plants being perhaps most in demand. The weather the past week has been anything but conducive to good business—rain, snow and cold and very little sunshine was experienced. Funeral work was the mainstay and considerable stock was moved, mostly short roses, carnations, etc. Although the newspapers had from a column to a column and a half of "war bride" marriages, no great amount of flowers were used at these weddings. Sweet peas are more plentiful since Easter and of excellent quality. A fine grade of snapdragon arrives, in pink, Ward and white. Bulbous stock is still very plentiful, with only a limited demand. Some very good iris arrives daily. Daisies, calendulas, lily of the valley, etc., are good property. Asparagus is again in sufficient supply for all requirements.

NOTES.

Mrs. Richard Gamble, of 87 Burton avenue, N. E., died April 9 at the age of 75 years. Pneumonia was the cause of her death. She was born in Scotland. With her husband, she had been in the growing end of the flower business for about 22 years. They also operated a flower and plant stand in the Sheriff street market, where Mrs. Gamble was a familiar figure, as rarely did she fail to be at her stand, regardless of the weather or other conditions.

The Schoen Floral Co.'s store at 1268 Euclid avenue was entered by burglars April 11, by forcing the back door on Huron road. Some cash, stamps and car tickets were taken when the burglar rifled the desk. No further or larger losses could be ascertained at this time.

Will Kruzen, of the Smith & Fetters Co., is laid up with a very sore knee. Some time ago he fell on a nail in a board, which caused him considerable pain. He was at the store during the Easter rush and no doubt overtaxed the injured limb.

Hammond Bros., of North Olmstead, O., are cutting a very fine lot of sweet peas. Claude Tyler and A. M. Coe are sending in a fine lot of snapdragon to the Cleveland Florists' Exchange.

A. A. Hart, Lake avenue florist, is on the local "war garden committee," according to the list of names of the committee. C. F. B.

Rochester, N. Y.

SUPPLY LIMITED AFTER EASTER CLEANUP.

The market, following the Easter rush, offers a rather limited supply to draw from. Harrisii and calla lilies were both limited in number this year, and while roses were plentiful with the exception of the red varieties, which were at a premium, the heavy call cleaned up everything. Roses at this writing are exceptionally fine in quality and violets are still quite good for so late in the season. Daffodils, tulips, Narcissus poeticus and Paper Whites are seen in limited numbers and the quality is poor. Carnations are showing the effects of warmer weather. Few good blooming plants are to be had.

NOTES.

J. B. Keller Sons report the Easter business this year greater than ever before. They also had a wedding decoration at Medina, N. Y., during the week that added to the sales sum total for the period. They are at present showing some fine Spanish iris.

H. E. Wilson's employes were all busy handling a wonderful Easter business. This firm forced some splendid mountain laurel for the occasion.

Geo. T. Boucher's volume of Easter business was exceptionally large. He finds his attractive window displays are big business getters.

E. C. Kaelber reports an excellent Easter demand with a heavy increase over last year.

Mrs. Edwin C. Armbrust is spending a few weeks with her parents at New Britain, Conn.

Paul Campus used an extra force at his establishment for the rush.

Visitors: H. G. Mathot, Boskoop, Holland; Julius Berg and Milton Selinka, New York; J. M. Phillips, Zanesville, O.

CHESTER.

St. Louis.

DEMAND LIGHT; MARKET STEADY.

Market conditions the past week have been fairly steady, considering the fact that business has slowed up perceptibly. Roses and carnations are of very good quality. Sweet peas continue to come in fine, and while quite a number are seen, they clean up at fair prices. Jonquils are quite plentiful, with quotations low on large lots. Good American Beauties and Russell are scarce. Extra fine Darwin tulips, stocks and snapdragons are seen daily, and move freely. Lily of the valley is none too plentiful, and what there is of it was somewhat soft. String smilax is scarce and of poor quality. Other greens are equal to the demand.

CLUB MEETING.

About 30 members assembled at W. A. Rowe's plant No. 2 on the Denny road, Kirkwood, April 12, in spite of the inclement weather. M. C. Wright of the Lord & Burnham Co., Chicago, was elected to membership, and Chas. F. A. Steidle of Olivette, Mo., applied for membership. A letter from the Chicago Florists' Club publicity committee was read and it was decided to send a copy of this letter to all members of the trade in St. Louis suggesting that they immediately send in their subscriptions to Fred Lautenschlager to help along their publicity scheme. The committee appointed some time ago to ascertain amount of investment in glass in St. Louis and vicinity, made a partial report of about $1,000,000 investment, with a few more florists to be heard from. Jos. Hauser of Webster Groves read a paper on organization and cooperation. Pierre Schneider of Webster Groves lead a discussion on wholesale prices on cut flowers, and brought out the fact that labor is getting scarcer and materials higher, without an increase in the returns on the product. After the meeting the members enjoyed the refreshments and an inspection of the greenhouses.

NOTES.

A number of plant growers in and around St. Louis have decided to stop selling geraniums in four-inch pots at $6 per hundred, and have decided that $8 per hundred will be the minimum. This seems to be a good move in view of the higher cost of production.

The County Growers' Association has invited the florists' club to hold its next meeting as their guests at the Eleven Mile House on Manchester road.

Wm. C. Smith spends a great deal of time at his farm, but he refuses to say whether he is going to grow potatoes or carnations and chrysanthemums.

We notice that the florists as a whole are continuing their fine window displays, which is always one of the best advertisements a florist has.

Some extra fine Darwin tulips are being handled by Windler Wholesale Floral Co., grown by W. A. Rowe Floral Co., Kirkwood.

H. G. Berning and C. A. Kuehn always have a nice line of stock, and make a specialty of handling quality as well as quantity.

The landscape men around St. Louis are working overtime getting their early planting and sodding done.

J. J. W.

Tacoma, Wash.

PLANTS BIG FACTOR IN EASTER TRADE.

The volume of the Easter trade in this city was fully 50 per cent greater than in any previous year and stock in all lines practically cleaned up. Lilies were first class and very few showed signs of too much forcing. Every plant that was in bloom sold readily. Prices were better than last year, both retail and wholesale. The smaller varieties of plants and those cheaper in price were much in demand and cleaned up almost completely. While there were no noticeable church decorations, more plants and flowers were used than in previous years. Spring flowers from outside were not a factor this year and consequently the business came to the stores.

NOTES.

This city will help solve the food problem and vacant lots in all parts of the city are being plowed and planted. The city commissioners will make no charge for sprinkling and have urged the people to grow everything that they can eat.

F. C. Smith has his establishment in fine condition and reports business about 70 per cent ahead of last year. His Easter trade showed an increase of about 85 per cent.

Miethkes Flower Shop has opened on St. Helmes street opposite the Bonneville hotel. A line of decorative shrubbery is a feature.

The Hayden-Watson Co. sold out its Easter stock completely. Shipping business has been very good during the entire season.

George Vail has torn down his range on North Thirtieth street and moved to a location on the Tacoma Eastern railroad.

Stock of all kinds has not been overabundant, as the cut was well cleaned up, consequently prices have held firm.

Florists are already beginning to put in tomatoes and sacrifice other stocks, principally carnations.

The week before Easter was "Dress Up" week and flowers were used freely in store windows.

California Florists had a large supply of fine stock and a very heavy demand.

S. L. H.

Providence, R. I.

MARKET WELL SUPPLIED.

Trade the past week has been good with floral work keeping up steadily. Stock is plentiful and the growers have no difficulty in marketing it. Roses are selling at low figures and there are quite a number of carnations on the scene, sweet peas being practically the only short item. Several weddings and banquets have kept the trade busy with decorations. From all reports received, this was "some Easter."

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.00 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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ASPARAGUS SPRENGERI does well out of doors in summer, very small plants in the field rows making good four-inch stock for fall sales.

PRESIDENT WILSON says: "Let me suggest also that every one who creates or cultivates a garden helps and helps greatly to solve the problem of the feeding of the nations."

In Bankruptcy.

Andrew Wm. Ker, trading as Robt. P. Ker & Sons, 9 Regent Road, Birkdale, and 11 Basnett Street and Aigburth Nursery, Grassendale, both Liverpool, Eng., seed merchant and nurseryman.

Society of American Florists.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that William E. S. Griswold, Wyndhurst, Lenox, Mass., Alfred J. Loveless, gardener, offers for registration the new Laelia-cattleya described below. Any person objecting to the registration or to the use of the proposed name is requested to communicate with the secretary at once. Failing to receive objection to the registration the same will be made three weeks from date.

Description: A hybrid between Laelia-cattleya Gigris and Laelia-cattleya Myra. Petals and sepals a rich golden yellow with dark purple lip. Flower four inches in diameter. Bulbs of medium height, slender, dark green in color. Received from England as an unnamed variety, possibly raised at Westonbirt, Col. Halford's estate. Name: Adela Griswold.

April 14, 1917.

FLOWER SHOW COMMITTEE DINNER.

The labors of the joint committee of management of the 1917 national flower show, New York, were brought to a close with a business meeting and banquet at the Hotel Biltmore, Thursday evening, April 12. There was a full attendance, and the only guests were Messrs. Korbel and Colwell, the publicity agents, Arthur Herrington, exhibition manager, and William Delano, the well-known architect and landscape artist.

The menu was excellent, and the spirit of the success of the show was manifest in the discussion of this most important feature of the function. Chairman T. A. Havemeyer presided, and in the early course of the proceedings singled out Chas. H. Totty chairman of the board of jurors, by pressing upon that gentleman the acceptance of a beautiful diamond pin, a mark of appreciation by his fellow-members of his work in connection with the flower shows generally, and especially of his great ability shown in the organization of his co-workers in the difficult task of making awards. Mr. Totty, taken by surprise, made a feeble but heartfelt response, assuring the committee that his efforts had resulted from a sense of duty to his fellows and the objects of the shows, sentiments which, without doubt, actuated also the work and interest of all the other members of the committee. Record of the work of individual members of the committee was not wanting. A vote of thanks to the secretary was unanimous, as was a similar vote to Treasurer F. R. Newbold for his interest and influence, strong factors in the success of the show, also a standing vote of thanks to Chairman T. A. Havemeyer, who had given so much of his time to the work of the show.

Everybody seemed happy over the reported financial success of the Fifth National Flower Show, and several made speeches expressing their feelings in this respect, promising their best efforts to promote the 1918 show and carry it to a successful termination. The arrangement of the next show was the prime object of a discussion, which amply supplied the entertainment feature of the dinner. Each member of the committee was ripe with suggestions, and Mr. Delano capped them all with some that might be considered ultra professional. If all the ideas formulated at the dinner, as to fountains, grottoes, gardens, hanging gardens, winding paths, secluded nooks, and the like, take shape, the next show will be, indeed, a "paradise."

Richard Holloman, who is anything if not original, declared that he would have a model of the next show prepared beforehand so that there should be no danger of an idea going astray. He also announced that by the time of the next show there would be a subway station at the entrance to the Grand Central Palace, from which trains would connect with the whole subway system, facilitating travel to the show. Having thus said, Mr. Holloman waved the national flag and called upon all to sing "The Star-Spangled Banner," and the anthem was sung with spirit, although, be it related, Mr. Holloman appeared to be sponsor for the general run of the versification. The floral decorations were by George E. M. Stumpp.

This proceeding ended one of the most enjoyable dinners ever held in the trade, at least in New York.

JOHN YOUNG, Sec'y.

Windstorm Insurance.

Anders Rasmussen, the well-known New Albany, Ind., grower who suffered a loss of about $75,000 in the cyclone which visited that city, March 23, mention of which was made in our issue of March 31, page 582, is desirous to know if it would be possible to form a windstorm insurance company for mutual protection along the lines of the Florists' Hail Association. With this in view he has sent out return postal cards to about 500 growers with the request that they reply at once giving the following information: How much have you lost by windstorms in the last 10 years? In what years did the loss occur? What is the size of your range? Iron frame? Pipe frame? Would you join a mutual company of greenhouse men if the rates could be made reasonable?

Plant Growers Benefit by Early Easter.

The early Easter of 1917 will prove a boon to the bedding plant growers, who will at once fill their empty benches with the stock waiting for a shift and pot up the seedlings from the boxes. A full month of the best growing weather should get it in the best possible condition for spring sales.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list, and to correct any dates that may have been altered since the last advices.]

June 13-16, Pittsburgh, Pa.—Flower show under the auspices of the Garden Club of Allegheny County. Miss Priscilla S. Guthrie, secretary, 537 William Penn place, Pittsburgh.

August 21-24, New York.—Annual exhibition of the American Gladiolus Society, Museum building, New York Botanical Garden, Bronx park. Henry Youell, secretary, 538 Cedar street, Syracuse, N. Y.

New York, August 23-26.—Eighth annual exhibition of the American Gladiolus Society at Bronx Park, under auspices of the New York Horticultural Society. Henry Youell, secretary, 538 Cedar street, Syracuse, N. Y.

November, 8-11, Cleveland, Ohio.—Cleveland flower show, including annual meeting and exhibition of the Chrysanthemum Society of America and fall shows of the American Rose Society and the American Carnation Society. M. A. Vinson, manager, 402 Leader-News building, Cleveland.

Important to Subscribers.

The date on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscriptions promptly on expiration to make certain of receiving your copy of each issue.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—A young man with some experience in growing cut flowers and plants for retail trade. Apply F. G. HUNT, Glencoe, Ill.

Help Wanted. An A No 1 gardener for private estate; good wages and steady job for good man. Please state wages in first letter and apply to R. R. McGEORGE, Wampum, Pa.

Help Wanted—Girl with some experience to work in a retail flower store. State experience, age and wages expected. Address Key 766, care American Florist.

Help Wanted—Rose house helpers and section men who have done some grafting. Apply POEHLMANN BROS. Co., Plant B, Morton Grove, Ill.

Help Wanted—Experienced saleslady. Permanent position and good salary. THE CHICAGO FLORIST, 35 E. Adams Street, Chicago.

Help Wanted—An experienced general gardener; single; must know how to raise vegetables outside flowers and shrubbery. Wages, $50.00 per month, board and lodging. Apply DR. J. H. VOJE, Oconomowoc, Wis.

Situation Wanted—By an experienced grower of flowers and vegetables; single man. J. E. HUSKE, 6326 N. Clark Street.

Situation Wanted. On private place; experienced gardener and caretaker Address Key 774, care American Florist.

Situation Wanted—By practical all around florist and gardener, on commercial or private place; have good references. Address Key 780, care American Florist.

Situation Wanted—Capable, working superintendent, landscape gardening, desir s change of position; married; would take charge of private estate. Address Key 778, care American Florist.

For Sale—High class flower store on prominent business street in Chicago. Easy terms. Key 779, care American Florist.

For Sale—Store, established 12 years. Will sell at cost of fixtures. Poor health reason for selling. Key 781, care American Florist.

For Sale—84 foot corner with 4,200 feet of glass well stocked, including cottage. Must sell at reasonable price. ADDISON FLORIST, 4523 Addison St., Chicago, Ill.

For Sale—Special Bargain. An up-to-date place, four acres of ground, three greenhouses, fine dwelling and a large stable—Rowland Ave. and Rhawn St., Holmesburg, Philadelphia, Pa. Write to MICHELL'S SEED HOUSE, 518 Market St., Philadelphia, Pa.

Wanted—Two used Kroeschell boilers, 4x12 or 4x14 or one large one. Must be in Good condition. Address PETER NEPPER, 7438 Murphy Ave., Chicago, Ill.

Wanted to Buy.—Anywhere in live city, greenhouses, land, dwelling. State size, price, terms, wholesale or retail. HOMER KESSLER, 918 Tribune Bldg., Chicago, Ill.

Help Wanted

At once sober, industrious man, experienced in general greenhouse work; must be good rose grower. State age, nationality and references. Single man preferred. Wages $65 per month with lodging.

A. S. THURSTON
Iowa State College, AMES, IOWA

HELP WANTED

Several growers and helpers.
Good wages and steady job.

BASSETT & WASHBURN
HINSDALE, ILL.

HELP WANTED

Laborers to work around our greenhouses. Steady employment at $2.50 per day. Apply at

BASSETT & WASHBURN,
HINSDALE, ILLINOIS.

Growers Attention

Chicago needs an exclusive growers' co-operative association. Growers doing a retail business not wanted. What have you to ship? If interested write

Key 776, care American Florist.

FOR SALE

Good paying retail store in leading Iowa city; modern in every respect. Great proposition for the right party. For further particulars, address

Key 771, care American Florist.

For Sale or Rent

Well established greenhouse business; reasons for selling, wish to retire from business. Address

RUDOLPH KAISER
104 College Ave., Annapolis, Md.

FOR RENT

100,000 feet of glass in Chicago. Excellent location. Reasonable rent. Dissolving partnership.

Key 765, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $2.85; per 1000 $4.50. Samples on request. Electro of leaf, postpaid, $1.25. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

WHOLESALE MAN WANTED

Good wholesale man capable of handling best city trade, by leading Chicago wholesale cut flower house. Good wages to man who can qualify for the position. State full particulars in first letter. All replies will be treated strictly confidential.

Key 777, care American Florist.

Complete Set of Store Fixtures
FOR SALE CHEAP

Refrigerator, show cases, marble top tables, jardenieres, pedestals, mirrors and everything else that goes to make up a first-class retail florist establishment. Will sell any part of the set but would prefer to dispose of entire outfit complete to one party. This is a chance of a lifetime to buy a first-class outfit complete at a bargain. For further particulars, call on or address

HARRY C. ROWE,
676 East Monroe Street, CHICAGO, ILL.

MOVE THEM NOW

Specialties for Vases, Window Box Stock, Bedding Plants.

THE EARLY ADVERTISEMENT GETS THERE.

The Florists' Supply House of America

Red, White and Blue Baskets

INTRODUCING a new patriotic novelty for up-to-date window displays. The line includes cradles, shoes, wheelbarrows, decorated flower baskets, also a good line of red, white and blue tumbler baskets with containers, **a decided novelty.** Others are using them. Why not you?

Send for our illustrated folder. You will find it of great value.

H. BAYERSDORFER & CO., 1127-1129 Arch Street, PHILADELPHIA, PA.

Detroit.

CLUB MEETING.

The club meeting, April 12, was well attended and the proceedings were more interesting than usual to the members present, among whom were the more prominent growers and retailers of the city as well as the rank and file of the membership. A review of the Easter trade was the sole topic for consideration and nearly everyone took a part in the discussion, which was at times quite lively and somewhat embittered. All the speakers seemed disposed to be fair in their statements, but a few of the retailers felt aggrieved because of the poor quality of too much of the stock, particularly in flowering plants delivered by the local growers, and one of the retailers made the statement that were it not for some of the out-of-town growers sending in meritorious stock, a poor showing would be the result in our flower shops. However, some compliments were also given the growers for their efforts and though the same were mixed with the revelation of their shortcomings, they served to soothe the turbulent waters and the best of feeling later prevailed. Philip Breitmeyer, rarely seen of late at our meetings, was present and his synopsis of the Easter trade was listened to with keen interest. He deplored the tendency of some growers to use pots too small for heavy-rooted, moisture-absorbing plants; these he said should have the maximum of soil to maintain the necessary moisture without the frequent watering that the average buyer or recipient of plants will not give. He thought plant basket effects at Easter are usually, as they were this year, overdone; that the elegant specimens of azaleas, rhododendrons, roses and lilies, as well as lilacs and other choice plants available, left little room for this feature of the usual Easter stock. In this statement many of the other retailers cheerfully concurred. A. Pochelon insisted that the better flower shops should at such times by their equipment with the higher grades of stock get as far as possible from the aspects of the butcher shops and grocery stores, laden as they are with the cheaper plants, too willingly supplied by growers that should know better. All agreed that with all its unavoidable trials, it was the greatest Easter trade this city ever experienced. A special meeting of the club was held Monday evening, April 16, for the purpose of making arrangements for advertising Mothers' day. About 20 members were present and a full discussion of the subject followed. It was decided to advertise the day by several methods—banners, posters and in the daily papers, and the latter will be used to a great extent and copy will give publicity to the day and its significance without the names of florists individually, and to this end a committee, of which A. Pochelon is chairman, will solicit subscriptions to a substantial fund that will mark the highest point ever reached here for advertising in a co-operative way.

At the meeting the announcement was made of the sudden death last Sunday morning of Mrs. Harry Balsley. A resolution of condolence was unanimously adopted and suitable flowers ordered sent to the funeral, which took place from the Balsley residence, 319 Garland avenue. The trade was largely represented at the funeral and the greatest regret felt for this sad misfortune overtaking the popular "Harry." J. F. S.

Kansas City, Mo.

CUT STOCK PLENTIFUL BUT PRICES LOW.

The local trade was well supplied with cut flowers during the past week, especially bulbous stock, which is about the last for this season. Carnations were plentiful, and in some stores sold as low as one cent each on Saturday. Roses, especially Pink and White Killarney, were also in good supply and sold at low prices. There are still some fine pot plants to be seen and when they are required sell readily.

NOTES.

W. J. Barnes is cutting heavily in bulbous stock and carnations and his trade has kept the supply limited. The demand for porch boxes and vases as well as bedding plants has been unusually heavy, but from the appearance of his large line he is well prepared.

W. L. Rock Flower Co. enjoyed a good week's business after the Easter rush. Orders for decorations are coming in daily. This firm is now cutting fine Mrs. Shawyer, Ophelia and Cecile Brunner roses, and have an excellent line of pot plants.

Biederman & Son report normal business. Bedding stock is in good shape here. This firm handles the largest line of tomato plants in this vicinity and made deliveries as early as April 2.

H. Kusik & Co. are handling a large supply of lilies, snapdragons, roses and carnations. Stock is pouring in from all directions and prices are low as a result. The supply and wire work departments are holding up well.

R. S. Brown & Sons, the largest wholesalers of bedding stock, report trade much heavier than in former years and are well sold out in some lines.

Adolph Mohr is building a bungalow near his range. He cleaned up to the last plant at Easter and could have sold more.

A. F. Barbe reports an excellent demand following the Easter rush. He is cutting good carnations and roses.

T. J. Noll & Co. are handling a large and complete line of stock. Shipping trade continues very satisfactory.

E. J. B.

AUTOMOBILE SUPPLIES

Have you received our catalogue? Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.
1349-51-53 S. Michigan Ave., CHICAGO, ILL.

Albany, N. Y.

SATISFACTORY TRADE REPORTED.

The local trade is disposed to be satisfied with the 1917 Easter business. It was at least as good as a year ago and some say better. The sales of violets, sweet peas, and orchids were good; in fact, increases are reported with the larger retailers. In plants, those of moderate price, from $3 to $5 each, sold best. The demand was greatest for dwarf and climbing roses, with azaleas second. In cut flowers the public took best to Killarney, Ophelia and Ward roses. American Beauties were not so much in demand as in some other years on account of the high prices prevailing for this variety. The call for corsages was exceptional.

On Palm Sunday the public was invited to visit the greenhouses of F. A. Danker at 744 Central avenue to inspect the stock. Nothing was sold and no orders were taken. From 2,000 to 2,500 attended. Mr. Danker was awarded a first prize for the best decorated window during "Dress Up" week March 24-31. R. D.

Trade Firms

Price $3.00 Postpaid.

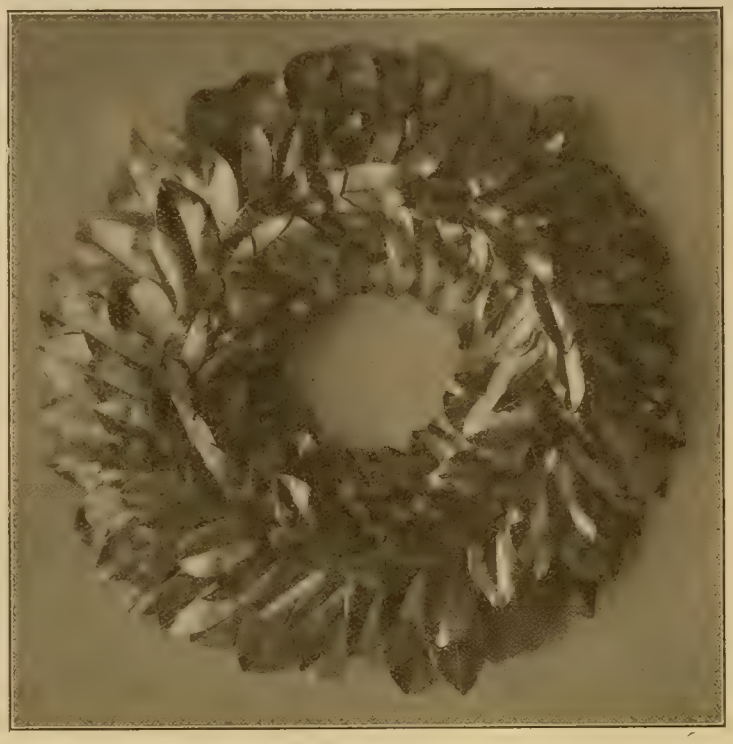
THE AMERICAN FLORIST COMPANY'S Trade Directory for 1916, fully revised to date, with thousands of new names and changes of address, is now ready for distribution. It contains 546 pages, including complete lists of the Florists, Seedsmen and Nurserymen of the United States and Canada, arranged both by states and towns and all names alphabetically. Also lists of Foreign Merchants, Firms which issue catalogues, Horticultural Supply Concerns, Parks, Cemeteries, Landscape Architects, Experiment Station Horticulturists, Botanical Gardens, and much other conveniently indexed and invaluable trade information. Published by the

American Florist Company,

440 S. Dearborn St., Chicago, Ill., U. S. A.

Contains 546 Pages.

Latest Edition



No. 311—14-inch.

Memorial Day Wreaths

Now is the time to prepare for this day. **Neidinger's Magnolia Wreaths** are the greatest time savers and money makers. Our wreaths are made on regular mossed frames ready to use, with the same care and fullness as if you yourself made them.

Plain Magnolia Wreaths at the following low prices:

	Per doz.
No. 311—12-in. frame, finished 20-in	$ 6.00
No. 311—14-in. frame, finished 22-in.....	7.00
No. 311—16-in. frame, finished 24-in.....	9.00
No. 311—18-in. frame, finished 28-in.....	11.00

Trimmed Magnolia Wreaths—With carnations or roses, in pink, white or Golden Gate—also red, white and blue carnations.

	Each
No. 404—14-in. frame, finished 22-in.....	$1.25
No. 404—16-in. frame, finished 24.in.....	1.50
No. 404—18-in. frame, finished 28-in.....	1.75

The red, white and blue decorations are new and quick sellers.

Order by number; state colors wanted.

Jos. G. Neidinger Co.

THE HOUSE OF MERIT
FLORIST SUPPLIES AND BASKETS

1309-11 N. 2nd St., Philadelphia, Penna.

San Francisco.

GREATEST EASTER TRADE IN HISTORY.

All agree that the florists had one of the very best Easter trades in the hisory of the city. There was a great abundance of stock of all kinds. In fact, there was hardly one item of which it could be said there was a short supply. Plants were greatly to the fore and enormous quantities were disposed of. The stores have never made a finer showing than was done Easter week. They were magnificent and the quality of the pot stock offered reflects the greatest praise on our plant growers. There were plenty of lilies to supply every demand, both cut and in pots. The quality was extra fine and good prices prevailed. The stores were a riot of color with rambler and baby ramblers. Dorothy Perkins and Lady Gay proved to be still the favorites. There was a grand supply of rhododendrons, principally Pink Pearl. The azalea stock, too, was very fine and cleaned up in fine shape. Plenty of bulbous stock in pots of all kinds was sold. Spireas and a few deutzias were also noted. Of all the pot stock roses were far in the lead when popularity is considered. The plants were trained to grow in all shapes and sizes. The call for cut flowers was also very good. There was a large supply of all seasonable stock to select from and the volume of business done in the aggregate was very large. Everything considered, the stock of roses and carnations was excellent. Prices ruled about the same as the former week with few exceptions. Some grand lilac was received and sold rapidly. Outdoor stock is now arriving in increased quantities. A few more orchids and gardenias could have been used, but they were not in oversupply. Pelicano, Rossi & Co. had a grand showing in their Kearny street store all week. Some of the ramblers were remarkable. J. B. Boland featured ramblers extensively as did Podesta & Baldocchi. MacRorie & McLaren Co. showed grand rhododendrons and azaleas. The Art Floral Co. displayed lilies very extensively.

NOTES.

The California Dahlia Society and the California Dahlia Growers' Association have merged under the name of the Dahlia Society of California, thus combining activities so as to act as a unit in popularizing the dahlia in the west. The bulletin services of the two societies have been combined, and the first issue by the new organization will be ready April 19. It is a matter of much satisfaction to the trade in general that this move has been taken, and there is no doubt but that the interest in this popular flower will greatly increase. The officers of the Dahlia Society of California for 1917 are: T. A. Burns, of San Francisco, president; Pierson Durbrow, San Francisco, vice-president; F. C. Burns, San Rafael, treasurer; Newell F. Vanderbilt, San Rafael, corresponding secretary and editor; C. S. Quick, Berkeley, financial and recording secretary.

One of the most gorgeous spectacles seen in Golden Gate park in years is the magnificent bank of Azalea Hinodegiri planted on the hills back of "The Lodge," the home of John McLaren. There are over 5,000 plants of this azalea now in full bloom and it presents a sight not easily forgotten. These plants were originally planted in the exposition grounds, but were placed in their permanent home after the fair was over.

W. C. Clarke, of the San Jose branch of the Cottage Gardens Nurseries, reported a very heavy demand for azaleas and rhododendrons for the Easter trade. He had a fine lot of Pink Pearl, nearly all of which found ready sale. A very large lath house is now being erected on the nursery property to properly handle this class of stock. A fine three-ton White truck has been added to the delivery end of the business.

The monthly meeting of the Menlo Park Horticultural Society will be held April 10. The chief business of the evening will be the selection of the date of the spring show. The exhibition committee has prepared a rather elaborate premium list and the society expects to hold its best spring show this year. Already many valuable prizes have been offered. The show will be held in Redwood City.

There is a great demand at the public libraries in this city these days for books on gardening, vegetable cultivation books especially being in demand, according to Robert Rea, the city librarian. This demand, no doubt, indicates that many persons are raising their own vegetables because of the present high cost in the open markets.

A great part of the exposition grounds is to be transformed into a residential park. This is being done under the supervision of Mark Daniels, who has been working on the project for several months. When completed it is expected it will prove to be one of the finest residential districts in the city.

A special "Annotated List of the Wild Flowers of California" is being prepared in book form by Prof. P. B. Kennedy, president of the California State Botanical Society. The book is intended for the general public. Special emphasis is given to plants of economic importance.

The many friends of Dan MacRorie are welcoming him back from his eastern trip. He speaks in glowing terms of the spring shows in New York and elsewhere. He reports trade as being fine in the east, but had to hurry back owing to the approach of Easter.

Arthur Gleave of Gleave's Flower Shop in Santa Barbara was a visitor during the week, selecting plants for his Easter trade. He reports the demand as being very good in the south during the past season and expected a heavy Easter business.

HYDRANGEAS

We have introduced to American commerce practically all the French Hydrangeas in popular demand. It has been our persistent policy to discard superseded and inferior sorts. We believe that every sort when offered by us possesses individual distinctive merit.

Our current wholesale list contains a more extended list of varieties; at present we offer particularly good values in the varieties listed below. The stock here offered is of last July's propagation, was shifted into 3-inch pots in early October and stored in cold frames over winter; it is splendid stock to grow on into 6 and 7-inch pots for next winter's forcing.

Speak quickly if you want them, the stock is limited and this advertisement will not appear again.

All the plants here offered are from 3-inch pots.

Beaute Vendomoise. Immense heads of white flowers tinted pink. The individual florets attain a diameter of 4 inches, and while it shows a tendency to a loose open truss, this adds to its attractiveness. $1.50 per doz.; $10.00 per 100

Eclaireur. One of the most startling acquisitions, a very bright carmine-rose. $1.50 per doz.; $10.00 per 100

Galathea Immense trusses of fringed florets of great substance. Light pink. $1.25 per doz.; $8.00 per 100

General de Vibraye. Very large heads of bright rose; a splendid forcing variety. $1.00 per doz.; $7.00 per 100

La France. Very strong grower, with immense trusses of deeply fringed flowers of a delicate shade of rose. $1.50 per doz.; $10.00 per 100

La Perle. The grandest, largest and most refined white we have yet seen; flowers deeply fringed. $1.25 per doz.; $8.00 per 100

L'Islette. Rosy carmine of medium size, very free, unusually promising. $1.50 per doz.; $10.00 per 100

Louis Mouillere. A very distinct and valuable variety, a fine shade of deep rose-pink fringed florets in trusses of immense size. $1.50 per doz.; $10.00 per 100

Mont Rose. Immense panicles of a clear flesh-rose. $1.00 per doz.; $7.00 per 100

Radiant. Splendid rose-carmine. $1.00 per doz.; $7.00 per 100

Hydrangea Otaksa.

3-inch pots	$1.00 per doz.; $ 7.00 per 100
5-inch pots	2.50 per doz.; 20.00 per 100
6-inch pots	4.00 per doz.; 30.00 per 100
10-inch tubs, 5 to 6 leads	$1.00 each
12-inch tubs, 10 to 12 leads	2.00 each

Souvenir de Mme. E. Chautard. One of the prettiest; robust habit, medium-sized corymbs of bright rose-colored flowers. $1.00 per doz.; $7.00 per 100

Souvenir de Mme. Victor Raoult. Very large lively rose. $1.50 per doz.; $12.00 per 100

Souvenir du Lieut. Chaure. Produces immense heads of bright rose-carmine flowers on bold upright stems. $1.25 per doz.; $8.00 per 100

The above prices are intended for the trade only.

Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

The MacRorie-McLaren Co., at Beresford, had a flag raising April 7. A 16-foot flag was unfurled on a pole 70 feet above the ground. It can be seen for several miles from the nursery and is one of the largest flags on the peninsula.

The many friends of Henry Maier of the Hillsborough Nurseries will regret to hear that he has been seriously ill. The last reports were that he is now out of danger, but it will probably be some little time before he is around again.

Miss Recardie Lee Murray is proving to be one of the most consistent users of space in the daily papers in town. She is gratified with the results of her advertising campaign and reported a splendid Easter trade.

The bogus check man has been playing the old game here again. Several of the smaller stores were taken in for small amounts before the culprit was caught and placed in custody.

H. Plath says this was the best Easter in his experience, the call for ferns and other pot plants being very heavy. His shipping trade also showed a large increase.

Quite an elaborate wild flower show was held in Richmond, April 7. Much interest was manifested in the show and substantial prizes were awarded.

P. Canepa is erecting a large apartment house in San Mateo as an investment. It will be equipped with all the latest improvements. G. N.

Detroit Bowling.

The florist club bowling teams rolled their regular weekly games Thursday, April 12, with the following result:

A. Sylvester	156	121	121
F. Holznagle	151	155	155
E. A. Fetters	164	134	125
J. F. Sullivan	129	185	94
F. Dalsky	134	122	123
R. Ralston	127	125	140
J. K. Stock	116	150	...
H. Taylor	124	157	...
A. J. Stahelin	117	118	...
A. Bezner	153	156	...
T. Browne	146	139	...
F. Pautke	194	136	..
J. Klang	146	140	..
P. Papes	117	97	...
E. Moss	118	117	...
J. Streit	168	148	...

J. F. S.

Who buy in large quantity as w
those who only buy in a small
While we have the opportunity we
to give you the benefit of reduced
on account of the **Big Crop on R**
Beauties, Russell. High grade
at attractive prices. No matter wh
short, medium or long, they go at s
ing low prices. **When Interested**
Us Quote You A Price.

CURRENT PRICE LIST

AMERICAN BEAUTIES.	Per doz.
Specials	$3.00
36 to 40 inches	2.50
30 inches	2.00
24 to 28 inches	1.50
Shorter	75c to 1.00

RUSSELLS.	Per doz.
Extra Long	$2.50
Long	2.00
Medium	1.50
Short	50c to 1.00

		Per 100
Milady, Richmonds, Brilliants, Sunbursts, Ophelia	Long	$8.00
	Medium	$6.00 to 8.00
	Short	2.00 to 4.00
Aaron Wards, White Killarney, Killarney	Long	$6.00
	Medium	$4.00 to 5.00
	Short	2.00 to 3.00

Extra long special roses we charge accordingly.

MINIATURE ROSES.	Per 100
George Elgar	$1.00
Cecile Brunner	2.00
Fireflame	$3.00 to 4.00

SWEET PEAS.	
Sweet Peas, Orchid-flowering	$1.50
" " Spencer	$1.00 to 1.25
" " Short Spencer	.50 to .75

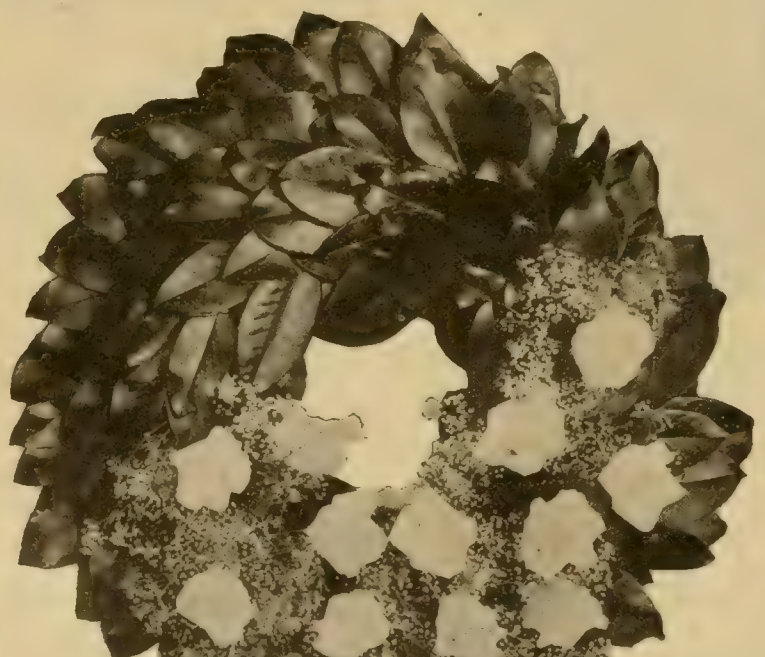
ORCHIDS.	Per doz.
Cattleyas	$9.00 to $12.00
Phalænopsis	3.00

CARNATIONS.	Per 100
Fancy	$3.00
Our selection	2.00
Splits	1.00

VALLEY.	Per 100
Fancy	$5.00
Firsts	4.00
Seconds	3.00

MISCELLANEOUS CUT FLOWERS	
Jonquils, Daffodils	
Tulips	
Darwin Tulips	
Easter Lilies	10.00
Violets	
Snapdragons	per doz. 1.00

GREEN GOODS.	
Smilax	per doz.
Sprengeri, per bunch	50c, 75c
Adiantum	
Adiantum Hybridium	
Farleyense	$10.00
Galax, gr. and br.	per 1,000
Leucothoe	
Mexican Ivy	
Ferns	per 1,000



Every Florist Is Bu

and will have all the work that he can possibly a
the next two months. Let us relieve you of the
of making up your wreaths for Memorial Day
have the facilities to do it quicker and at much
pense than you can.

Memorial Day Wrea

SPECIAL INTRODUCTORY OFFI

12 Assorted 21-inch Wreaths like the accompanying illustration for **$1**

If you desire to make up your own wreat
in mind that we have the materials you need and c
ply you with what you want at the most reasonable

MAGNOLIA LEAVE

15-lb. Carton, ...

Immortelles, Cape Flowers, Prepared Lycopo
Sphagnum Moss, per bale, $1.35; Doz., $15
Hughes' Mothers' Day Boxes, 24 x 5 x 3½-inch, 50c

POEHLMA

72-74 E. Randolph St.,

SE PLANTS, GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

FTED—2½-inch Russell .....$150.00 per 1000
ts of 5000 or more..... 145.00 per 1000
FTED—2½-inch Ophelia, Aaron
ard, Milady, Killarney, White Kil-
rney, Brilliant, Cecile Brunner,
chmond ..... 120.00 per 1000
ts of 5000 or more..... 110.00 per 1000
These prices are absolutely net cash.
For 3½-inch stock an additional $50.00
per 1000 will be charged.

OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner .....$7.00 per 100; 65.00 per 1000
Lots of 5000 or more..... 62.50 per 1000
Sunburst, own root....$10.00 per 100; 90.00 per 1000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

CHRYSANTHEMUM ADVERTISEMENT WILL APPEAR IN LATER ISSUES.

'alms Western Headquarters Palms

gest and most complete stock offered in the West in a healthy, strong and clean condition.

A FORSTERIANA SINGLE PLANTS
pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
ts	6-7	30-32 inches high.....	1.50
os	6-7	42-46 inches high.....	4.00
os	6-7	48-50 inches high.....	5.00
os	6-7	50 inches high, heavy	7.00
os	6-7	8 feet high, heavy..	40.00
os	6-7	9-10 feet high, heavy..	50.00

A BELMOREANA SINGLE PLANTS.

Leaves			doz.	100	1,000
ots			$1.50	$12	$100
s	5	10-12 inches high	2.50	18	150

			Each
	5-6	16 inches high	5.00 40.00 .45
	5-6	26-28 inches high.....	1.50

n plants, 15 inch tubs, $75.00 each.

FORSTERIANA MADE UP PLANTS.

Plants			Each
s	4	72-78 inches high, heavy..	30.00
s	4	75-80 inches high, heavy..	35.00

ASPIDISTRAS.
, 10-12 leaves, vari..... 1.50

ARECA LUTESCENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high	$1.25

PHOENIX ROEBELENII.
4 inch pots, 50 cents each; 5-inch pots.....$1.00

PTYCHOSPERMA ALEXANDRAE.
2¼ inch pots, 90c per doz.....$7.00 per 100

LIVISTONA ALTISSIMA.
2¼ inch pots, $1.00 per doz.....$8.00 per 100

LIVISTONA ROTUNDIFOLIA.
4 inch pots.....50c each

STEVENSONIA GRANDIFOLIA.
4 inch pots .....50c each

DRACAENAS.

	Each	Doz.	100
5 inch Imperialis	1.00	12.00	
4-inch Terminalis	.40	4.20	
3 inch "	.25		22.00
5 inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

Miscellaneous Plants

CROTONS.
olored, 4-inch, $4.80 per doz., 5- and 75c each.

'ANDANUS VEITCHII.

	Per doz.
.....	$ 4.20
.....	7.20
.....	12.00
.....	18.00
.....$24.00 to	$30.00

RUBBER PLANTS.

	Per doz.
5-inch pots	$6.00
6-inch "	9.00
7-inch " .....Each	$1.50 to $2.00
Larger plants .....Each	2.50 to 3.00

TABLE FERNS.

	Per 100
2½-inch pots	$4.00
3 -inch "	8.00

PTERIS ASSORTED.

	Per 100
4-inch pots	$15.00 to $20.00

ASPARAGUS PLUMOSUS.

	Per 100
2¼-inch pots	$4.00
3 -inch "	8.00
6 -inch " .....Each	.35

ASPARAGUS SPRENGERI.

	Per 100
2¼-inch pots	$3.50
3 -inch "	7.00
4 -inch "	12.00

HOLLY FERNS.

	Per 100
4-inch pots	$15.00 to $20.00

A Nominal Charge is Made for Packing.

I BROS. CO.

ig Distance Phone, Randolph 35. **CHICAGO, ILL.**

Beauties, Roses, Fancy Russell, Carnations. Prices Are Much Lower.

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

CURRENT PRICE LIST

AMERICAN BEAUTIES

Our cut mostly medium and short length stems, but very fine flowers.	Per doz.
Specials, extra long stems	$3.00 to $4.00
Stems 30 to 36 inches	2.00 to 2.50
Stems 18 to 24 inches	1.25 to 1.50
Stems 12 to 15 inches	1.00
Shorter lengths	.35 to .75

RUSSELL—The best in this market.	Per doz.
Specials, extra long	$2.00
Long	1.50
Good medium	1.00 to 1.25
Good short	.50 to .75

RED ROSES

Rhea Reid, Richmond and Hoosier Beauty	Per 100
Long	$8.00 to $10.00
Good medium	5.00 to 6.00
Good short	3.00 to 4.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$8.00 to $10.00
Good medium stems	5.00 to 6.00
Good short stems	3.00 to 4.00

Pink and White Killarney, Brilliant	Per 100
Long	$6.00 to $8.00
Good medium	5.00
Good short	3.00 to 4.00

OUR SELECTION: Assorted Roses, not over half white, in lots of 300 or more, at the rate of $2.50 per 100.

CARNATIONS

Red, extra fancy Belle Washburn	$3.00 to $4.00
Pink and White, extra fancy	3.00

BULB STOCK

A large supply at market prices, depending on quality.

	Per 100
TULIPS	$2.00 to $3.00
PAPER WHITES	2.00 to 3.00
JONQUILS AND DAFFODILS	2.00 to 3.00
VALLEY	6.00

GREENS

ASPARAGUS and SPRENGERI	Per 100	$2.00 to $3.00
GALAX, Green or Bronze	Per 1000	1.25
CHOICE COMMON FERNS	Per 1000	3.50

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

TRADE VERY QUIET SINCE EASTER.

Trade has been very quiet since Easter, especially as far as the city demand is concerned, and the only life there is at all to the business is the out-of-town call for stock, which is good and is holding up well. Stock of all kinds is in heavy supply and the only items that are scarce are orchids and gardenias, which command good figures. Lily of the valley is cleaning up nicely at the advertised quotations but there is plenty to go around. American Beauty roses are in large supply and are obtainable in large quantities at reasonable prices. Roses in general are reaching the market in larger numbers but are not bringing anywhere near the prices that they should and are being sold in bargain lots at very low figures. Carnations are in large supply and are moving slowly at ridiculously low prices, which also applies to tulips, jonquils and daffodils. Lilies and callas are seen in large quantities at several of the stores and have to be sold at low prices to be moved. Double violets are not as plentiful as they have been and what few are arriving are none too good in quality. Good home grown violets are in brisk demand and are bringing fair prices, considering the general market conditions. Sweet peas are unusually plentiful and are to be had in large lots at very reasonable cost. Iris is being offered and is considered good property. Snapdragons, daisies, calendulas, feverfew, lupines, stocks, mignonette, pansies, forget-me-nots, home grown and southern gladioli, and other miscellaneous seasonable cut flowers are included in the many offerings and like everything else with one or two exceptions are obtainable at bargain prices. Business all through last week was the quietest that the trade has experienced for some time and while some attribute it to the usual after holiday lull, others seem to think that the war has a whole lot to do with it. Stock in all lines never was so plentiful after Easter as it was last week and the real reason for the accumulation of stock is due more to the oversupply than it is to the falling off in the demand. A few days or another week will find a marked change in the general market conditions and it is a pleasure to report that the city trade is already showing signs of improvement.

COAL COMMITTEE'S REPORT.

At a special meeting of the Florists' Club, held at the Briggs House, April 17, the committee on the coal question presented its report, recommending the purchase of a mine in the Springfield (Ill.) coal section at $600,000, for its output for a year of some 500,000 tons at $2 per ton at the mine, the freight from the mine to this city being 86 cents per ton. There was a fairly good attendance and the subject was discussed at length. No action was taken except that a few of the growers ordered one car each of this coal for trial. The committee was instructed to prepare a list of the growers in Cook county with their coal requirements and report at the next regular meeting, the figures to be used in securing supplies at reasonable prices if arrangements can be made to place a joint order or contract.

NOTES.

John A. Huebner, who is now located at 11 East Randolph street, has leased the basement at 153 North Wabash avenue formerly occupied by Joseph Ziska & Sons for three years and will take possession in the near future. His old stand will be discontinued as soon as he moves into his new home.

My Friend Bill

Says:

A visit to the

Percy Jones, Inc. Store

during the Easter rush, was certainly the best of proof, that, it more than pays, to give all the Growers and Customers the

Percy Jones, Inc.

100%

Service

CUT FLOWERS

PERCY JONES, Inc., Chicago, Ill.

P. S. It is that same 100% service that is keeping the Percy Jones, Inc., force busier than ever since Easter.

ZECH & MANN

ADVERTISE MOTHERS' DAY.

ZECH & MANN

We heartily endorse the movement of the Chicago Florists' Club to boost the sale of Cut Flowers for Mothers' Day, Sunday, May 13.

Our Specialties:

Killarney
Beauties
Milady
Ophelia

Russell

Killarney Brilliant
White Killarney
Ward
Sunburst
Cecile Brunner

Chicago Florists' Club Official Posterette.

Our Specialties:

Carnations
Valley
Lilies
Daisies

Sweet Peas

Calendulas
Snapdragons
Pansies
Orchids
Iris
All Green Goods

Will gladly supply Posterettes of the design illustrated in any quantity desired. Write for prices.

We will Furnish You with Cut Flowers for Mothers' Day and every other day in the year.

THE ALWAYS RELIABLE WHOLESALE FLORISTS

ZECH & MANN

ZECH & MANN

30 E. Randolph St.

CHICAGO

CENTRAL 3283-3284.

ZECH & MANN

BEAUTIES-ROSES-CARNATIONS

Extra heavy supply of the finest stock obtainable in the Chicago Market.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
48 to 60-in. stems	$5.00
36-inch stems	4.00
30-inch stems	3.00
12 to 24-inch stems	$1.00 to 2.00

MRS. CHAS. RUSSELL.	Per 100
Fancy	$10.00 to 20.00

MINIATURE ROSES.	Per 100
Baby Doll	$3.00
Elgar	3.00

WHITE AND PINK KILLARNEY, OPHELIA, SUNBURST AND RICHMOND.	Per 100
Extra Special	$7.00
Select	6.00
Fancy	5.00
Medium	4.00
Short	3.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy	$2.50 to $3.00
Good	1.50 to 2.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	3.50
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.25

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

Poehlmann Bros. Co. has postponed the opening of its new supply salesroom until April 28, when the trade is cordially invited to call and inspect same. George Poehlmann has charge of outfitting the place and will have everything in shape to turn over to Tim Waters and his assistants in a few more days. The Foley Greenhouse Manufacturing Co. built the counter and wall cases which merit the attention of everyone, and from present indications, Poehlmann's will have a supply salesroom, second to none in the city, when it is ready for occupancy.

The Chicago Wholesale Cut Flower Association held a meeting at the Hotel Sherman last Thursday evening, April 12, when much important business was transacted. The wholesalers are working together now more than ever before and have already accomplished a great deal toward the betterment of trade conditions in general.

Allie Zech, of Zech & Mann, says that every retail and wholesale florist as well as the allied trade firms should use the Mothers' day posterette issued by the Chicago Florists' Club. He believes in helping a worthy cause along and is assisting the committee headed by Fred Lautenschlager in every way possible.

Wietor Bros. have a fine lot of young Mrs. Chas. Russell rose plants which are attracting the attention of the visitors at their greenhouses. Their stock of Red Russell is also splendid and this variety will be grown on a larger scale than ever this season.

The Rapid Wrapper Co. is receiving a large number of flattering testimonial letters from florists who used the Rapid Rapper at Easter and who pronounce it a success in every way. The users in nearly every instance have placed additional orders for future use.

Miss Julia King has purchased the store known as The Willard Florist, 346 East Fifty-first street, from M. B. Hirsch, who has been engaged in the retail business in this city for a great many years.

Chas. Erne, of Erne & Company, is devoting his spare time to planting his garden, which every true patriot should do, especially under the existing war conditions and the high cost of living.

The Raedlein Basket Co. is offering a very appropriate cut flower basket handsomely decorated with carnations for Mothers' day which should make a big hit with the retail trade.

William Desmond who has been in the employ of Poehlmann Bros. Co. for several months left this week for Seattle, Wash., to accept a position with the Hollywood Gardens.

A. L. Vaughan & Co. is offering a very choice grade of long-stemmed American Beauty roses and iris, as well as a most complete line of other fancy seasonable stock.

The American Bulb Co. has a large sign stretched across its office on North Wabash avenue announcing that they are handling a complete line of Burpee's garden seeds.

Fred Wittbold has added an assistant manager to the Geo. Wittbold Co.'s decorating department in the shape of a baby boy who arrived at his home Friday, April 13.

Percy Jones is offering a large supply of lilac, anemones and ranunculus in addition to his usual large and complete supply of other seasonable cut flowers.

The A. L. Randall Co. is going to install a larger switchboard to handle the increased number of incoming and outgoing telephone calls.

Morris Grossberg, of A. L. Vaughan & Co., is happy as can be. It's a brand new baby girl, born April 17.

CUT FLOWERS=SUPPLIES

Everything you need in both at reasonable prices. Place your orders with us.

O. A. & L. A. Tonner

WHOLESALE CUT FLOWERS AND SUPPLIES

30 East Randolph Street, CHICAGO, ILL.

Mention the American Florist when writing

SPHAGNUM MOSS

Wisconsin burlaped bales perfectly dry, $1.50 each.

Full line of Supplies and Wire Work.

All Cut Flowers in Season

The Cleveland Florists' Exchange, 660 Huron Rd., CLEVELAND, OHIO

Mention the American Florist when writing

HANGING BASKETS

Enameled Green
Extra well made.

8-inch	$1.00 per doz.
10-inch	1.35 per doz.
12-inch	1.75 per doz.
14-inch	2.25 per doz.
16-inch	2.90 per doz.
18-inch	3.70 per doz.

GREEN MOSS

Fancy sheet 3-bu- sack well filled.
XXX quality.

$1.50 per sack

Pittsburgh Cut Flower Co.
116-118 SEVENTH ST., PITTSBURGH, PA.

Mention the American Florist when writing

HEAVY CROP OF ROSES

RUSSELL AND OPHELIA

All the other varieties listed in the price list below. Order Here.

Buy Direct From The Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

AMERICAN BEAUTIES	Per doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

MRS. CHAS. RUSSELL	Per 100
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

RICHMOND	Per 100
Specials	$10.00
Select	8.00
Medium	6.00
Short	$4.00 to 5.00

MILADY	Per 100
Specials	$10.00
Select	8.00
Medium	6.00
Short	$4.00 to 5.00

Champ Weiland, Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia	Per 100
Specials	$10.00
Select	8.00
Medium	6.00
Short	4.00 to 5.00

ROSES, OUR SELECTION	Per 100 $4.00
Carnations, fancy	$ 2.00 to 3.00
Harrisii	$12.50 to 15.00
Jonquils	3.00 to 4.00
Sweet Peas	.75 to 1.50
Tulips	3.00 to 4.00
Valley	6.00
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Galax, bronze and green, per 1,000	$1.25
Ferns, per 1000	$3.50
Leucothoe Sprays	75c to 1.00
Smilax	per doz. strings 2.00 to 2.50

2,000,000 Feet of Modern Glass

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 **CHICAGO**

Buy Your Stock In The

World's Greatest Wholesale Cut Flower Market

Nearly 100 Expert Growers consign their stock here making it possible for us to supply you from the largest quantity and the greatest variety available.

Extra Heavy Supply

ROSES, CARNATIONS, SWEET PEAS, SPRING STOCK, GREENS, ETC.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good.

Our $10-$15-$20 and $25

shipments of Cut Flowers bring you more for your money than you can get elsewhere. Your selection as far as possible. Best choice stock. Try us and be convinced.

A. T. PYFER & CO.
—Wholesale Florists—
30 E Randolph Street, :-: CHICAGO, ILL.
Long Distance Telephone—Central 3373.

Walter Horn, with Poehlmann Bros. Co., has resigned his position to serve his country and will leave soon for Carrollton, Mo., to join his company which is a unit of the Missouri National Guard. Clarence Enders, son of John Enders, with Poehlmann Bros. Co., has enlisted in the artillery department of Company L, First Cavalry, of the Illinois National Guard. Robert Brenton, publicity director for the recent Grand Floral Festival and former advertising manager for Kennicott Bros. Co., has enlisted in the machine gun squad of the First Cavalry, Illinois National Guard, and it is understood that several other young men in the trade have signified their intention of also enlisting in the near future. A. I. Simmons, well known Sixty-third street florist, is depot quartermaster of the Illinois National Guard and will be ready to do his bit as soon as he is called upon.

Harry C. Rowe, 67 East Monroe street, is offering his store fixtures for sale. The building on the southeast corner of East Monroe street and South Wabash avenue is being remodeled, which is the reason he is selling. He is figuring on renting a store in the same building which will be ready for occupancy about September 1, but will be unable to use his present fixtures in the new place. His outfit is one of the finest in the city and can be had at a bargain. The Bohannon Floral Co. is also located in the same building, but has its main establishment on the same street in the building in the southwest corner of East Monroe and South Michigan avenue.

The Albany Nurseries, Inc., report business as brisk at their new store at 223-225 West Madison street, where a complete line of trees, shrubs, seeds and bulbs are carried. Arthur R. Phillips is the manager. In addition to their place on Madison street they operate a nursery near Libertyville and conduct a chain of retail stores in this city. This firm also does an extensive landscape business and do all this class of work for the Frederick H. Bartlett & Company, large real estate dealers.

Bassett & Washburn are cutting between 4,000 and 5,000 fancy Mrs. Chas. Russell roses every day, which will give one some idea of the large supply of stock there is available in this market at present. A person would have to have an adding machine to keep tab on the other varieties of roses that are reaching this market, not to mention the extra large supply of other miscellaneous seasonable stock.

ROSES

Large Supply of Very Choice Stock. Order Here—Prices Right.

M. C. GUNTERBERG, WHOLESALE FLORIST
158 N. Wabash Ave., Telephone Central 3067 CHICAGO.

A. T. Pyfer & Co. are handling particularly fine lilies which Pyfer & Olsem are cutting in quantity and consigning exclusively to them. This firm is advertising special $10, $15, $20 and $25 assortments of cut flowers this week, owing to the unusually heavy supply of stock they are handling at present.

The Lombard Floral Co. is building two new Moninger steel greenhouses, 36x450 feet, at Lombard. This concern is incorporated for $32,000 and will grow roses for this market. Danford Abrams, J. G. Schuman, Henry Klusmeyer and George Fisher are the proprietors.

Felix Reichling has been in the employ of Peter Reinberg as manager of his wholesale establishment for four years, during which time he handled the business in a very satisfactory manner. He started his fifth year Thursday, April 12.

Mrs. Paul Klingsporn had the misfortune of fracturing her ankle when she fell down a flight of stairs at her home one day this week. To make matters worse, Paul, Jr., is suffering with a severe cold.

J. A. Budlong is featuring a large quantity of fancy Mrs. Chas. Russell roses which they have had unusually good success with this season.

Al. Lehman, with the E. C. Amling Co., has invested in a new 1917 Ford touring car.

Visitors: Michael Bloy and wife, Detroit, Mich., returning home from the Pacific coast; James Karins, representing Henry A. Dreer, Philadelphia, Pa.; Walter Taepke and wife, Detroit, Mich.; A. M. Terrill, Calgary, Alberta, Can.

BILLERICA, MASS.—Milford Irving has succeeded Gustav Thommen as manager of the range of Backer & Co.

TARENTUM, PA.—Arthur Godfrey has opened a flower shop in this city.

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches. .	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,
Wholesale Florist
1324 Pine St., ST. LOUIS, MO.

Fort Wayne, Ind.

GREATEST EASTER TRADE EVER KNOWN.

The Easter business of 1917 in this city was a record-breaker, supply and demand being the greatest ever known. The stock was of excellent quality and sales were stimulated by attractive window displays, the flower shops being the bright spots of the city. Pot lilies were in greatest demand and many more could have been sold had they been available. Contrary to the general rule, there was a good call for large plants, including rhododendrons, azaleas, hydrangeas and rambler roses. Basket arrangements and pans of plants were also popular. In cut flowers the heavy demand was for corsages, violets leading, followed by orchids and miniature roses. Carnations had a good call for assorted boxes.

NOTES.

The Doswell Floral Co. had a number of church decorations and weddings that augmented an enormous Easter trade. This firm handled over 500 lilies in addition to an immense stock of cut flowers and other plants. Bulbous stock sold out completely. H. K.

Most For The Least!

Is What You Get When You Order Here.

HEAVIER THAN EVER SUPPLY

Of Everything Seasonable in Cut Flowers and Greens.

Beauties-Roses-Carnations-Spring Stock-Etc.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	1.00 to 1.50
Short stems	100 4.00 to 6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES.	
Richmond, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Milady, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Killarney Brilliant, special	$10.00
" " select	8.00
" " medium	6.00
" " short	3.00 to 4.00
Ophelia, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	6.00
" " short	3.00 to 4.00
Killarney, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Mrs. Ward, special	$10.00
" " select	8.00
" " medium	6.00
" " short	3.00 to 4.00
Sunburst, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Cecile Brunner	3.00
Elgar	3.00
Baby Doll	3.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Special fancy	$2.00 to $3.00

ORCHIDS.	Per doz.
Cattleyas	$6.00

EASTER LILIES.	Per 100
Select	$8.00 to $12.50

MISCELLANEOUS.	Per 100
Violets—Single and double	$0.50 to $1.00
Valley	6.00
Calendulas	3.00 to 4.00
Daisies	.50 to 1.50
Snapdragons, per bunch	.75 to 1.00
Mignonette	4.00 to 8.00
Callas, per doz.	1.50 to 2.00
Sweet Peas	.50 to 1.50
Jonquils	2.00 to 4.00
Tulips	2.00 to 4.00
Daffodils	2.00 to 4.00

GREENS.	
Asp. plumosus, per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Adiantum, per 100	1.00
Smilax, choice, per doz.	1.50 to 2.00
Fancy ferns, per 1,000	3.50
Galax leaves, per 1,000	1.25
Wild Smilax, per case	5.00
Boxwood —per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave, Chicago

Mention the American Florist when writing

Marked Copy

For the Retailer or for the Grower

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President. **J. E. POLLWORTH,** Sec'y and Gen'l Mgr.

FOUNDED BY FLINT KENNICOTT 1st

IN CHICAGO

If you want good stock and good treatment

Send Your Orders to us for

ROSES, CARNATIONS,

Valley, Sweet Peas, Lilies, Callas, Lupines, Jonquils, Calendulas, Snapdragons, Hyacinths, Stocks, Tulips, Mignonette, Daisies, Pansies, Forget-me-nots and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood. We have home grown Asparagus—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE.

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

A. J. Lanternier & Co. had an exceptionally fine line of blooming plants and disposed of them easily. Handsome azaleas and hydrangeas cleaned up entirely. A fine supply of cut stock sold equally well. They are now busy with spring weddings and funeral work. Mrs. Clem Lanternier has returned from a visit at Paulding, O.

The Flick Floral Co. sold up well on an enormous stock, which included some of the finest plants seen in this city. Pink Pearl rhododendrons, azaleas, hydrangeas, Dorothy Perkins roses, heather, and deutzias were among the attractive offerings here. The "Dutch Gardens" were also very popular.

W. J. & M. S. Vesey had a fine stock of flowering plants and cut flowers, notably roses. Their cut of orchids, while large, was not equal to the demand. A flag raising was held at this firm's range April 14 at which there were several patriotic speeches by prominent men.

The New Haven Floral Co. supplied this market with some very fine stock, including Easter lilies and Aaron Ward roses. Business was excellent both in the retail and wholesale departments.

Edgar Wenninghoff had a record sale of Easter lilies and could have sold many more. His window was one of the most attractive in the city.

The Fort Wayne Flower Shop had a splendid display of roses and bulbous stock and did an immense business.

Mrs. R. W. Doswell is in Detroit, Mich., on a business trip.

MONESSEN, PA.—Harry A. Irwin has opened a flower store at 320 Donner avenue.

LOUISVILLE, KY.—Adam Heitz is making improvements at his establishment, 1166 Barrett avenue.

Chicago Bowling.

The florists have entered a team in the Illinois State Bowling tournament to be held in the near future. John Huebner, William Lorman, Joe Einweck, Allie Zech and Peter Olsem will bowl in the five-man team, while John Huebner and William Lorman, Allie Zech and Peter Olsem and Joe Einweck and Ernest Farley will pair off in the doubles.

J. A. BUDLONG VS. ZECH & MANN.

The J. A. Budlong force defeated the Zech & Mann team in three match games this week in a close and exciting contest by a narrow margin of 29 pins for the three games played. The Zech & Mann team redeemed some of the lost honors after the series was played. The scores for the J. A. Budlong and Zech & Mann contest are:

J. A. Budlong.	1st Game	2nd Game	3rd Game
Heine	150	139	122
Vilter	100	122	151
Emil	166	122	122
Zwet	163	129	148
Price	213	215	174
Totals	792	727	717

Zech & Mann.	1st Game	2nd Game	3rd Game
Fred	131	118	138
Nick	122	142	122
Toney	68	103	98
Byers	191	177	254
A. Zech	181	172	190
Totals	693	712	802

NORTH CHICAGO LEAGUE.

Scores rolled by the florists Thursday evening, April 12:

Players—	1st Game	2nd Game	3rd Game
J. Huebner	156	161	153
F. Price	136	181	188
J. Einweck	138	154	228
J. Huebner	166	175	161
P. Olsem	182	180	178
Totals	828	851	908

Huckleberry Foliage

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. **Chicago**

Joseph E. Wiltgen Michael F. Freres

Wiltgen & Freres

WHOLESALE FLORISTS

Long Distance Phone, Randolph 1975

173 N. Wabash Ave., CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978.

ZECH & MANN

Wholesale Florists

30 East Randolph St., - - Chicago

Telephone Central 3284

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

WEILAND & RISCH

GROWERS AND SHIPPERS

CUT FLOWERS

154 NO. WABASH AVE. CHICAGO

PHONE CENTRAL 879

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$5 00
" " 36-in.	4 00
" " 30-in.	3 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short.....per 100,	6 00@ 8 00
" Mrs. Chas. Russell..	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	3 00@12 00
" Killarney	3 00@12 00
" White Killarney	3 00@12 00
" Richmond	3 00@12 00
" Prince de Bulgarie	3 00@12 00
" Rhea Reid	3 00@12 00
" My Maryland	3 00@12 00
" Mrs. Geo. Shawyer	4 00@12 00
" Milady	4 00@12 00
" Sunburst	4 00@12 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	4 00@12 00
" Ophelia	4 00@12 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	4 00@12 00
" Tipperary	4 00@12 00
" Francis Scott Key	4 00@12 00
" Bayard Thayer	4 00@15 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	2 00@ 3 00
Cattleyas.....per doz.,	9 00
Gardenias.....$4 00 per doz.	
Sweet Peas	75@ 1 50
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons, $0.50@$0.75 per doz.	
Violets	50@ 1 00
Lilium Harrisii	10 00@12 00
Valley	4 00@ 6 00
Jonquils	2 00@ 4 00
Daffodils	2 00@ 4 00
Mignonette	4 00@ 6 00
Pansies.....per bunch, 10c@15c	
Adiantum Croweanum	1 00
Ferns.....per 1000, 3 50	
Galax..... " 1 00@ 1 25	
Leucothoe	75
Mexican Ivy...per 100, 5 00@6 00	
Plumosus Strings..each, 60@ 75	
Smilax.....per doz., 2 00@2 50	
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case, 8.00	
Wild Smilax.....per case, $5 00	

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

Mention the American Florist when writing

HUCKLEBERRY FOLIAGE

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.

Evergreen, Ala.

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

D. E. FRERES R. J. WINDLER

THE FRERES-WINDLER CO.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

WHEN YOU NEED

BEAUTIES IN QUANTITY

Let us figure on your order. Our prices will interest you and the quality will more than come up to your expectations.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

STOCK PLENTIFUL AND DEMAND FAIR.

It is still overcoat weather with us, but the trees are pushing their leaves into the cold world and soon all will be well. There has been considerable demand the past week, although some few are commencing to consider the war excitement as a very probable menace to business. If everybody would hustle and keep things going, a whole lot of people would not have time for anything but getting out their orders. Every man can do his bit, and keeping the best foot forward is not a bad stunt these days. The market offers plenty of stock and of very good quality. American Beauty roses are here in their spring quantity with quality plus; in fact, the rose line is complete at very moderate prices. Sweet peas are splendid in their coloring, but getting shorter in stem; they have been a great factor in the market this season. There are plenty of Easter lilies—and callas galore. Violets are about done. Cattleyas are more plentiful, while lily of the valley is equal to the demand. Carnations are none too plentiful. Perhaps they are being groomed for Mothers' day. We know of one grower at least who says he can, to a degree, control his crop in this way. Spanish iris is now in all the stocks and in good demand.

NOTES.

All signs of Easter are obliterated at the Norwood establishment of the Robert Craig Co. The houses, including the recent additions, are filled with crotons, dracænas in variety, cyclamens from seedlings to five-inch pots, and a host of other stock, all in splendid shape. A large house filled with Otaheite oranges full of flowers which are setting quantities of fruit, is a feature. Several houses are planted with the new nephrolepis, Norwood, which in the short time it has been offered has sold better than any other fern ever introduced.

The bedding plant men are working hard to get their stock in order for the spring campaign. All is well, but geraniums appear to be scarce. Clarence Ligget, of the S. S. Pennock-Meehan Co., states that they have supplied growers for this market with over 200,000 2 to 2½-inch pot geraniums for this spring's sales.

A $24 roll of paper adorns the counter of the Jos. Heacock Co. Carl Corts handles this very carefully. Carl always was a cautious fellow. Their spring crops are now in, all varieties being now received in quantity.

The S. S. Pennock-Meehan Co. has things down to a war basis. The paper rolls have been removed and a pile of newspapers has taken their place.

The Leo Niessen Co. is featuring American Beauty roses, Spanish iris and high grade sweet peas. Business is good for the season.

Wm. Stevens, of the Berger Bros. force, reports a fairly active week. Maryland roses, sweet peas and snapdragons have sold well.

Eugene Bernheimer finds things moving along nicely. There is a good demand for Prima Donna and September Morn rose plants.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

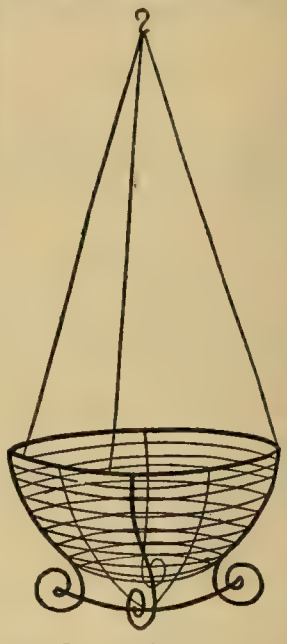
Wholesale Flower Markets

CINCINNATI, April. 18.	Per 100
American Beauty, per doz...	75@ 5 00
Roses, Killarney	2 00@10 00
" Mrs. Chas. Russell	8 00@15 00
" Ophelia	4 00@15 00
" Richmond	2 00@10 00
" Sunburst	3 00@10 00
Carnations	2 00@ 3 00
Lilium Giganteum	10 00@12 50
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Sweet Peas	25@ 50
Jonquils and Daffodils	2 00@ 3 00
Tulips	3 00

BOSTON, April. 18.	Per 100
Roses Beauty	20 00@60 00
" Killarney Queen	4 00@12 00
" White and Pink Killarney	4 00@12 00
" Double White Killarney	4 00@12 00
" Killarney Brilliant	6 00@16 00
" Hadley	6 00@16 00
" Cardinal	4 00@10 00
" Mock	8 00@16 00
" Mrs. Chas. Russell	8 00@16 00
" Sunburst	8 00@16 00
" Taft	4 00@12 00
" Milady	4 00@10 00
" Ward and Hillingdon	4 00@10 00
" My Maryland	3 00@12 00
Cattleyas	35 00@50 00
Lily of the Valley	3 00@ 4 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO, April. 18.	Per 100
Beauty Special..per doz.,	$4.00
" Fancy.... "	3.00
" Extra.... "	2 00
" 1st..... "	1 00
" 2nd..... "	50c@1.00
Roses, Killarney	4 00@10 00
" My Maryland	4 00@10 00
" Sunburst	4 00@10 00
" Ward	4 00@ 6 00
" Ophelia	3 00@10 00
" Russell	10 00@15 00
" Stanley	6 00@10 00
" Mock	6 00@ 8 00
" Shawyer	4 00@12 00
Lily of the Valley	6 00@ 7 00
Lilies	8 00@10 00
Cattleyas	40 00@50 00
Carnations	2 00@ 3 00
Violets	30@ 40
Asparagus Sprengeri	35@ 50
Ferns	per 1000, 2 50
Smilax	15 00@20 00

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1 35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING,
1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers and Greens

RICE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, VIOLETS, EASTER LILIES and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

A good opening for a few more growers of cut flowers.

1615 Ranstead St., Philadelphia, Pa.

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W. Q. Potter Co.

(Successor to McCallum Co.)

—Wholesale Florists—

421 High St., Cleveland, O.

Manufacturers and Importers of Florists' Supplies.

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Trade Directory

Price: $3.00 Postpaid

American Florist Co.

440 S. Dearborn St., CHICAGO

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.

Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.

FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN,

Wholesale Florist.

1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, April. 18.	Per 100
Roses, Beauty, special	30 00@50 00
" " fancy	20 00@30 00
" " extra	15 00@20 00
" " shorter grades	10 00@12 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	5 00@12 00
" White Killarney	5 00@ 8 00
" Liberty	10 00@30 00
" Hadley	10 00@35 00
" Sunburst	6 00@12 00
" Ophelia	8 00@15 00
" Hoosier Beauty	8 00@15 00
Carnations	2 00@ 4 00
Cattleyas.....each. $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	4 00@ 6 00
Calendulas	2 00@ 3 00
Daisies, yellow	1 50@ 2 00
Violets, single and double	50@ 75
Sweet Peas	75@ 2 00
Freesias	3 00@ 4 00

PITTSBURGH, April. 18.	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	3 00@10 00
" My Maryland	3 00@10 00
" Sunburst	3 00@10 00
" Mrs. Aaron Ward	3 00@ 8 00
Cattleyas	50 00
Lilium Giganteum	12 00
Carnations	3 00
Lily of the Valley	5 00
Snapdragons	5 00
Violets	50
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, April. 18.	Per 100
Roses, Killarney and W. Killarney	3 00@ 8 00
" Ward	3 00@ 6 00
" Mrs. Chas. Russell	5 00@25 00
" Ophelia	3 00@10 00
" Hoosier Beauty	3 00@10 00
Lilies.....per doz., 1 50	
Cattleyas.....per doz., 6 00@ 9 00	
Carnations	1 50@ 3 00
Rubrums	4 00
Valley	3 00@ 5 00
Violets	50@ 75
Sweet Peas	50@ 1 50
Tulips	3 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16-inch	2.90
18-inch	3.70

THE McCALLUM CO.

INC.

Pittsburgh, - Pa.

Mention the American Florist when writing

ST. LOUIS, April. 18.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	4 00@10 00
Carnations	2 00@ 2 50
Valley	4 00@ 6 00
Lillies	10 00
Orchids	50 00@ 60 00
Ferns	per 1000. 3 00

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

J. Horace McFarland, Harrisburg, Pa., delivered an illustrated lecture before the Pennsylvania Horticultural Society April 8 on "Some Tendencies in American Rose Growing." His lecture was a delightful discourse, he being so familiar and full of love for the rose. The lantern slides were the most beautiful ever shown here.

Carnations are a trifle scarce with Edward Reid, but he says he will be on hand for Mothers' day with the best in town. High grade sweet peas, roses and lily of the valley are leaders here.

The Philadelphia Wholesale Florists' Exchange is offering quantities of Ophelia, Mrs. Shawyer and other roses. Sweet peas and carnations are also seen in the higher grades. K.

New York.

EXTREME DULLNESS FOLLOWS EASTER.

It was expected that the week after Easter would be dull, and results have been fully up to expectations, if not a little more so. We have sometimes remarked that the saying, "The worst market we ever saw," was born of forgetfulness, but the market of the past week came as near to filling the bill as any we have ever seen. One instance will illustrate it. A buyer was asked eight cents, at a certain wholesale house, for special Killarneys. His reply was: "Why should I pay eight cents for Killarneys when I can buy special American Beauties for the same price?" On investigation that proved to be true. We know of one lot of 700 of these that sold at the rate of 12 cents, but there were sales of good stock at eight cents. Under these conditions it is unnecessary to go further into rose prices. Carnations have become a drug, and while a little special stock brought three cents, most of the stock that sold at all went lower. There is fine stock of lilies on the market some of which brings six to eight cents, but inferior stock is going as low as three cents. Under recent conditions the supply of lily of the valley has seldom been excessive, and as there is a constant demand for it, prices never, in our estimation, go very low. At present lily of the valley is running at $5 and $6 per 100 with a few sales of very special stock at $8. Cattleyas are slow, it being hard to get more than 50 cents per flower for the best. An immense amount of stock, including callas, snapdragons and stocks, is at the mercy of the buyers. In sweet peas, gardenias, violets, cowslips and such other stocks as can be conveniently carried in a basket or on a tray, the street men are doing valiant work, which means that they are buying them very cheap. There have been several days of clear weather, which at this time of year accounts for a great increase in the supply.

April 16.—The market continues to be in a very stagnant condition with a great accumulation of stock and no such thing as a cleanup. Much of it is good stock and it is a pity to see it go at a sacrifice, or to waste. Our quotations tell of the drop in prices from a few weeks ago.

FLORISTS' CLUB MEETING.

The club met in its rooms on the evening of April 9, President Stumpp in the chair. Secretary Young stated that the gross receipts from the recent flower show were $44,000. A detailed statement was not made, but it was stated that results would be satisfactory. The president re-appointed the flower show committee, adding P. W. Popp. A resolution on the death of S. J. Reuter, late of Westerly, R. I., was read and adopted.

There were a number of meritorious exhibits in sweet peas and other stock. John Scheepers lectured, with stereopticon views, on tulips. The dinner committee reported a deficit, which was ordered paid.

NOTES.

George F. Fisk, who has been called the "celery king" of New York, died April 11, aged 53 years. He was born in Kalamazoo, Mich., and came to this city and established his business in 1883. He bought a large tract of land at Middletown, N. Y., which he turned into a celery farm. He is survived by a widow and five sons, all of the sons being in the celery business.

A number of the leading retail stores had fine designs for the funeral of James Buchanan Brady, known throughout the nation as "Diamond Jim" Brady. The funeral was held on the morning of April 16 at the Roman Catholic Church of St. Agnes, 43d street near Lexington avenue. He was in life a constant and liberal patron of the florists.

Several misfortunes have occurred at the store of Thomas Young, Jr., 57 West 28th street, since it was opened about a month ago. Shortly after it was opened, Warren Spaulding, the manager, was stricken with apoplexy. Now William Sullivan, who succeeded Mr. Spaulding, is laid up with an attack of grippe.

Archibald M. Henshaw, president of the Henshaw Floral Co., Inc., 127 West 28th street, has enlisted in the naval reserve and been commissioned a lieutenant. Before he took up the florist business he was a sailor and holds a master's certificate.

A patriotic decoration in the window of Malandre Brothers, Broadway and 72d street, attracted much attention on April 14-15. The leading feature was a large American flag made of natural flowers, red and white carnations and cornflowers, stars cape flowers.

J. K. Allen sold a wagon load of plants for the express company during the past week. They came from a Philadelphia firm and were refused by the consignee because they arrived too late for the Easter trade.

Guttman & Raynor, Inc., 101 West 28th street, are handling fine stock of the rose, Ulrich Brunner, which sells better than most other roses at present, as it may be called an annual.

The House of Ferns, 41 West 28th street, which for a time was short of asparagus, on account of the cold snap in Florida, is again receiving a good supply.

M. A. Bowe, 332 Fifth avenue, had the casket cover and many fine designs for the funeral of Gen. McAlpin, of the McAlpin hotel, held April 15.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

Orders taken now for 1917 crop
Valley
Chas. Schwake & Co., Inc.
90-92 W. Broadway, New York

Mention the American Florist when writing

—We are—
Wholesale Florists
Have twenty-two years' experience behind us, and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.
GUTTMAN & RAYNOR, INC.
PHONES: FARRAGUT 558, 2036, 2037
101 W. 28th St., NEW YORK

Mention the American Florist when writing

Clarence Slinn, 112 West 28th street, is having his store thoroughly renovated and decorated.

A. F. F.

Oklahoma City.

Business continues well up to the average of other years in all cut flower lines. The continued cold weather that has prevailed this spring is delaying all planting operations outdoors, however. Of course, all this business will come in a rush later. Firms who have been making special sales on hardy stock, say that their sales were unprecedented; particularly has there been a big run on hardy roses.

Mrs. Eager, of Furrow & Co., has returned from a three weeks' automobile trip through Oklahoma and Missouri. She spent Easter Sunday in Joplin, Mo., and reports having a most enjoyable time during the entire trip. The Ozark trail and the Jefferson highway are excellent roads now for overland travel and a great boon to autoists. S. S. B.

PAUL MECONI
WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

J. J. COAN, Inc. Wholesale Florist
115 West 28th Street, NEW YORK
Phones 5413 5891 Farragut
EVERYTHING IN CUT FLOWERS

Riedel & Meyer, Inc.
Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
PHONES—4024 and 4025 MADISON SQUARE

GEO. J. POLYKRANAS
Wholesale Commission Florist
Consignments Solicited
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

Walter F. Sheridan
Wholesale Florist
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301.
Mention the American Florist when writing

John Young & Co.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone 7362 Madison Square
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th St., New York
Telephone 5335 Farragut.

Geo. C. Siebrecht
WHOLESALE FLORIST
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut.
CONSIGNMENTS SOLICITED

Telephone Farragut 9761.
Goldstein & Futterman
WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York

Telephone Farragut 634, 3066
HERMAN WEISS
Wholesale Florists
106 W. 28th St., NEW YORK

Wholesale Flower Markets

NEW YORK, April 18.	Per 100
Roses, Beauty, special	8 00@15 00
" " extra and fancy	5 00@ 6 00
" " No 1 and No 2	1 00@ 2 00
" Prima Donna	2 00@ 8 00
" Alice Stanley	1 00@ 6 00
" Mrs Geo. Shawyer	1 00@ 6 00
" Double White Killarney	1 00@ 6 00
" Killarney, Special	4 00
" " No 1 and No 2	50@ 1 00
" " Queen	1 00@ 6 00
" " Brilliant	1 00@ 6 00
" Aaron Ward	2 00@ 8 00
" Richmond	50@ 6 00
" Sunburst	1 00@ 6 00
" J L Mock	2 00@ 8 00
" Ophelia	1 00@ 6 00
" Mrs. Chas. Russell	2 00@ 8 00
" Hadley	2 00@20 00
" Hoosier Beauty	50@ 6 00
Cattleya Orchids, special	75 00
" inferior grades	25 00@35 00
Rubrums	4 00@ 600
Lilies, Longiflorum and Formosum	3 00@ 6 00
Lily of the Valley	5 00@ 600
Carnations	75@ 2 00
Mignonnette ...per doz	25@ 50
Gardenias ...per doz.	50@ 2 00
Sweet Peas	25
Sweet Peas, Spencers	50@ 1 00
Snapdragons	2 00@ 4 00
Violets	25@ 50
Yellow Narcissus	50@ 1 00
Tulips	1 25@ 2 50
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus ...doz. bchs.	3 00@ 4 00
Smilax ...doz. strings	75@ 1 25
Freesias	50@ 1 00
Iris ...per doz	25@ 75

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, New York City
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.

Growers' Cut Flower Co., Inc.
E. J. VAN REYPER, Manager
Roses, Carnations, Violets
And all the NOVELTIES in the market.
LILIES AND VALLEY EVERY DAY IN THE YEAR
Consignments Solicited.
Phones: Farragut 6237 3563 129 W. 28th St., New York

PHONE—FARRAGUT 8913
JAMES COYLE
WHOLESALE FLORIST
64 West 26th St., NEW YORK
(Opposite Coogan Building)
20 years experience
Consignments Solicited and Prompt RETURNS GUARANTEED.
Mention the American Florist when writing

W M. KESSLER,
Successor to Kessler Bros.
113 W. 28th St., NEW YORK
CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut. Shipments Everywhere
Prompt and satisfactory. Consignments solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 26th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising.
V. S. DORVAL, Secretary.

The Kervan Company
FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
Telephones: Farragut 2164-5893
119 West 28th St., NEW YORK

George B. Hart
Wholesale Florist
24-30 Stone St., Rochester, N.Y.

M. C. Ford
121 WEST 28th STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

BADGLEY & BISHOP, Inc.
Phones 1664—1665 Madison Square
34 West 28th Street, NEW YORK
Receivers and Distributors of Choicest Cut Flowers

Trade Directory
Containing the Names and Addresses of Florists of the United States and Canada.
PRICE: $3.00 POSTPAID
American Florist Co., 440 S. Dearborn Chicago

MOTHERS' DAY BASKETS

12 beautiful baskets with carnation decoration, the floral symbol of the day in the two tone colors with liners - - - - $6

25 Cut Flower Baskets in the popular two tone colors with liners - - $8.25

RAEDLEIN BASKET CO.,
713 Milwaukee Ave., CHICAGO, ILL.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,
1302-1308 W. Division St., CHICAGO

Toledo.

EASTER BUYING LATE BUT HEAVY.

The feature of this year's Easter business was the tremendous volume of sales on Saturday, which was the biggest single day that the trade of this city has ever enjoyed. Swarms of flower buyers thronged the shops from morning until late in the evening and florists with all their extra help had all they could handle just waiting on the public without a chance to get out orders, hence deliveries were a little delayed. The market was in splendid shape to absorb a huge demand; all seasonable plants were on hand in vast quantities and their quality was excellent. Plants of all kinds were more popular than ever before and the prices received were on the average 10 per cent higher than last year. Lilies, azaleas, tulips and hyacinths led in the selling with a lively call for rambler roses, daffodils, spireas, rhododendrons and genistas. Corsage orders and for cut flowers were more numerous than ever before. Roses, violets and sweet peas were in the greatest demand, and these were on the market in good supply with the exception of violets. Business on the whole, despite most unfavorable weather in the early part of the week, was the best ever transacted here and the gain averaged about 25 per cent over 1916.

NOTES.

The stocks of plants and cut flowers at Feninger's Flower Shop were never in such great condition to meet an unusual demand, but the way shoppers ate them up on Saturday and Sunday soon made them look sick. People seemed to have lots of money and bought a better class of plants and higher grade cut flowers than usual. It was the biggest Easter by 30 per cent this establishment ever had.

Earl Metz, of Metz & Bateman, states it was a good thing they added a large basement salesroom to the store this year, otherwise they would have been entirely unable to satisfy the swarm of people that flocked in on Saturday. Plants of all kinds sold splendidly, particularly azaleas, lilies and tulips. One of the features of their business was the great number of telegraph orders received during Easter week.

Co-operative advertising was again used by members of the Toledo Florists' Club with good results and will be used again to boost sales for Mothars' day, which is the next big flower day on the calendar.

Max Spanner never saw such a demand for plants in the entire history of his business career in this city. Saturday was the largest day's business ever transacted in this store.

Among others that the writer interviewed and who reported fine gains were the Helmar Flower Shop, Helen Patten, Harry Turvey, Koelker Bros., Kusel and F. A. Imoberstag.

Mrs. J. B. Freeman reports she was simply swamped and could not supply the demand, particularly for cut flowers; more corsage orders than ever before.

A. C. K.

PROVIDENCE, R. I.—The feature of the April meeting of the Rhode Island Horticultural Society was an illustrated talk on the "City Beautiful" by Carl Barnwart, secretary of the Newark, N. J., shade tree commission.

Wire Work Bargains.

As wire stock is doubled in price we will clean up our made-up stock at the following prices:

100,000 wreaths, painted

12 inch..per 100,	$ 5.00	16 inch..per 100,	$ 8.00
14 " .. "	7.00	18 " .. "	10.00
22 " ..... "			12.00

10,000 of our strong well made HANGING BASKETS

12 inch.....per doz.,		$2.50
16 " ..... "		3.25
18 " ..... "		3.50

Send $1.00 for samples of 3 Baskets and 3 Wreaths.

Flat Wreaths, assorted, $5.00 per 100

Canavan's Iron & Wire Works
6124 Wentworth Ave., CHICAGO
Phone Wentworth 6778

Paper Boxes For Cut Flowers

Notice our prices on your Most Popular Sizes in that Most Popular Mist Gray Shade

18x5x3, 3 in. Lid $28.00 per 1000
24x5x3½, 3½ in. Lid $39.00 per 1000

Other sizes in proportion. Printed Free in lots of 1000. We also carry a White and a Green Box in stock. Quality guaranteed—Service, the kind you want.

Lindley Flower Box Co., Marion, Ind.

PEORIA, ILL.—John Hickens, well-known florist of this city, is reported seriously ill.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857.

Wittbold FLORIST

745 Buckingham Place.

L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullanphy Florists (INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Albany, N. Y.

EYRES.

Flowers or Design Work.

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET.

Mention the American Florist when writing

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph Delivery Association.

THOS. F. GALVIN INC.

NEW YORK 561 Fifth Ave.

BOSTON 1 Park Street, 799 Boylston Street

Deliveries to steamers and all Eastern Points.

Mention the American Florist when writing

Max Schling

NEW YORK.
No. 22 West 59th Street
Adjoining Plaza Hotel
Member of the Florists' Telegraph Delivery.

Original Decorations a Specialty.
Branch:
THE VANDERBILT HOTEL
Main Phone, Murray Hill, 783 — Park Ave. and 34th St.
Branch " " " 1808

Kottmiller

Member F. T. D.
426 Madison Ave.
And 49th St., NEW YORK

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Philadelphia, Pa.

J. J. Habermehl's Sons

THE BELLEVUE-STRATFORD — BROAD AND WALNUT STREETS

The Best the Market Affords.

We cover Eastern Pennsylvania, New Jersey and Maryland.

Mention the American Florist when writing

Young & Nugent

Telephone 2065-2066 Madison Square.
42 West 28th Street,
NEW YORK

To out-of-town florists: We are in the Heart of
And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Bangor, Me.

Adam Sekenger
FLORIST
No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland
FLORIST
60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.,

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

Mention the American Florist when writing

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
Cable address: Alexconnell, Western Union Code.

Mention the American Florist when writing

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Ave., Chicago.

Largest and most centrally located store in the city. All orders given prompt attention.

Mention the American Florist when writing

Rochester, Minn.

Wire and Mail Orders Our Specialty.

Bragg's Flower Store

Successor to Rochester Floral Co.
RETAIL STORE. GREENHOUSES.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

W. J. PALMER & SON
Palmer's
304 MAIN STREET
BUFFALO, N.Y.
Members Florists' Telegraph Delivery Association

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

LARGEST FLOWER STORE IN THE CITY

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.
Established 1874.
DARDS
N. E. CORNER 44TH ST. AND MADISON AVE.
Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.
Members of Florists' Telegraph Delivery.

St. Paul, Minn.
Holm & Olson,
20-22-24 West Fifth Street.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.
HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

Newark, N. J.
Begerow's
946 BROAD STREET.
Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.
A.W.Smith Co.
KEENAN BLDG.
Largest Floral Establishment in America
Established 1874. Incorporated 1909.

Philadelphia, Pa.
The London Flower Shop, Ltd.
1800 Chestnut Street
Members of Florists' Telegraph Delivery.

Syracuse, N. Y.
MILES S. HENCLE
FLORIST
536 SOUTH SALINA STREET
General designs—All flowers in season

Name Index to Retail Florists Filling Telegraph Orders.

Alfred Lozier Rosery, Des Moines, Ia.
Alpha Floral Co., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Archias Floral Co., Sedalia, Mo.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bragg's Flower Store, Rochester, Minn.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Broadway Florist, The, Los Angeles, Calif.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
California Florist, Tacoma, Wash.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
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Cooke, Geo. H., Conn. Ave. and L, Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Quebec.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
Forter, Edward A., Cincinnati, O.
Foster, Fred, St. Louis, Mo.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs., J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Galvin, Thos. F., Inc., New York.
Gasser Co., J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Grimm & Gorly, St. Louis, Mo.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hanft Bros., Madison and 62nd Sts., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., New York.
Hatcher, John C., Amsterdam, N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Hencle, Miles S., Syracuse, N. Y.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hessian, Madison Ave. and 76th St., New York.
Higgins, N. F., Springfield, Mass.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Howard & Smith, Los Angeles, Calif.
Huscroft's Flower Shop, Steubenville, O.
Jahn, Hugo H., Brooklyn, N. Y.
Johnston & Co., T. J., Providence, R. I.
Joseph's, 233-235 Grant Ave., San Francisco.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kerr Floral Co., Robt. C., Houston, Tex.
Kirchner, Chas. F., Cleveland, O.
Kottmiller, New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 25 E. Madison St., Chicago.
Leborius, J. J., Duluth, Minn.
London Flower Shop, Ltd., Philadelphia, Pa.
Mangel, Chicago.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McConnell, Alex., New York.
Metairie Ridge Nursery Co., New Orleans, La.
Miami Floral Co., Miami, Fla.
Mullanphy Florists, St. Louis, Mo.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
Palmer, W. J., & Sons, Buffalo, N. Y.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Philips Bros., Newark, N. J.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Pyfer & Olsem, Wilmette, Ill.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Saake, O. C., Los Angeles, Calif.
Schiller the Florist, 2221 W. Madison, Chicago.
Schling, Max, 22 W. 59th St., New York.
Schmidt, Chas. L., Harrisburg, Pa.
Sekenger Adam, Bangor, Me.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Van Meter Flower Shop, Springfield, O.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Whitted Floral Co., Minneapolis, Minn.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wittbold Co., G., 745 Buckingham Pl., Chicago.
Wolfskill Bros. & M. Goldenson, Los Angeles.
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Corner Broadway and Gratiot Avenues.
Artistic Designs.
High Grade Cut Blooms
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In the Heart of the most exclusive residential section.

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EUCLID AVENUE
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Canada's best known and most reliable florist
Only the Best **Dunlop's**
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We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford
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Brooklyn Representative of National Florist Corporation.

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Orders filled for all points in Ohio. Satisfactory Service Assured.

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Send your orders for Chicago and Suburbs to

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All orders carefully filled under the supervision of

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Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Madison Ave. at 62nd Street
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Established 1848. Phone Plaza 428.

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2391 Broadway, New York

Telephone, Schuyler 6375

FINE STOCK, ARTISTIC ARRANGEMENT AND PROMPT DELIVERY.

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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Mail or telegraphic orders promptly and most carefully executed.

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Established over 20 Years.

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Quality Flowers

TWO GREENHOUSES ON PREMISES.

Plant Specialists Phones { 107 / 420 / 775 } Lenox

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Mail and Telegraph Orders carefully executed.

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Miami Floral Co.,

Orders promptly filled.

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Sedalia, Missouri.

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Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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WE SOLICIT TELEGRAPH ORDERS.
Regular Trade Discount.
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Cut Flower Merchants.

We solicit telegraph orders. Regular trade discount.
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All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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Flowers delivered in city and state on short notice
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Wholesale and Retail Florist of GRAND RAPIDS.
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ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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Orders Carefully Executed

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The Smith & Fetters Co.,

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Night and day service in all Central Pennsylvania.

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Covers all New England points.

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Will fill orders for the West on short notice
Trade discounts. First-class. stock.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

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484 St. Catherines St., West
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Every order receives prompt and careful attention

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

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853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

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128 W. Fourth St., Phones, Main 1874--1875

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BEST FLOWERS for EVERY OCCASION.

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Largest Growers in Central Pa.

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HENRY R. COMLEY, Florist, 6 Park St.

50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

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Flower Shops: 50 E. Main St., Amsterdam, N. Y.
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FREY & FREY,

1338 O Street, LINCOLN, NEB.

WHOLESALE AND RETAIL.

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Potter Floral Co.

Members of Florists' Telegraph Delivery.

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Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

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CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.
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Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

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200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

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Member of Florists' Telegraph Delivery.

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THINK OF **HEINL'S**

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THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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PROVIDENCE, R. I.

and all NEW ENGLAND POINTS. T. J. JOHNSTON & CO. 107 WASHINGTON ST., PROVIDENCE

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The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

BEAN and pea stocks are reported closer sold than at any time in the past 10 years.

RECORD prices are now being made on potatoes and onions in Chicago and other markets.

OMAHA, NEB.—The Nebraska Seed Co. is boosting the garden movement by liberal seed advertising.

NEW YORK.—The auction concerns here are distributing Japan lily bulbs, auratum, album, rubrum, etc.

CHICAGO.—Prices for grass seed on the Board of Trade, April 18, were as follows: Timothy, $4.50 to $6.50 per 100 pounds.

ARNOLD RINGIER, well known to the trade, has opened offices for business on his own account at 169-75 North Wabash avenue, Chicago.

ST. LOUIS, MO.—D. I. Bushnell & Co. will shortly install a carload of new seed cleaning machinery from A. T. Ferrell & Co., Saginaw, Mich.

HOLLAND-AMERICA line earned 250 per cent on its capital stock in 1916. Royal Dutch Lloyd, which plies to South America, earned 200 per cent.

SUGGESTIONS for utilizing limited areas are embodied in Farmers' Bulletin 818, issued by the United States department of agriculture, entitled "The Small Vegetable Garden."

VAUGHAN'S SEED STORE, Chicago and New York, is supplying seeds for the National Garden Emergency Food Company's distribution, also for the Chicago municipal gardens.

VISITED CHICAGO: A. T. Ferrell, Saginaw, Mich., who joined his wife and daughter returning from Hot Springs, Ariz.; R. W. Pommer, of D. I. Bushnell & Co., St. Louis, Mo.

THE Oklahoma pure seed bill passed at the last session of the legislature as announced in these columns, issue of April 7, has failed to become a law for want of the governor's signature.

FRENCH BULB PRICES.—The French bulb syndicate met April 15 in annual spring conference and made run-of-the-crop prices as follows: Narcissus Paper White Grandiflora, 30 francs; White Roman hyacinths, 140 francs.

Congressional Seed Bills.

The following bills have been introduced in the sixty-fifth congress and are of interest to seedsmen:

House Bill 2352 (Mr. Byrne of South Carolina) To regulate the movement of seeds in interstate commerce—an impossible bill.

H. R. 2780 appropriating $5,000,000 for the immediate distribution of valuable seeds to farmers, through the agency of the United States department of agriculture.

S. 1727 appropriating $250,000 for the distribution before June 1, 1917, of seeds and shrubs, five-sixths of such distribution to be at the direction of senators, representatives and delegates.

CURTIS NYE SMITH.

French Bulb Outlook.

The general situation March 20 has been summed up as follows:

White Romans.—The 1916 crop was very poor, both in quality and quantity, and owing to the shortage of hands it was not possible generally speaking to properly grade the bulbs nor prepare the soil for the planting out. This meant a shorter crop for 1917 and the shortage will be greater than was anticipated, owing to the severe frosts which occurred this winter when the hyacinths were in full bloom and also to hailstorms which badly cut up the leaves. This will, of course, tell on the development of the bulbs.

Narcissus Paper White Grandiflora.—To what we have already stated concerning the size of the bulbs, namely, if the rains are insufficient, as was the case last year, the diameter of the bulbs is undergrade, which compels the buyers either to reduce their orders or to accept bulbs under size, must be added that the frost has, of course, also caused some damage to the narcissus. Considering their scarcity the demand will no doubt be brisk.

Freesias.—These have of course suffered the most from the frosts. The foliage two weeks ago was almost dry and the bulbs had not yet bloomed. On the other hand, some of the bulbs have been frozen and it is to be feared that the others will not develop very much.

Seedsmen Oppose Illinois Legislation.

Two bills introduced in the Illinois legislature are being energetically opposed in regard to certain provisions by seedsmen of that state. Some changes have already been secured in House bill No. 791, which recently passed the house committee on agriculture, but further modifications are being sought. Representatives of a number of seed houses are working for these at Springfield. In case they are not secured, they expect to call on members of the trade in Illinois to oppose the bill in toto.

The other bill, Senate bill No. 415, has been referred to the senate committee on judiciary and judical practice, and at the public hearing April 18 the seedsmen who are active at the state capital endeavored to secure alterations. This bill is not so far advanced as the house bill, on which efforts are being concentrated by members of the trade.

The chief objections are to the intricate and impracticable laboratory inspection required, and to the standards of germination set. The provisions cover agricultural seeds, including seeds of grasses, forage plants, flax, rape and cereals.

The Late William C. Langbridge.

It is with sincere regret that we announce to the seed trade the death of William C. Langbridge, which occurred in St. Luke's hospital, New York, April 12. For many years he traveled for the Jerome B. Rice Seed Co., of Cambridge, N. Y., covering the country from coast to coast, and it is doubtful if any man in the seed trade was better known than he was. He was a big and broad man, both physically and in mind and business, and made many friends. The particulars of his last illness, so far as we can learn, are that he was calling on an aunt who lives in New York, when taken ill of dropsy, and his condition became so serious that his wife was sent for and he was removed to the hospital. Their home was in Albany, N. Y., to which city his body was removed and interment took place.

Mr. Langbridge was born in Jamaica, West Indies, in 1860 and located in New York about 1870. In his early life he was identified with the Shaker community and managed its seed business for a time, joining the forces of the Jerome B. Rice Seed Co. in 1888.

Philadelphia Seed Trade.

The department stores are handling quantities of packet vegetable seeds, sold in small lots for backyard planting. The local seedsmen have demands for thousands of packets of a kind—beets, peas, radishes, lettuce, etc.

In order that their wholesale trade shall receive the best attention, the Robert Buist Co. is now discouraging all retail counter business, which this spring has almost monopolized their entire force. All large buyers are increasing their orders, this firm's business greatly exceeding that of any previous season.

The free advertising and the interesting matter of the possibilities of the little back yard patch of ground now appearing by the column in all the daily papers will encourage many to experiment and should prove of lasting benefit to the trade.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Thorburn's

SEEDS AND BULBS

For the Trade

J. M. THORBURN & CO.

Established 1802

53 Barclay Street, - New York

Western Seed & Irrigation Co.

Wholesale Seed Growers and Dealers

SPECIALTIES:

Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, NEBRASKA.

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA.

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,

PEDRICKTOWN, N J.

Mention the American Florist when writing

Grass Mixtures

FOR

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,

CHICAGO, ILL.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

Mention the American Florist when writing

ARNOLD RINGIER

(Formerly for 28 years with The W. W. Barnard Co.)

WISHES TO REPRESENT FIRST-CLASS

SEED--BULB--PLANT FIRMS

In Chicago and the Middle West.

Office, 169-175 N. Wabash Ave., CHICAGO, ILL.

ORDER SEED PACKETS NOW FOR 1918

Paper scarce. Requirements will be double.

THE BROWN BAG FILLING MACHINE CO.

FITCHBURG, MASS.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

Lily Bulbs

Shipment from Storage

	Size.	Per Case.	No. in Case
Giganteum,	7- 9 in.,	$14.50	300
"	8-10 in.,	16.50	250
"	9-10 in.,	16.50	200
Multiflorum,	7- 9 in.,	15 00	300
"	8-10 in.,	17.50	250

Giganteum shipped from Chicago as well as New York.

McHutchison & Co. The Import House

95 Chambers St., NEW YORK

The L. D. Waller Seed Co.

Guadalupe, California

Wholesale Growers of

FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS

Correspondence Solicited.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

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Fancy-Leaved Caladiums

Brazilian Collection of 12 varieties. — $1.50 per doz.; $12.00 per 100.

Mixed Brazilian Varieties.— $1.25 per doz.; $10.00 per 100.

TUBEROSES.

Double Pearl.—Bulbs 4 to 6-in. in circumference. $1.00 per 100; $7.50 per 1000.

ARTHUR T. BODDINGTON CO., Inc.

128 Chambers Street, NEW YORK.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.

Rocky Ford, Colorado.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.
Contract Seed Growers
LOS ANGELES, CALIFORNIA

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Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

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Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER.

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

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R. & M. GODINEAU

SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

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TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.

EDGAR F. HURFF,

Correspondence Solicited. SWEDESBORO, N. J.

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We carry a reserve stock of all the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

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Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

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Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000
Thenanthos - -	$12.00	
White Enchantress,	$3.00	$25.00
White Wonder, -	3.00	25.00
Matchless. - - -	3.00	25.00
Peerless Pink, - -	3.00	25.00

	Per 100	Per 1000
Aviator, Best Money Maker.	$6.00	$50.00
Ward, - - - -	$3.00	$25.00
Washington, - -	3.00	25.00
The Herald, - - -	3.00	25.00
Victory, - - - -	3.00	25.00
Champion - - -	3.00	25.00

MISCELLANEOUS PLANTS

Wandering Jew, 5 varieties, **Lantana, Trailing Lantana, Sweet Alyssum, Ageratum, Feverfew, Dusty Miller, Salvia, German Ivy, Rose Geranium, Cupheas, Mesembryanthemums,** large flower, **Petunias,** double and single, **Snapdragons, Verbenas, Phlox Drummondi** (3 colors), **Coreopsis, Centurea Imperialist, Calendulas and African Marigolds.** All above 2½ in. stock, $3.00 per 100; $25.00 per 1000.

FUCHSIAS
2 in .....3c each 2½ in.....4c each
3 in .... 6c each

BEGONIAS
Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

CALCEOLARIA HYBRIDUM
3 in.....10c each 4 in.....15c each

SCHIZANTHUS WISTONENSIS
3 in..... ... 5c each

PRIMULA MALACOIDES
2½ in.....3c each 3 in.....5c each
5 in..... .....15c each

PRIMULA OBCONICA
4 in.....10c each 5 in.....15c each

YELLOW DAISIES
2½ in ..... 4c each

PYFER & OLSEM, Wilmette, Illinois.

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SEEDS--Flower, Vegetable and Farm

For present delivery or on contract. Wholesale only.
Special quotations for next season and from 1917 harvest now ready.

Langport, - England.

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My Winter Orchid-Flowering

SWEET PEA SEED

have again received the highest honors by the New York and St. Louis flower shows. Over 8000 commercial growers are more than satisfied. If you are not already our customer, send your address and we will mail you our new price list in May or June: it will contain many splendid novelties.

Ant. C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

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THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
CONTRACT GROWERS OF
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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American Bulb Co.

A. Miller, President.
WHOLESALE DEALERS IN
Bulbs, Seeds, Supplies, Etc.
178 N. Wabash Ave., Chicago, Ill.

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Trade Directory

Price: $3.00 Postpaid

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

LILIUM SPECIOSUM RUBRUM.

SPRING BULBS

For Counter Trade

Tuberoses

Excelsior Pearl

First Size, 4-6 inches..Per 1000 $8.00

OTHER SORTS	Per 100
Armstrong, Everblooming	$2.00
Variegated	1.75
Albino	1.75

AMERICAN GROWN (Vaughan's Farms)

Gladiolus Bulbs

	Per 1000
Mrs. Francis King, 1st Size	$15 00
Chicago White, First Early	20.00
" " Medium Size	15.00
Florist XXX Mixed, 1st Size	17.00
Standard Mixed, 1st Size	13.00
" " Medium Size	11.00
Panama, 1st Size	30.00
Europa, best white, Per 100,	$9.00
Mrs. F. Pendleton, Per 100,	7.50
Myrtle, Per 100,	10.00

See our Spring "Book for Florists" for Complete Named List.

Lily of the Valley

Clumps

Special Packed—Cold Storage.
Every seedsman should have for counter.

Case of 25 clumps $5.50

Lily of the Valley

Pips

FROM A RELIABLE GROWER
Hamburg, Holland Grown
per 1000 ..... $22.50

Caladiums

(Esculentum)

	Per 1000
7 to 9-inch	$30.00
9 to 11-inch	55.00
11 to 12-inch	85.00

10% discount if shipped from New York City.

Caladiums FANCY LEAVED

Rare and new varieties..each, 40c; doz., $3.50; 100, $25.00
Choice standard varieties ... each, 20c; doz., $2.00; 100, $15.00

Lilies—Hardy

Splendid Solid Bulbs

	Per 100	Per 1000
Lilium Auratum (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
Lilium Rubrum, 8-9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00
Lilium Tigrinum Splendens		30.00
" " Fl. Pl.		30.00

Lily Bulbs

FROM COLD STORAGE
Lilium Giganteum

	Per 1000
7- 9-in. (Case of 300, 15.00)	$45.00
8- 9-in. (Case of 250, 15.00)	58.00
9-10-in. (Case of 200, $16.00)	77.50

BEGONIA BULBS

	Per 100	Per 1000
SINGLE—White, Scarlet, Yellow, Pink	$2.50	$20.00
Single Frilled	4.00	35.00
Single Butterfly	4.50	40.00
Single Mixed Colors	2.50	20.00
DOUBLE—White, Scarlet, Yellow, Pink	3.50	30.00
Double Frilled	5.50	50.00
Double Butterfly	5.50	50.00
Double Mixed Colors	3.00	28.00

NEW YORK **VAUGHAN'S SEED STORE** CHICAGO

Our Spring "BOOK FOR FLORISTS" Should Hang at Your Desk.

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F. DORNER & SONS CO.,

Lafayette, - - Indiana

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A. N. Pierson, Inc.

Wholesale Florists

CROMWELL, - CONN.

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PRICE: $3.00 POSTPAID

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Carnation Cuttings

For Immediate Shipment.

We can save you money on strong rooted carnation cuttings.

	100	1000
White Enchantress	$2.00	$17.50
White Perfection	2.00	15.00
Victory, red	2.00	15.00
Joy, red	2.00	15.00
C. W. Ward, dark pink	2.00	15.00
Afterglow, dark pink	2.00	15.00
Washington, rose pink	$2.00	$15.00
Dorothy Gordon, rose pink	2.00	15.00
Winsor, rose pink	2.00	13.00
Enchantress, light pink	2.00	13.00
Aviator	5.00	40.00
Nebraska	5.00	40.00

Look over your wants and send in your orders now while low prices are prevailing.

ROSES, GRAFTED STOCK, A1 QUALITY

	100	1000
Ophelia	$12.50	$120.00

Special discount on quantity lots.

J. A. BUDLONG, 184 North Wabash Avenue, CHICAGO, ILL.

PARIS DAISIES

Large flowering, for Memorial Day and June Weddings. 4-in. pots, ready for 6-in., $10.00 per 100; 2½-in. pots at $4.00 per 100.

Home pot grown **Deutzia Gracilis,** dormant, fine for Memorial Day at $4 per doz. **Gardenia Veitchii,** 2 in. pots, ready for 3½ in., at $8 per 100.

A. L. MILLER, Jamaica, N. Y.

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GERANIUMS

Rooted Cuttings	Per 1000
S. A. Nutt and Buchner	$10.00
Ricard and Poitevine	12.50

Grown right, rooted right, packed right. Quality is as important in summer as in winter. You get quality all the year buying my stock.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

THE National Canners' Association has given $60,000 to Harvard University for purpose of investigating relation of food poisoning to canned goods.

Vegetable Prices at New York.

As a rule, all vegetables bring high prices, and that condition is likely to indefinitely prevail. The best state marrow beans have sold as high as $14.50 per 100 pounds, Chilian Marrow $10 to $10.75. Bermuda potatoes are firm at $10.50 to $13 per barrel for No. 1; Virginia $7 to $8 per barrel. Florida potatoes are arriving slowly, No. 1 being quoted at $11 and $12 per barrel. Long Island and Maine range from $9 to $10. Old yellow onions are $8 to $12, according to quality, for 160-pound bag.

Prices of Indoor Fruits and Vegetables.

Chicago, April 17.—Mushrooms, home grown, 50 to 65 cents per pound; lettuce, small cases, 17½ to 20 cents; radishes, 50 to 60 cents, dozen bunches; celery, $1.50 to $2.50, crate; tomatoes, six baskets, $4.00 to $5.50; cucumbers, per 2 dozen box, $2.00 to $3.00.

New York, April 17.—Celery, per crate, $1.00 to $3.50; cucumbers, $1.00 to $1.25 per dozen; mushrooms, $1.00 to $2.00 per 4-lb. basket; tomatoes, per lb., 30 to 50 cents; radishes, per 100 bunches, $2.50 to $4.00; lettuce, per strap, $1.50 to $3.50.

Potato Notes.

World says food speculators, knowing in advance that United States government was about to bid for 5,000,000 bushels of potatoes, manipulated the market until the price is now $1 a barrel higher than a week ago, and government must pay $1,800,000 more than was expected. Government contracts for 5,000,000 pounds of beef for army have caused fresh meats to advance one cent a pound.

Eugene H. Grubb, potato expert, says there is at present an insufficient supply in this country of seed potatoes for 1917 crop. He says the potato has enabled Germany to prolong the war at least two years.

Potatoes sold April 13 in Aroostook county at $8 a barrel, an advance of $2 within a week. Less than 500,000 bushels are left in county, according to dealers, who predict higher prices.

Large amounts of potatoes are going into warehouses at New York. The wholesale price April 11 advanced $1 a barrel.

Truck Crops Conditions.

The bureau of crop estimates, United States department of agriculture has received from a special list of truck growers in 19 states reports relative to the condition of various crops April 1, as follows: Asparagus, 85; cauliflower, 75; celery, 73, eggplant, 70; green peppers, 76; snap beans, 81; cabbage, 63; cantaloupes, 80; cucumbers, 82; lettuce, 69; onions, 77; early Irish potatoes, 83; tomatoes, 80; green peas, 81.

Cold and rainy weather has been general in the states reporting which has delayed planting. The potato crop throughout the south is in very good condition and indications point to a good yield.

Mint Under Glass.

We have had a constant call in the winter months for mint, fresh from the plants, like parsley. This is one of the easiest things to grow, being a veritable weed, yet it offers ready money if a market can be had. It will thrive in poorer locations in greenhouses, does not require the best of light and a low temperature will do. The main trouble is to produce good healthy stools in the field so there will be plenty of vigor for forcing. To proceed, get some runners in the spring and cut into handy pieces for planting. They grow from every joint. Plant from 12 to 18 inches apart in rows upwards of 26 inches wide for horse cultivation. Keep clean, and in the fall good stools should be the result. These can be brought in any time before winter sets in and can be cut from as needed. Mint naturally grows in wet places, hence there is little danger of overwatering in the greenhouses. The market requires little bunches somewhat like parsley, to which it is a companion. It wilts much more readily than parsley when exposed for sale, hence should be plunged into cold water before shipping to cool it off and then be packed in paper-lined baskets or boxes. Some of these little known and little planted crops are often valuable for acquiring customers and gaining prestige besides being directly profitable. MARKETMAN.

Rust-Resistant Asparagus.

According to the Weekly News Letter of the United States department of agriclture, under date of April 7, it is announced that small quantities of the stock of a type of asparagus that is so resistant to rust that it is practically free from injury even when exposed to severe infection are now available for distribution by the United States department of agriculture to growers for trial only. This type has been developed by the department in co-operation with the Massachusetts experiment station. Growers who desire to avail themselves of the opportunity to try it are asked to take the matter up with their county agent or state agricultural college, with whom the department desires to co-operate to secure a fair test between it and some standard variety, such as Reading Giant, Argenteuil, or Palmetto.

In the present distribution preference will be given to those sections in which rust is a serious problem, but the new strains have been tested for other qualities than rust resistance, and it is believed that in yield, type, and quality they are superior to stocks now in common use in regions where rust is of minor importance. The seed now available for distribution is from carefully selected, pedigreed plants from the best rust-resistant parent plants found in the course of the breeding experiments which have been carried on since 1906.

Miscellaneous Plants

Send your orders for the very finest hardened transplanted Tomato Plants obtainable. **Bonnie Best, Chalk's Jewel,** $5.25 per 1000. Same quality **Early Cabbage, Jersey Wakefield, Early Allhead,** $4.00 per 1000. **Sweet Peppers,** transplanted **Early Celery,** $5.25 per 1000. Cash with order. Prices f. o. b. Dunkirk, N. Y.

C. H. Richards, Dunkirk, N. Y.

Mention the American Florist when writing

Tomato Plants

Order at once. Fuel is high, plants will be scarce. Northern grown **Bonnie Best, John Baer, Earliana,** transplanted and hardened, $1.00 per 100 postpaid; $6.00 per 1000 by express. A discount on large lots if ordered at once.

W. L. ROGERS, RANSOMVILLE, N. Y.

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FERNS IN FLATS

In Best Varieties For Fern Dishes.
$1.50 per 100. 100,000 READY NOW.
Write for Wholesale Catalogue of
FERNS, KENTIAS, ETC. to

H. PLATH

"THE FERNERIES"
Lawrence and Winnepeg Avenues.
SAN FRANCISCO. CALIFORNIA.

Mention the American Florist when writing

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 cents.

American Florist Co.
440 S. Dearborn St., CHICAGO

97th Year

J. BOLGIANO & SON,
Wholesale Garden and Field Seeds,
Onion Sets, Seed Potatoes
Growers of Pedigree Tomato Seeds
Baltimore, Md.

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CHRYSANTHEMUMS

Novelties For 1917

The Best Of 1916 Introductions.

Standard varieties, both commercial and Exhibition.

NOW READY.

Also **Pompons, Anemones and Singles.**

Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.
Adrian, Mich.

Mention the American Florist when writing

Some Excellent Stock

If planted now into 3½ or 4-inch pots will make fine plants for spring sales. A money-maker for you.

Large 2 and 2¼-inch Geraniums, S. A. Nutt, Jean Oberle, Jean Viaud, Montmore, Perkins, La Favorite, Buchner, Trego, Ricard, Pointevine, Alliance, Achievement, and twelve varieties of Ivy Geraniums, $22.50 per 1000. How many shall we send you? Liberal extras for early orders.

Size of Pots		100	1,000
2½-in.	**ASPARAGUS** Sprengeri....	$3.00	$25.00
3 -in.	**ASPARAGUS** Sprengeri....	5.00	45.00
2¼-in.	**AGERATUM**	2.25	20.00
2¼-in.	**ABUTILON**	2.25	20.00
2¼-in.	**CARNATION PLANTS**, Assorted	3.25	30.00
3 -in.	**CYCLAMEN**, Assorted.......	7.50	70.00
4 -in.	5-in. and 6-in. **DRACÆNA** Indivsia, $15.00, $20.00, $25.00		
2¼-in.	**FUCHSIAS**, 12 varieties....	2.50	22.50
	FUNKIA ROOTS	5.00	45.00
2¼-in.	**HELIOTROPE**, 3 varieties..	2.75	25.00
2¼-in.	**MARGUERITE**, 3 varieties.	2.75	25.00
	PANSY PLANTS, Bud and Bloom	2.00	15.00
2 -in.	**PETUNIAS**, Double, 12 varieties	2.75	25.00
2¼-in.	**SALVIA** (Scarlet Sage)....	2.75	25.00
2¼-in.	**VINCA** Variegata	3.50	30.00
4 -in.	**VINCA** Variegata...........	7.00	65.00

We will have hundreds of thousands of all kinds of Spring Bedding Plants, such as **COLEUS, CANNAS, GERANIUMS, SALVIAS, VERBENAS**, etc., etc., in all sizes. Ready soon. Place your orders early. Also millions of Vegetable Plants.

Correspondence solicited.

ALONZO J. BRYAN
Wholesale Florist, WASHINGTON, N. J.

HOME-GROWN EVERGREENS

Medium to Large Sizes

TO those disappointed by the failure of importations to come through, we offer a fine stock of our own growing trees superior in every way to imported stock. A wide variety in sizes from two to ten feet. *Among others:*

Juniperus Virginiana Glauca .	3 to 10 ft.
" Chinensis	3 to 7 ft.
" Schotti	3 to 10 ft.
" Pfitzeriana	1½ to 6 ft.
Cryptomeria Lobbi Compacta .	3 to 10 ft.
Pinus Mughus	1½ to 2½ ft.
Picea Excelsa	2 to 6 ft.
Rhododendron Catawbiense . . (Specimen) Heavy	2 to 3 ft.
Retinospora Plumosa Aurea . . (Specimen)	4 to 10 ft.

Our Price List covers 300 acres of Evergreens

Andorra Nurseries

William Warner Harper, Proprietor,
Box 30, Chestnut Hill, Phila., Pa.

ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.

CHAS. H. TOTTY

MADISON, NEW JERSEY
Wholesale Florist
Chrysanthemum Novelties my Specialty

Vaughan's Greenhouse Stock

YOUNG ROSES Grafted and Own Roots

Mrs. Chas. Russell, Ophelia, Hoosier Beauty, Killarney Brilliant, White Killarney, Pink Killarney, Richmond, strong plants from 2¼-inch pots; many other varieties on own roots.

For list of **DORMANT 2-YEAR CLIMBERS—H. T.** and **H. P. ROSES,** see our Spring Book for Florists.

CROTONS

Now ready, an excellent lot—All good selling varieties, strong, 4-inch, **$5.00** per doz.; **$40.00** per 100.

Asparagus Plumosus Seedlings

Per 100, **85c.**; per 1000, **$7.00.**

CALADIUMS, Fancy Leaved (Bulbs)

Rare and new varieties, per doz., **$3.50;** per 100, **$25.00.**
Choice standard varieties, per doz., **$2.00;** per 100, **$15.00.**

CHRYSANTHEMUMS

New and standard varieties. "Pompon Specials" Ask for.

Chicago **Vaughan's Seed Store,** New York

HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.

Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.

Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.

Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.

Forcing Stock—Azaleas, Rhododendrons, Aucubus, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses, in large assortment, choicest quality, best commercial sorts.

Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.

Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.

Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

Wholesale price list will be mailed promptly on request.

Write for information and price today.

THE D. HILL NURSERY COMPANY, INC.

EVERGREEN SPECIALISTS
LARGEST GROWERS IN AMERICA
Box 404, DUNDEE, ILL.
WHOLESALE GROWERS AND IMPORTERS

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.
John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.
Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

NEWARK, N. Y.—The Jackson & Perkins Co. has purchased a two-ton motor truck for use in handling shipping and in taking laborers from one nursery to another.

Congressional Nursery Bills.

There have been several bills filed in the sixty-fifth congress of interest to nurserymen, as follows:

House Bill 254 by Mr. Raker for the inspection of nursery stock sent through the United States mails. A very objectionable bill.

Senate Bill 1727, by McKellar, appropriating $250,000 for the purchase and distribution, before June 1, 1917, of seeds, trees, shrubs, etc., five-sixths of such trees and shrubs to be distributed in accordance with the requests of senators, representatives and delegates in congress.

CURTIS NYE SMITH.

American Association of Nurserymen

ACTIVE FOR TRADE BETTERMENT.

How much the American Association of Nurserymen is undertaking in the interests of its members, and of the trade as a whole, is scarcely appreciated by those who are not in close touch with the work. The ambitious programme initiated at the Detroit convention two years ago is being carried out thoroughly and forcefully.

Through the committee on legislation, and the association's attorney, all legislation pertaining to nurserymen and fruit growers is examined, in order that defects and injurious provisions may be pointed out to legislators, who are usually ignorant of the practical workings of the business they seek to regulate. In this way, bills that would have seriously jeopardized nurserymen's business in certain states, have been defeated, and in other instances laws have been modified so as to make them fairer to the trade's interests.

Legal advice is rendered free to members by the association's attorney, and a collection bureau, under the secretary and attorney, is already doing excellent work, being self-sustaining. Credit reports are given, and plans are under way for a rating book to be issued yearly to members.

Another important branch that has been of great value to the members of the association is that under the committee on transportation and the traffic manager. The latter is a railroad man of years' experience who has also been a nurseryman. By attending all railroad hearings and presenting the nurseryman's side of the question effectively by means of his technical knowledge, he has rendered invaluable service in adjusting classifications, rates and similar matters.

In conjunction with committees of other organiaztions, the committee on nomenclature has prepared a standard horticultural nomenclature, which will be printed in the new edition of Bailey's Standard Cyclopedia of Horticulture, now on the press. Similarly, trade terms, grades, descriptions and usages are being defined and standardized, so that measurements of caliper and the like will be uniform throughout the trade.

Co-operation is being secured by the association in such important matters as publicity, reports of stock conditions and supply, hail insurance, and arbitration of difficulties and misunderstandings between members. In the last department a number of cases have been passed upon, and the adjustment was in every case accepted by the parties on both sides gracefully and amicably. This is of immense value in preventing the publicity and hard feelings so damaging to both parties in a lawsuit.

John Watson, president of the association, is enthusiastic over the benefits already gained for members of the organization. In order to gain prestige and strength for greater achievements and to extend the advantages over a larger proportion of the trade, he is sending out a very complete statement of the association's programme to nurserymen who are not now members, with the expectation that they will want to lend it their support.

It is interesting to note how far the association had advanced along the lines of trade co-operation advocated lately by Chairman Hurley, of the federal trade commission, in his book, "The Awakening of Business." It should be a matter of pride to nurserymen that they are so far in the van, and a stimulus to continued co-operative progress.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

The Book of the Peony
The long and interesting history of the peony, charmingly written by Mrs. Edward Harding. Contains 259 pages with 44 illustrations in color and black and white. Handsome cloth binding.
PRICE, $6.00.
American Florist Co.
440 S. Dearborn St., CHICAGO

California Privet
Largest and finest stock of **California Privet** of any nursery in the world.
Polish or Ironclad Privet
Amoor or Russian Privet
Berberis Thunbergii
Very Attractive Prices on Carload Lots
J. T. LOVETT, INC.,
Little Silver, - New Jersey
The Original Growers of California Privet as a Hedge Plant

Mention the American Florist when writing

Reliably Hardy
Trees, Shrubs and Plants
for all purposes. Wholesale and Retail. Send for catalogs or special quotations.
THE NEW ENGLAND NURSERIES CO.
BEDFORD, - - - MASS.

Mention the American Florist when writing

Seasonable Stock-Surplus
Carnations, surplus in pinched back, 2-in. pot plants at rooted cutting prices. 2000 Alice, 3000 Enchantress, 3000 Matchless and 2000 Champion at $3.00 per 100, $25.00 per 1000; 1000 Belle Washburn, $4.00 per 100.
Asparagus Sprengeri, 4-in. bushy, strong tops, $12.00 per 100.
" " 5-in. extra long and heavy, $18.00 per 100.
Petunia, Giant Ruffled, 2-in., $3.00 per 100, $25.00 per 1000.
Chrysanthemums, all standard sorts in large flowered and pompons, 2-in. at $2.50 per 100.
Caladiums—Fine bulbs, 7 to 9-in., $3.50 per 100; 9 to 11-in, $6.00 per 100.
Tuberose, Dwarf Pearl, 4 to 6-in., $1.00 per 100, $9.00 per 1000.
Daisy, Nicholson White, finest long stem, White Marguerite, $4.00 per 100, 2½-in.
Ageratum, White Cap, Blue Star, Topis Blue, $2.50 per 100.
Achyranthes Herbsti, Dwarf bright red, fine for border and edging, 2¼-in., $4.00 per 100.
Heliotrope, best market varieties of purple, 2¼ in., $3.00 per 100.
THE STORRS & HARRISON CO.,
Painesville, Lake Co., Ohio.

The Sensational New Fern . . .

NORWOOD

Has Made an Extraordinary Success.

In only three weeks all of the large stock of **NORWOOD** that will be ready this spring has been engaged. Here are the facts:

NORWOOD—**A Distinct Novelty in Nephrolepis Ferns:**—The most beautiful of the crested type. The fronds are heavily crested, but do not unite as in many varieties of this class; each is held separate and apart by the strong and wiry midrib, which even in a small pot gives the plant a symmetrical and finished appearance. This is not just a variation of this very prolific family, but distinctly different, a very decided novelty that immediately attracts attention. It was one of the features of the New York Show, where it was awarded a Silver Medal as a new and meritorious variety.

Having booked orders for 50,000 plants for June delivery, we are now accepting orders for August 15 delivery. Strong plants out of 2½-inch pots, **$25.00 per 100; $200.00 per 1000.** We will fill orders in rotation as received.

ROBERT CRAIG CO., Market and 49th St., BRANCH: NORWOOD, PA. **Philadelphia, Pa.**

Mention the American Florist when writing

Japanese Rose-Flowering Cherry Trees

3-4 feet.....$ 8.00 for 10
4-5 feet..... 12.00 for 10
5-6 feet..... 20.00 for 10

No charge for packing.

The Garden Nurseries,
NARBERTH, PA.
(Montgomery County)

Mention the American Florist when writing

ROSES

Field grown, No. 1 grade, 2 years o'd.

	Per 100
Climbing American Beauty, red...	...$12.00
Dorothy Perkins, pink	10.00
Excelsa (Red Dorothy Perkins)	10.00
Philadelphia Rambler, crimson	12.00
White Dorothy Perkins	10.00
Wichmoss, pink, climbing moss	10.00
Wichuriana (type), single white	8.00

Good assortment of **Hybrid Tea, Hybrid Perpetual** and other varieties also to offer. Send for list.

JACKSON & PERKINS CO., Newark, New York

Mention the American Florist when writing

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

ROOTED Carnation Cuttings

600,000 Ready For Immediate Shipment

Finest rooted cuttings obtainable at remarkably low prices until we are sold out. Peter Reinberg's stock is known for it's supreme quality everywhere and is the best kind for you to buy. Look over our list of offerings — all money makers, and order what you need immediately. Do it right now. **HURRY.**

	Per 100	Per 1000
White Enchantress	$2.00	$16.00
White Perfection	2.00	16.00
Enchantress	2.00	16.00
Rose Pink Enchantress	2.00	16.00
Ward	2.00	16.00
Beacon	2.00	18.00
Herald	2.00	16.00
Joy	2.00	16.00
Belle Washburn	4.00	30.00
Champion	2.00	18.00

OWN ROOT ROSES—2½ INCH

	Per 100	Per 1000		Per 100	Per 1000
Richmond	$3.50	$30.00	**Pink Killarney**	$3.50	$30.00
White Killarney	3.50	30.00	**Maryland**	4.50	40.00
Sunburst				5.00	45.00

White Killarney, 3 inch.....**$5.00** per 100; **$50.00** per 1000

SPECIFY PLANTS WHEN ORDERING.

Peter Reinberg

30 East Randolph Street, Chicago, Ill.

The Early Advertisement Gets There

Rooted Carnation Cuttings

Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches, are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it, it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. **$6.00 per 100; $50.00 per 1000.**

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00

FLESH PINK.	Per 100	Per 1000
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00

RED	Per 100	Per 1000
Aviator	$6.00	$50.00
Champion	3.00	25.00
Philadelphia	2.50	20.00
DARK PINK.		
C. W. Ward	2.50	20.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

REMEMBER!

If it's a **hardy perennial** or so-called **old fashioned flower** worth growing, we have it in one shape or another the year round. We have the largest stock in this country, all Made in America, and our prices are reasonable. Why say more here? Send for our Wholesale Price List of varieties and benefit from the opportunities this affords you.

We are also headquarters in this country for **ROCK & WALL PLANTS.** **Our Motto: "Maximum Quality, Minimum Cost."**

Address R. W. Clucas. Mgr. **Palisades Nurseries, Inc.,** **Sparkill, N. Y.**

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

F. O FRANZEN 5319 N. Clark St. CHICAGO

For the Best New and Standar

DAHLIAS

Address

Peacock Dahlia Farms,

P. O. Berlin, N. J. Williamstown Junc., N. J.

Nassau County Horticultural Society.

The regular meeting of the above society was held in Pembroke hall, Glen Cove, N. Y., April 11. President James McCarthy occupied the chair. One petition for active membership was received. The president appointed Henry Gaut, Robt. Jones and Geo. Platt to act as judges for the monthly exhibits and their awards were as follows: Pan of bulbs, John W. Everitt, first, with a well grown pan of Tulip Couleur Carnival; pot of Easter lily, John W. Everitt, first, with a beautiful pot of Lilium formosum; vase of Lady Hillington and Ophelia roses exhibited by John W. Everitt awarded special mention.

Robt. Jones, chairman of executive committee, read the schedule for the annual tulip show to be held in the Glen Cove Neighborhood House some time in May, date to be announced later. The schedules for the annual rose show to be held in June and the sweet pea show to be held in July were also read and adopted.

An essay by Arno H. Nehrling entitled "Herbaceous Perennials We Should Grow," read by Harry Goodband, proved very interesting and instructive. A letter of thanks was ordered sent to the author.

Exhibits for our next meeting, to be held May 9, include 12 gladioli, three heads of lettuce and a vase of outdoor flowers.

HARRY GOODBAND, Cor. Sec'y.

If You Are Interested in Mid-Winter

Blooming Plants

—or anything in—

Soft Wooded Plants

—Write—

Geo. A. Kuhl, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

FIRST AID TO BUYERS

SPRING LIST **ROSES** 2¼ and 4-inch

400 Best Sorts—Old, New, Tried, True

THE LEEDLE FLORAL COMPANY SPRINGFIELD-OHIO

Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.

CYCLAMEN, our own selected strain.

APLENIUM NIDUS AVIS (Bird's Nest Fern

Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

Orchids

If you want **Orchids** for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but **Orchids.** Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

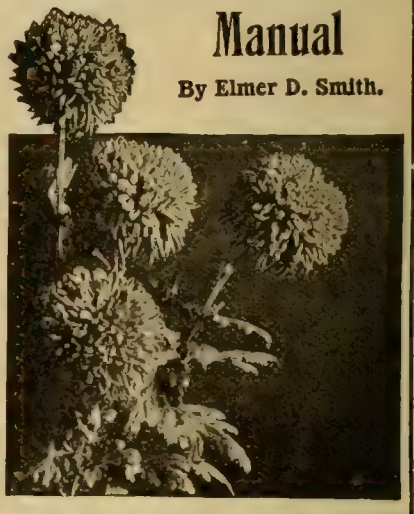
VINCAS

	Per 100	Per 1000
Rooted cuttings		$10.00
Strong field rooted tips, one to three leads, 2¼ in. pots	$3.00	25.00
Carnations, rooted cuttings. White Enchantress and Beacon	2.50	20.00
Table Ferns, fine stock, 2¼ in.	3.50	30.00

JAMES VICK'S SONS, Rochester, N. Y.

The Chrysanthemum Manual

By Elmer D. Smith.



NEW AND REVISED EDITION.

Price 50 Cents. Cash With Order.

AMERICAN FLORIST CO.,

440 S. Dearborn St., CHICAGO.

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1,000
Vinca Variegata, 2-in, $2.00 per 100	$20.00
S. A. Nutt, 2-in.	16.00
Rex Begonias, 3-in.	per dozen, 1.00

Satisfaction guaranteed.

ELMER RAWLINGS,

Wholesale Grower

ALLEGANY, NEW YORK

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Ready Reference Section.

10 CENTS PER LINE, NET.

AGERATUMS.

Ageratum, White Cap, Blue Star, Topis Blue, $2.50 per 100. The Storrs & Harrison Co., Painesville, O.

ASPARAGUS.

Asparagus plumosus, 2¼-in., $4; 3-in., $8 per 100; 6-in., 35c each. Asparagus Sprengeri, 2¼-in., $3.50; 3-in., $7; 4-in., $12 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.00 per 1,000. VAUGHAN'S GREENHOUSES, Western Springs, Ill.

3-in. Sprengeri at $5.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BARBERRY.

100,000 Berberis Thunbergii, $1.00 per 100 and up. 2-year, 18 to 24-in., $2.50 per 100. Get complete list of florists' stock for spring. BENJAMIN CONNELL, Merchantville, N. J.

BAY TREES.

BAY TREES—Write for wholesale price list. JULIUS ROEHRS CO., Rutherford, N. J.

BEGONIAS.

Begonias, Glory of Cincinnati, Melior and Mrs. J. A. Peterson. Price list on application. J. A. Peterson & Sons, Westwood, Cincinnati, O.

REX BEGONIAS, mixed varieties, 3-in., $10 per 100; 4-in., 15c to 25c each; 6-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BLEEDING HEART.

Bleeding Heart roots, $15 per 100. ERNEST ROBER, Wilmette, Ill.

BOXWOOD.

BOXWOODS.

PYRAMIDS. Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b., Dundee, Ill. Write for prices on larger sizes.

BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.

THE D. HILL NURSERY CO., INC.,
Box 404. Dundee, Ill.

For varieties and prices see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BULBS.

Bulbs. Spring for counter trade. Begonias, tuberoses, gladiolus, lily of the valey, clumps and pips, caladiums, hardy lilies and lily bulbs from cold storage. For sizes, names and varieties see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Bulbs. Caladiums, well cured with live shoots. Tuberoses—Dwarf Pearl. For sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Dwarf double pearl tuberoses. Caladium Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Lily bulbs. Giganteum and Multiflorum. For sizes and prices see advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALADIUMS.

Bulbs. Caladiums, fancy leaved. Rare and new varieties. $3.50 per doz., $25 per 100. Choice standard varieties, $2 per doz., $15 per 100. Vaughan's Seed Store, Chicago and New York.

Caladiums, fancy-leaved. Brazilian collection, 12 varieties, $1.50 per doz.; $12 per 100. Mixed Brazilian varieties, $1.25 per doz., $10 per 100. Arthur T. Boddington Co., Inc., 128 Chambers St., New York.

CALCEOLARIAS.

CALCEOLARIA HYBRIDS.

2¼-inch	$ 6.00 per 100
3-inch	10.00 per 100

CINERARIA, COLUMBIAN MIXTURE.

2½-inch	$ 3.00 per 100
3-inch	6.00 per 100
4-inch	10.00 per 100

ERNEST ROBER, WILMETTE, ILL.

CANNAS.

Cannas. Dormant to close. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

CARNATIONS.
Standard and New Varieties.
White.

	Per 100	Per 1000
Matchless	$2.50	$20.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
C. W. Ward	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Champion	3.00	25.00
Philadelphia	2.50	20.00

J. D. THOMPSON CARNATION CO.,
Joliet. Illinois.

Rooted carnation cuttings, A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Large supply of extra fine stock ready now. Our carnation cuttings are recognized everywhere as the best obtainable and are big value at the prices quoted.

	100	1,000
Champion	$2.00	$18.00
Victory	2.00	18.00
Bonfire	2.50	20.00
Carnegie	2.00	18.00
Enchantress	2.50	20.00
White Enchantress	2.50	20.00
Alice	3.00	25.00
Rosette	2.50	20.00
Nebraska	5.00	45.00
Mrs. C. W. Ward	2.00	18.00

WEITOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

ROOTED CARNATION CUTTINGS, A1 STOCK.

	100	1,000
White Enchantress	$ 2.00	$15.00
Pink Enchantress	2.00	15.00
Aviator (best Red)	6.00	50.00
Superb (flesh Pink)	12.00	100.00

ZECH & MANN.
30 East Randolph Street, Chicago.

CARNATIONS FROM SOIL.

	100	1,000
Belle Washburn	$5.00	$45.00
Matchless	3.50	30.00

BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

Carnation Cuttings. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Carnations, rooted cuttings, 600,000 ready for immediate shipment. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation Superb. Fine new flesh pink. Rooted cuttings. Delivery now. $12.00 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS

CHRYSANTHEMUMS—ROOTED CUTTINGS.

Golden Glow, Smith's Advance, Major Bonnaffon, Chrysolora, Chieftain, Unaka, Robt. Holliday and Chas. Razer, $15.00 per 1,000.

Early Frost, Smith's Sensation, J. Nonin, Wm. Turner, Yellow Touset, White Touset, Wells' Late Pink, White Chieftain, Dr. Enguehard, $18.00 per 1,000.

Glen View, Odessa, White Chadwick, $22.00 per 1,000.

Golden Chadwick, $30.00 per 1,000.

Alex Guttman and Yellow Smith's Advance, $6.00 per 100.

Pompons: Western Beauty, Fairy Queen, Klondyke, Iva, Mrs. Frank Wilcox (Beu), Diana, Buckingham, Mensa, Baby Yellow, Minta, Lillian Doty, Zenobia, Nio, Cleo, Harvest Moon, Nola, Baby White, Lady Lou and other good varieties, $20.00 per 1,000.

A Winner—Yellow Smith's Advance. Same as parent, only a bright, clear yellow. Rooted cuttings now ready at $6.00 per 100.

W. A. ROWE FLORAL CO.,
Kirkwood, Mo.

CHRYSANTHEMUMS. Leading commercial varieties, $3 per 100. Ask for list of varieties. HENRY SMITH, Grand Rapids, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS.

Immediate delivery.

CHRYSANTHEMUMS—ROOTED CUTTINGS.

Varieties listed in order in which they bloom.

	100	1,000
White.		
Crystal Gem	$2.50	$20.00
Oconto	2.50	20.00
V. Poehlmann	2.00	15.00
Alice Byron	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00
Yellow.		
Golden Glow	2.00	15.00
Golden Queen	2.50	20.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Odessa	2.50	20.00
Yellow Bonnaffon	2.00	15.00
Nagoya	2.00	15.00
Dolly Dimple	2.50	20.00
Pink.		
Amorita	2.00	15.00
Chieftain	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00
Red and Bronze.		
Shrimpton	2.50	20.00

Twenty-five at the 100 rate.
250 or more at the 1,000 rate.

J. D. THOMPSON CARNATION CO.
Joliet, Illinois.

ROOTED CHRYSANTHEMUM CUTTINGS.

These are the very best commercial varieties. Prices, unless noted different, are $3.00 per 100.

White Varieties—Crystal Gem, Oconto, White Chieftain, Josephine Foley, per 100, $4.00; October Queen, per 100, $4.00.

Yellow Varieties—Golden Queen, Bonnaffon, Marigold, Mrs. Morgan.

Pink Varieties—McNiece, Wells' Lake Pink, Chieftain.

BASSETT & WASHBURN.
178 N. Wabash Ave., Chicago

CINERARIA.

CINERARIAS, COLUMBIAN MIXTURE.

2¼-inch ..... $ 3.00 per 100
3-inch ..... 6.00 per 100
4-inch ..... 10.00 per 100

CALCEOLARIA HYBRIDS.

2¼-inch ..... $ 6.00 per 100
3-inch ..... 10.00 per 100

ERNEST ROBER, WILMETTE, ILL.

CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus in beauty as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it. $1.50 per doz., $10.00 per 100 from 2½-in., with plenty of fine cuttings on them. C. Winterich, Cyclamen Specialist, Defiance, O.

Coleus, 3-in. stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

CROTONS.

Crotons, now ready, an excellent lot, all good selling varieties, strong 4-inch, $5 per doz.; $40 per 100. Vaughan's Seed Store, Chicago and New York.

Crotons, well colored, 4-in., $4.80 per doz.; 5-in., 60c and 75c each. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclamen giganteum, improved Wandsbek type, strong seedlings, in 8 varieties, equally divided, $4.00 per 100; $30.00 per 1,000; transplanted, $5.00 per 100; $40.00 per 1,000.

Rococo Erecta (new), finest ever introduced (not to compare with the old Rococo), to be well recommended for commercial growing. Strong seedlings, $5.00 per 100; $40.00 per 1,000; transplanted, $6.00 per 100; $50.00 per 1,000.

2½ and 3-in. stock ready May 15. Orders booked in advance. We grow over 350,000 and can show many testimonials as to the quality of our strain and stock.

Ernest Rober, Wilmette, Ill.

CYCLAMEN, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c; 6-in., 50c to 75c; 7-in., $1.00 to $1.50 each; full of buds and blooms. HENRY SMITH, Grand Rapids, Mich.

DAHLIAS.

Twenty Dahlia tubers, all different, correctly labeled, postpaid, $1.00. Six sets (120 bulbs), $5.00. Bulb and Seed catalog free. BUNGALOW GARDENS, Netcong, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DAISIES.

Paris Daisies—Large flowering, for Memorial Day and June weddings, 4-in., ready for 6-in., $10 per 100; 2½ in., $4 per 100. A. T. Miller, Jamaica, N. Y.

DRACAENAS.

DRACAENAS.

	Each	Doz.	100
5 inch Imperialis	$1.00	$12.00	
4 inch "	.40	4.20	
3 inch "	.25		$22.00
5-inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

DRACAENA INDIVISA, 6-in. pots, $25 per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

ERICAS.

ERICAS—Young stock for growing on strong plants out of 2½-in., 3-in. and 3½-in. pots. Fragrans Melanthera, $15.00 per 100; Regerminans, $15.00 per 100; Cupressina, $20.00 per 100; Gracilis Autumnalis, $15.00 per 100; Globularia, $15.00 per 100; Persoluta Rosea, $15.00 per 100; Persoluta alba, $15.00 per 100. Cash with order, please. Anton Schultheis, 316 19th St., College Point, L. I., N. Y.

FERNS.

Hardy ferns, wholesale price.

	100	10	each
Adiantum pedatum, Maidenhair.	$6.00	$0.70	$0.10
Aspidium cristatum, Evergreen.	6.00	.70	.10
Aspidium goldiana	7.00	.80	.10
Aspidium spinulosum, Wood Fern	6.00	.70	.10
Asplenium felix foemina, hardy	6.00	.70	.10
Aspl. Thily. Silver Spleenworth	7.00	.80	.10
Dryopteris thelypteris, Shield	5.00	.60	.10
Onoclea sensibilis	4.00	.50	.10
Onoclea strutiopteris, Ostrich	7.00	.80	.10
Osmunda cinamomea	8.00	.90	.10
Osmunda claytoniana	8.00	.90	.10

Full 100 ferns, your selection, at 100 rate.

LUDWIG MOSBAK, OSKOV, MINN.

BOSTON AND ROOSEVELT FERNS, 4-in., 12c; 6-in., 40c. These ferns are all pot grown, and in A-1 condition and guaranteed to be as good as any on the market. Cash with order. FELIX KRAMER, Blaine St., Niles, Ohio.

Ferns. New fern Norwood, a distinct novelty in Nephrolepis ferns. Orders accepted for Aug. 15 delivery. Strong plants out of 2½-in. pots, $25 per 100, $200 per 1,000. Robert Craig Co., Market and 49th street, Philadelphia, Pa.

Ferns in flats, in best varieties, for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

Ferns, 2½-in., good, healthy stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

TABLE FERNS, best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

Table ferns, fine stock, 2¼ in., $3.50 per 100; $30 per 1,000. Jas. Vick's Sons, Rochester, N. Y.

FUCHSIAS.

FUCHSIAS. Mixed varieties, 6-in. pots, 25c; 7-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

FUNKIA.

FUNKIA, undulata variegated, strong clumps, 8 to 15 eyes, $15 per 100. Ernest Rober, Wilmette, Ill.

GERANIUMS.

Geraniums. Large 2 and 2¼-inch, ready to shift to 3½ or 4-inch pots. For varieties and prices see advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

Geraniums, 2-in., $2 per 100, $18.50 per 1,000; 3-in., $3 per 100, $25 per 1,000. Maryland, $4 per 100 $25 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GREENS.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

Southern Wild Smilax, $2.00 per case. WINTERGREEN GARDENS, Marion, Ala.

HYDRANGEAS.

HYDRANGEA—Pot grown, one year old varieties as Mme. Riveraine, General de Vibraye, Radiant, Mme. Harvard, Bouquet Rose, 8 to 10 flowering branches, $30.00 per 100; Mme. Mouillere and Avalanche, 7-in. to 8-in. pots, $12.00 to $18.00 per doz.; Otaksa, for garden planting in 10-in., 11-in. and 12-in. pots, $18.00, $24.00 and $30.00 per doz. Shipped out of pots. Cash with order, please. Anton Schultheis, 316 19th St., College Point, N. Y.

HYDRANGEAS OTAKSA, 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

Hydrangeas, in bud and bloom, Mme. E. Mouillere, Radiant, E. G. Hill, etc., $1, $1.50, $2 and $3 each. F. R. Pierson Co., Tarrytown, N. Y.

Hydrangeas. For varieties and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

From Storage.

Lily of the valley. Orders taken now for 1917 crop of German, Swedish and Dutch pips. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

Lily of the Valley clumps. Special packed. Cold storage. Case of 25, $5.50. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

PALMS.

KENTIA FORSTERIANA SINGLE PLANTS.

2¼-inch pots, $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
6 inch pots	6-7	30-32 inches high....	$ 1.50
8 inch tubs	6-7	42-46 inches high....	4.00
8 inch tubs	6-7	48x50 inches high....	5.00
9 inch tubs	6-7	50 inches high, hv...	7.00
15 inch tubs	6-7	8 feet high..........	40.00
15 inch tubs	6-7	9-10 feet high.......	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots		....	$1.50	$12	$100
3 inch pots	5	10-12 ins. high	2.50	18	150
					Each
4 inch pots	5-6	16 ins. high	5.00	40.00	.45
6 inch pots	5-6	26-28 inches high........			1.50

Specimen plants, 15-inch tubs, $75.00 each.

KENTIA FOSTERIANA MADE UP PLANTS.

	Plants		Each
6 inch pots	3	26 inches high......	$ 2.00
15 inch tubs	4	72-78 inches high, hv..	25.00
15 inch tubs	4	75-80 inches high, hv..	30.00

ARECA LUTECENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high.	$1.25

ASPIDISTRAS.

5 inch pots, 10-12 leaves, vari............ 1.50

PHOENIX ROEBELENII.

4 inch pots, 50 cents each; 5-inch pots....$1.00

LIVISTONA ALTISSIMA.

2¼ inch pots, 90c per doz........$7.00 per 100

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, $1.00 per doz......$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots...........................50c each

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANSIES.

200,000 large, stocky (September transplanted), field-grown, blooming pansy plants. Henry Mette's strain, all salable stock; satisfaction guaranteed; $1.25 per 100; $11.50 per 1,000. Cash. Prompt shipping. BRILL CELERY GARDENS, Kalamazoo, Mich.

100,000 extra fine giant pansies, good, stocky, transplanted plants, in bud and bloom, $1.00 per 100; $8.00 per 1,000. Cash with order. M. A. Hough, Pansy Specialist, Milan, O.

PANSIES. Mammoth strain; transplanted plants in bloom, doz., 35c; 100, $2.50. Postpaid. DANIEL M. CLICK, Smoketown, Pa.

PANDANUS.

Pandanus Veitchii, 4-in., $4.20; 5-in., $7.20; 6-in., $12; 7-in., $18; 8-in., $24 to $30 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15, 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PEONIES.

Peonies. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

PEPPERS.

Peppers. Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.

Peppers. Celestial, 4-in., $12.00 per 100; $100 per 1,000.

Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.

PYFER & OLSEM. Wilmette, Ill.

PRIMULAS.

PRIMULA MALACOIDES.

Extra fine stock	100	1,000
2-inch	$3.00	$27.50
2¼-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM. Wilmette, Ill.

PRIMULAS.

PRIMULA MALACOIDES, 4-in., pink, in bloom, $15, and extra select $20 per 100. Chinensis, 3-in., $6 per 100; in bloom, $8 per 100. Ernest Rober, Wilmette, Ill.

PRIMULA OBCONICA, best varieties, 2-in., $3, 3-in., $5 per 100. Obconica and Malacoides in bloom, 4-in., $12.50, 6-in., $25 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

California, Polish or Ironclad, Amoor or Russian Privet. Very attractive prices on carload lots. J. T. Lovett, Inc., Little Silver, N. J.

ROSES.

ROSE PLANTS.

Grafted and Own Root.

The Poehlmann Quality, Known Favorably Throughout the Land.

GRAFTED—2½-inch Russell...$150.00 per 1,000
Lots of 5,000 or more........ 145.00 per 1,000
GRAFTED—2½-inch Ophelia, Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond....$120.00 per 1,000
Lots of 5,000 or more........ 110.00 per 1,000

These prices are absolutely net cash.

For 3½-inch stock an additional $50.00 per 1,000 will be charged.

OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner, $7.00 per 100; ....$65.00 per 1,000
Lots of 5,000 or more......... 62.50 per 1,000
Sunburst, own root, $10.00 per 100 .... 90.00 per 1,000

Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

ROSE PLANTS—2½-INCH STOCK.

	100	1,000
Pink Killarney	$4.50	$40.00
White Killarney	4.50	40.00
Ophelia	6.00	50.00
Sunburst	5.00	45.00
Richmond	4.00	35.00
American Beauty	6.00	55.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

ROSES—TWO-YEAR-OLD BENCH PLANTS.
Sunburst, $6.00 per 100, $50.00 per 1,000; Richmodn, $6.00 per 100, $50.00 per 1,000.

Fine 2½-inch Stock.

Sunburst and White Killarney, $3.50 per 100, $30.00 per 1,000; Richmond, $3.00 per 100, $25.00 per 1,000.

GEORGE REINBERG.
162 N. Wabash Ave., Chicago.

ROOTED ROSE CUTTINGS.

Cecile Brunner ....$50.00 per 1000
Richmond .... 35.00 per 1000

BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago, Ill.

ROSES. American Beauty and other varieties, 6-in. pots, 35c and 50c each. Kaiserine, My Maryland and other varieties, 2¼-in., $4; 3-in., $8; 4-in., $12 per 100. HENRY SMITH, Grand Rapids, Mich.

Roses. Field-grown, No. 1 grade, 2 years old. For varieties and prices see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

BABY ROSES. Well-rooted; started in pots; **in bud, $4 per dozen.** Ernest Rober, Wilmette, Ill.

Roses. Pot-grown, 2¼ and 4-in. Write for list. The Leedle Floral Co., Springfield, O.

SNAPDRAGONS.

SNAPDRAGONS. White, pink and yellow, 2-in. pots, $3 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Seed. Asparagus plumosus nanus, greenhouse grown, 100, 50c; 1,000, $3.25; 5,000, $15.00. Asparagus Sprengeri, 100, 15c; 1,000, 85c; 5,000, $3.50. A. Henderson & Co., 211 N. State St., Chicago.

SEEDS.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seed. Asparagus Sprengeri, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

Seed. Winter Orchid Flowering Sweet Pea. New price list, ready in May or June, will contain many splendid novelties. Send postal for copy. Anton C. Zoolanek Sweet Pea Ranch, Lompoc, Calif.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, sweet peas, Spencers, grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beets, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SPIREAS.

Spiræa clumps. America, $8.50; Avalanche, $9; Gladstone, $8; Queen Alexandra, $8.50 per 100. Vaughan's Seed Store, Chicago and New York.

Spirea Gladstone, Queen Alexandra, strong clumps, $12 per 100. ERNEST ROBER, Wilmette, Ill.

Spiraea, short, stocky plants, full of blooms, 35c to 75c each. Pyfer & Olsem, Wilmette, Ill.

VEGETABLE PLANTS.

Tomato Plants. Northern grown Bonnie Best, John Baer and Earliana, transplanted and hardened. $1 per 100, postpaid; $6 per 1,000, by express. W. L. Rogers, Ransomville, N. Y.

VINCAS.

Vincas, rooted cuttings, $10 per 100; strong field-rooted tips, one to three leads, 2¼-in., $3 per 100, $25 per 1,000. James Vick's Sons, Rochester, N. Y.

Vinca variegata, 2-in., $2 per 100; $20 per 1,000. Elmer Rawlings, Allegany, N. Y.

300 4-in. Vinca at $8.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

MISCELLANEOUS.

Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Paper boxes for cut flowers in popular mist gray shade. 18x5x3—3-in. lid, $28 per 1,000; 24x5x3½—3½-in. lid, $39 per 1,000. Printed free in lots of 1,000. Lindley Flower Box Co., Marion, Ind.

White wood easels. Very desirable for mounting floral designs. Sizes 36 inches to 66 inches. 50c to $1.15 each. Geo. H. Angermueller, 1324 Pine St., St. Louis, Mo.

Choice landscape, decorative and forcing stock for florists' trade. For varieties see advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

Heavy hanging baskets with extra heavy hangers. For sizes and prices see advertisement elsewhere in this issue. The McCallum Co., Pittsburgh, Pa.

Aetna Brand Tankage Fertilizer. Write for prices. Farmers' and Florists' Fertilizer Co., 809 Exchange Ave., Room 5, Chicago, Ill.

Wire wreaths and hanging baskets. For sizes and prices see advertisement elsewhere in this issue. Canavan's Iron and Wire Works, 6124 Wentworth Ave., Chicago.

Hanging baskets. Enameled green, extra well made. For sizes and prices see advertisement elsewhere in this issue. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Window boxes, also a full line of flower pots, azalea pots and clay specialties. Write for prices and discounts. The Logan Pottery Co., Logan, Ohio.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Munson, 1353 N. Clark St., Chicago.

Trees, shrubs and plants for all purposes. Wholesale and retail. Send for catalogue. The New England Nurseries Co., Bedford, Mass.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Japanese rose flowering cherry trees. 3-4 ft., $8 for ten; 4-5 ft., $12 for ten; 5-6 ft., $20 for ten. The Garden Nurseries, Narberth, Pa.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

MISCELLANEOUS.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogues. Giblin & Co., Utica, N. Y.

Wizard brand manures. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Tile greenhouse benches. Write for circular. Camp Conduit Co., Cleveland, O.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CYCLONE INSURANCE.

CYCLONE AND HAIL INSURANCE. To get it at reasonable prices write The Hoosier Mutual, Farmland, Ind.

GREENHOUSE INSURANCE.

Cyclone and hail insurance; also insurance on growing crops while in the fields. The American Mutual Cyclone and Hail Insurance Co., Muncie, Ind.

HAIL INSURANCE.

CYCLONE AND HAIL INSURANCE. To get it at reasonable prices write The Hoosier Mutual, Farmland, Ind.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. We design, manufacture and build greenhouses of every style and size. Building material of all kinds. American Greenhouse Mfg. Co., 1000 Masonic Temple, Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. Builders of greenhouses and conservatories of every description. Lord & Burnham Co., 42nd Street Bldg., New York.

Gulf cypress greenhouse materials, hotbed sash, brackets, hose, etc. Metropolitan Material Co., 1303-1319 Flushing Ave., Brooklyn, N. Y.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse construction. Estimates on request. The Foley Greenhouse Mfg. Co., 31st and Spaulding Ave., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt., $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

POTS AND PANS.

Kramer's pot hangers, $1 per doz., by express. I. N. Kramer & Sons, Cedar Rapids, Iowa.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Pots. Hews' standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

Red Pots. Geo. Keller & Sons, 2614-22 Herndon St., Chicago.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far. 35c for 1,000; 3,000 for $1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 85c; 500, $3; $5.50 per 1,000.
Pipe stems, about 6 feet, per 100, 60c; per 1,000, $5. Vaughan's Seed Store, Chicago.

WIRE WORK.

Florists' wire designs and fancy wire lamp shades. NORTHWESTERN WIRE WORKS, 228 13th Ave., N. E., Minneapolis, Minn.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

Peter Reinberg Says:

"We have had the Garland gutters in use over twenty years. They are in just as good condition as when they were first put in. We are not in need of any construction material at present, but when we are we **will place our order with your firm."**

Garland Quality Product has thousands of friends such as Mr. Reinberg.

Our 1917 Catalogue is very interesting. Send for your copy now.

GARLAND MANUFACTURING COMPANY

DES PLAINES, LOUIS WITTBOLD, President. **ILLINOIS.**

Mention the American Florist when writing

Special White
PAINT
for Greenhouses
READY FOR USE

BARRELS.....
$2.10 *per gallon*
HALF BARRELS....
$2.15 *per gallon*
5 GAL. BUCKETS...
$2.20 *per gallon*
1 GALLON CANS....
$2.25 *per gallon*

Send for free sample can.

TABOR PAINT CO.
(NOT INC.)
803 W. MADISON ST.
CHICAGO

Mention the American Florist when writing

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE, $1.50.

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. PRICE, $1.50.

American Florist Co., 440 S. Dearborn St., **Chicago**

The Florists' Hail Association

rate of insurance from Nov. 1st, 1916, to Nov. 1st, 1917, will be twenty cents per hundred square feet of single thick glass and eight cents per hundred square feet of double thick glass. For particulars address

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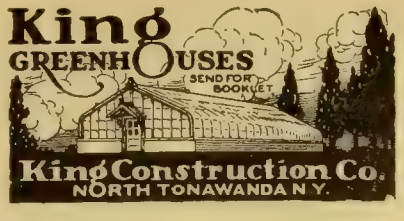

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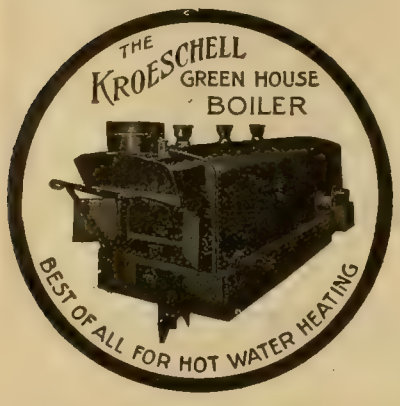

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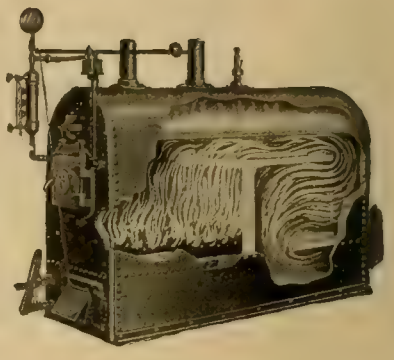

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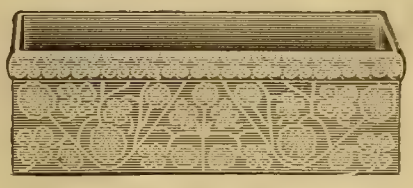

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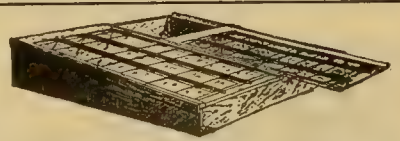

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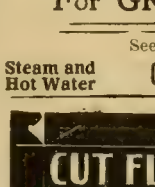

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Vol. XLVIII. CHICAGO AND NEW YORK, APRIL 28, 1917. No. 1508

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SUGGESTIONS FOR PLANT GROWERS.

Begonia Gloire De Lorraine.

The plants of Begonia Gloire de Lorraine, both the young rooted stock and the older plants, will now begin to make active growth. There is still time to propagate much stock; many growers prefer the May rooted plants to those propagated earlier, for the plants start right off into growth at this time while those rooted earlier grow very slowly during the late winter and early spring months. The young shoots that break from the old plants make fine cuttings at this time, and if the plants are in good health are just as good as the leaf cuttings made earlier. As soon as rooted they should be potted in a light, fibrous loam in 2¼-inch pots, and placed in a light, well ventilated house, but should be protected from all chilling draughts. They cannot be successfully grown in a stuffy-moist temperature and to have strong, healthy plants should not be forced in too warm a temperature. They will require a house in which the night temperature does not fall below 60° and should be given all the air possible without chilling during pleasant, bright days, carefully avoiding drafts. They will need to be watered carefully, for the roots are very fine and are growing slowly yet, and over-watering quickly shows in the growth of the plant. It is now a good time to procure young stock if the grower is not supplied, for those making a specialty of this plant will have the best of stock at this time.

Gladiolus.

The gladioli that are being forced for spring blooming will soon begin to open their flowers, and to have good clean stock they will require attention. The spikes should first of all be kept erect, for if they get bent and crooked half their value is gone, and this will occur very quickly on the bright sunny days when the plant leans over, so they should be kept tied either to stakes or wires to prevent this. The spike should be cut when the first flower opens and placed in water and the other flowers opened in the office or store room. These flowers spot very quickly if water is sprinkled upon them in the greenhouse and at this season of the year syringing on bright days is a necessity or red spider is sure to obtain a foothold, and if these pests become once well established it is almost impossible to eradicate them. Considerable discussion is often heard as to whether the corms of gladiolus forced are of any value another year. If the plant is not cut too far down on the stem and the corms are given an opportunity to thoroughly ripen there is no doubt but that the bulbs may be grown another year and good results obtained, but if the plant is cut off clear down to the ground the corm has no chance to make its full growth or to ripen and the corms will be practically worthless. Corms that are forced this year, and the spike cut so as to leave three or more leaves, if properly ripened can be planted outside another year and the following year first-class corms will be the result. The Gladiolus Colvillei can be forced year after year if grown properly.

Preparations for Memorial Day.

With the Easter stock out of the way, there will be room available for the plants that have of necessity been crowded more closely together for the last few weeks, and the next great day before the grower is Memorial day. In those sections of the country where the late frosts are passed the bedding stock must be ready for planting out at that time, and the demand will be for plants to flower, for the customers will desire plants that will make a good showing by May 30, and the stock must be grown with that object in view to have a good sale. The geraniums and other blooming plants should be placed in their blooming pots, spaced out and given a good sunny location that they may be full of bloom by the last of May. It is next to impossible to sell plants that are not in flower at Memorial day. The production of flowers for that day must also receive prompt attention. Much of the floral work for Memorial day is what is called "cheap" work, that is, flowers that make a great show and

are not expensive. So although there are many roses and carnations used, yet large quantities of the cheaper flowers are employed to fill in and make the sprays and bouquets larger. Early outdoors flowers and blooming shrubbery can be used, but in some sections these cannot be depended upon, so flowers must be grown in the houses. Stocks make a splendid flower for this purpose and should be benched at once. The plants should now be about three or four inches high and growing rapidly. Candytuft is grown in large quantities by some growers for Memorial day. Seedlings can be transplanted in early April and brought into flower the latter part of May. Spiræa, both as a pot plant and for cut flowers, are very useful at this time; six to eight weeks will bring them into flower at this season. There are other annuals that can be raised for Memorial day blooming, but the two mentioned are grown in largest quantities.

Asparagus Plumosus and Sprengeri.

Small stock of Asparagus plumosus and Sprengeri are now a necessity with all plantsmen, for they are freely used in fern dishes and in plant baskets, being very satisfactory plants for house culture. Fresh seed can now be obtained and the stock grown on through the summer, which will make fine stock for the next winter. The seed will germinate more readily and evenly if soaked in lukewarm water placed in a warm location for 24 hours before planting. Instead of sowing the seed broadcast it is better to sow them about three-quarters of an inch apart and they can then be allowed to remain in the flats until they are strong enough to transplant. Do not cover the seed too deeply; an eighth of an inch of soil sifted over the seed is ample. The first potting must be carefully done, for they make a long tap root with very few small roots and the soil does not adhere to it, and in the young stage this root is easily broken. A warm house with plenty of moisture and careful watering with a slight shade is all they require after being potted. Overwatering will always cause the fronds to take on a yellowish hue.

Handy Shading Device.

The Leedle Rosary of Springfield, O., has a very practical device for protecting their summer propagating frames from the rays of the sun. It is very simple, consisting of a neatly made frame the size of the sash, to which a sheet of unbleached muslin is securely tacked. This then slides in a skeleton framework standing five feet above the sash and projecting three feet either side. By sliding, the full shadow of the screen is always on the glass, its height, however, admitting all the indirect light. In cloudy or rainy weather and late in the day, the screens are kept in the shed, it taking but a few moments to put them in place.

PELHAM BAY PARK, N. Y.—The fete of the International Garden Club will be held on its grounds here, May 12. Florists and private gardeners desiring to make displays should apply for details to Miss H. Johnson, secretary, 109 West Eighty-second street, New York.

THE RETAIL TRADE

Conducted by Robt. Kift, Philadelphia, Pa.

Palmer & Son's New Store.

Lacking nothing in completeness of arrangement, beautiful in every detail of its decoration, the new Delaware avenue flower shop of W. J. Palmer & Son, Buffalo, N. Y., was opened to the public, April 21, and the handsome establishment was admired by thousands.

The store proper, the decorations of which are entirely in white, is 30 feet wide and 100 feet deep, a center door, with broad, low windows down to the floor, offering splendid opportunity for effective display. A vaulted, ceiling part way, the balance beamed, extends back over a beautiful conservatory, 25x75 feet, with fountain and sunken basin, with side beds for display. At the back and separated by a partition is the rockery, which is also a feature, ferns forming the center with running water adding to the pleasing effect. At the rear, the space is devoted to flowering and foliage plants of the varieties to be found in an up-to-date establishment of this kind. A spacious garage in connection offers opportunity for quick loading.

In the flower shop a handsome wall case extending along one side, displays baskets, ribbons, vases and accessories of the latest design, while opposite is the flower case, 30 feet in length of the latest construction. Separated by a latticed partition is the workroom, equipped with zinc covered tables, hidden from the customers, the cash desk and office being located at one end.

The basement lacks nothing in the way of convenient arrangement, with spacious compartments for storage of boxes, paper and other materials. Here also are installed the heating, lighting and refrigerating systems, with a separate heating plant for the conservatory.

The new store will be under the management of W. H. Grever, who with Mr. Palmer welcomed the visitors, each of whom was presented with a souvenir. Enhancing the beautiful display, congratulatory baskets, bunches of roses and other arrangements were sent by S. A. Anderson, the Lenox Flower Shop, the W. F. Kasting Co. and others. Situated as it is on what is called the "Fifth Avenue" of Buffalo, the new shop, one of the finest in the city, is strictly in keeping with its surroundings.

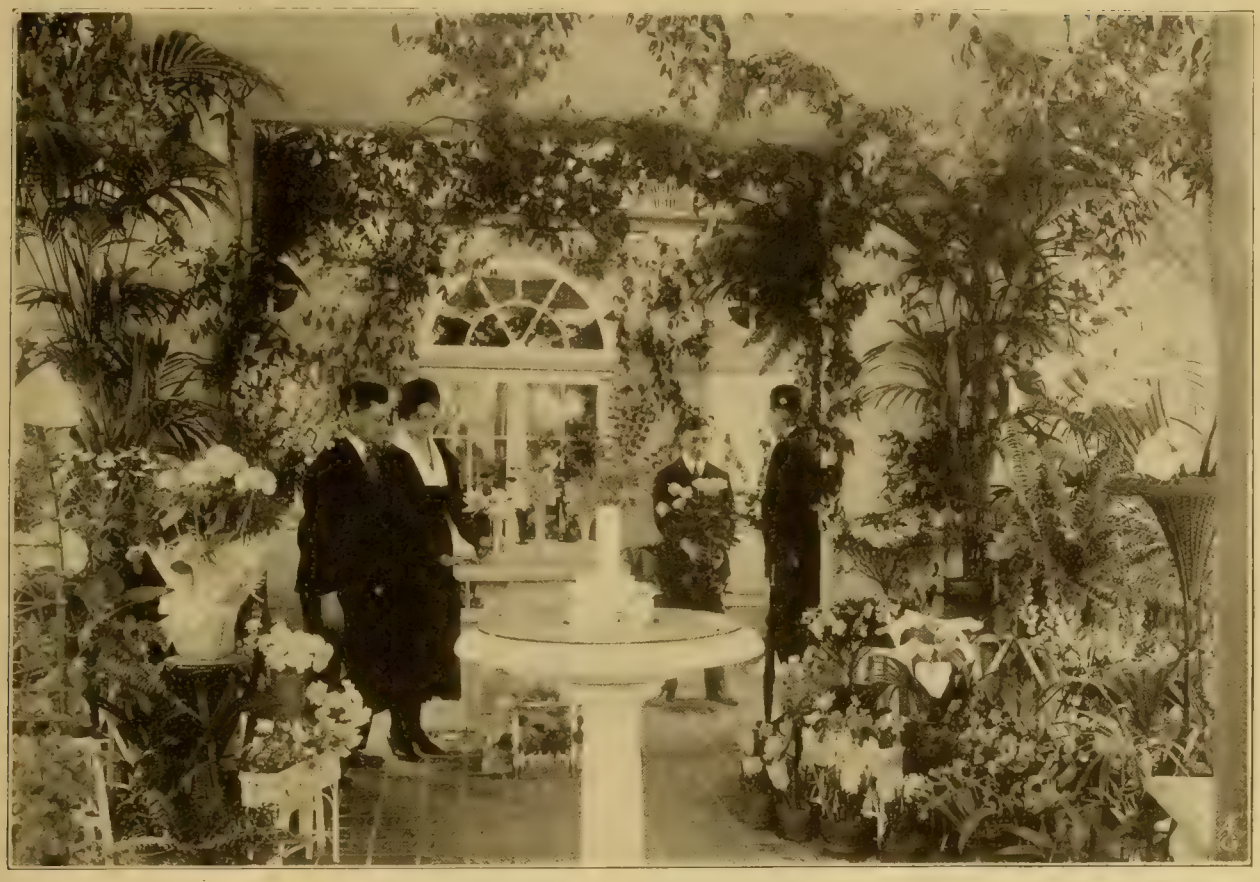
BISON.

Waiting on Trade.

Every person who visits a flower shop is a possible customer—10 per cent of those who call are strangers; it is their first appearance. On the surface they are just looking around, but the chances are that the stock is being inspected; they are not just satisfied with what their regular florist had to offer in some special plant or flower, and think perhaps they may find a better asortment here. An experienced salesman will soon learn their object; the best showing of the stock, which he is quick to see may not be of the quality or size desired, then, if interest is not aroused in other possible substitutes stress is laid on the new lot expected that afternoon or early tomorrow, of which sample will be sent entirely on approval, the name and address often being obtained in this way. Possibly the visitor would prefer to call and see and make the selection there. Something else, choice, and possibly rare, should be called to the attention to help make a favorable impression. Wont you wear a flower? This is the last card to play, and visitor leaves with a very pleasant impression of the courteous treatment received. This handling will be found much more effective than the absent treatment of "Oh, she's just looking, she don't want to buy anything." Another stranger comes with a request to be shown a pandanus. There are none in stock. Choice Scottii ferns, dracænas or short made up palms, make excellent substitutes, however, and if their good keeping qualities, much better than the pandanus, are extolled, a sale is prob-

JAPANESE PERFORATED FLOWER HOLDERS.

Fishes, Animals and Fowls That Live About or on the Water, Crabs, Frogs, Shells, Alligators, Dragons, Etc. From the Stock of H. Bayersdorfer & Co., Philadelphia, Pa.



LOUISE FLOWER SHOP, WASHINGTON, D. C.
Handsome Establishment of Miss L. W. Dougherty at 1301 Connecticut Avenue.

ably effected; or, if not, then the order, if possible, is taken for the pandanus to be delivered the following day.

To those who want something as a birthday or other gift, but are not decided, the salesman should first try and get their ideas as to price. A statement that we have choice plants at $3, $4, $5, $6, $7.50 up to $10 will generally get them to call to see something for one of the figures, or "we want something nice," which is cue enough. With cut flowers, there is more opportunity, as if a dozen roses at $3 are ordered, there are always vases of other pretty flowers in sight, such as a bunch of violets, Sweetheart roses or gardenias for the box, that might be worn. Mignonette, short snapdragons or stevias, which would arrange nicely in the vases, are often taken with the roses when the suggestion is made. It is comparatively easy to add a dollar or two to the purchase in this way.

Some customers are very trying; what you offer is never as good as their own selection; they are not satisfied until nearly all in the case is out on the counter, and then may say "they don't look fresh." It is best to humor them, however, and never give up trying to please; in nine cases out of 10 the sale will be made, but if any annoyance or resentment is shown, the opportunity is most likely lost.

A committee appointed to select a design requires very delicate handling; as a rule, the amount they have to spend, is their secret; it may be $10 or perhaps $50. They have probably secured several estimates. A good plan is to make the most of photos of designs which have been made for funerals of prominent persons. This makes an impression as to ability; then if something appears to strike some member favorably the price obtained is mentioned and "is that about what you would like?" will often get them to unconsciously state their price. To be handy with a pencil, so as to quickly sketch up an idea they have, is very helpful—many orders are secured in this way.

Good sales clerks, men or women, are always alert to suggest this or that to their customer,—"Isn't this pretty? We are selling a lot of these." "Japanese fern dishes are just the thing now,—this is a new line. Beautiful patterns, aren't they?" and so on. This, of course, must not be overdone, but sales have frequently been made by having the customer's attention called to something just as they were leaving. "Yes, that is very pretty, send me one of those with the rest."

Some florists never allow a lady to leave the shop without wearing a flower and there should be always a posy to gladden the heart of the little child.

The Bargain Table.

There are quite a number of articles, such as fancy baskets, vases, pottery, fern dishes, articles of bric-a-brac, etc., that do not seem to move along with other goods of the store.

It is an invariable rule in some establishments that no stock other than standard shall be carried over from one season to another; when anything shows a want of appreciation by the public and is always left in the selection, it must receive special attention and by all the little devices known to salesmen, must be kept to the front and forced as it were, on the customers. As a last resort down comes the price, lower and lower regardless of cost, the object being to save all that is possible of the investment before it gets to the "junk pile."

A bargain table near the front of the store, on which to give this class of goods prominence, can be kept attractively arranged, as there is nothing objectionable with this particular line, except that for some reason it does not sell, but by giving it especial attention the various articles are worked off and the money saved for investment in something that promises a quicker return. It is not necessary that the bargain table be at all times a feature, but in the weekly rearranging of the store with new plants and other stock, such a table will fit in to advantage and may earn more for the space it occupies than some quite promising displays.

K.

MADISON, N. J.—The Hitchings Co., of New York, has been given the contract for five new houses, 60x500 feet each, to be built here for Wm. Duckham and Lincoln Pierson.

PORTLAND ME. — Alleging misrepresentation at the time he purchased the business of the E. J. Harmon Co., in 1913, J. F. Harrington has sued Mabel I. Hayes, surviving member of the former firm.

ATLANTIC, IA.—The Atlantic Greenhouses report a splendid Easter trade, sales being about 20 per cent greater than in 1916, with prices about the same. The prospects for spring business were never better.

Summer Crops to Follow Bedding Plants.

Now is the time to plan for the intensive use of greenhouse space. Many who grow a general line of bedding plants, devoting most of their energies to this stock and having long waits between seasons, could add materially to their income by working in flowering pot plants that are in good demand during the winter.

When the first rush of the bedding season is waning, the open frames outside is the place for the balance of the stock, where on the cool damp ground it will not dry out as fast as on the bare tables of the houses. This table space is to be filled at once with soil, and asters that are well advanced planted, from which in August and September, a crop of flowers can be cut that will bring the top market price. Boston ferns are another crop that could immediately follow the bedding plant space of the tables, young stock planted out on the tables May 15 to June 1, making splendid value for early fall sales.

Chrysanthemums, planted out on benches to attain a quick growth, lifted and finished in pots, make better and bushier plants carry a greater abundance and more perfect flowers than when brought along altogether in pots. The most effective use of this space is obtained by planning to have the various young stocks well advanced and the bench space ready at the earliest possible moment.

Being the first on the market in the fall with your products, either in finished plants or flowers, means a lot both in price and prestige.

Cleveland, O., Wholesale Trade.

The cut flower stores are well served in this city with six well managed wholesale commission houses, each of which carries a good line of supplies, some of the stocks being very full and complete. Their location, so close together, at Third and High streets and on Huron road, all within a stone's throw of one another, is very convenient for the retail buyer. Selling at retail is strictly prohibited.

The Cleveland Cut Flower Co., 231 High street, has a large double store and carries a very complete line of supplies from ribbons to wire frames. Their stock of plants and cut flower baskets was large and varied. They sell the stock of a number of consigners, as well as the product of their greenhouses at Newton Falls, containing 300,000 feet of glass. Guy Bate, the sales manager, reported demand better than supply since the first of the year.

The Cleveland Plant & Flower Co., 207 High street, has a commodious corner store, very well lighted. All kinds of supplies are carried, as is also a full line of cut flowers—roses from Philadelphia, eastern violets, as well as from local consignors. Plants are also handled in quantity.

W. Q. Potter, successor to the McCallum Co., 421 High street, has a busy shop which is well stocked with supplies of all kinds. Japanese mats were a feature. A large consignment of exceptionally fresh and choice double violets came in just right for St. Valentine's day. The parcel post has been found quicker than express and not much more expensive. Bunches of pansies with flowers three inches in diameter were a feature.

The J. M. Gasser Co.'s wholesale business is carried on at 221 Huron road, one block from High street. It handles stock from the Rocky River range of 340,000 feet of glass as well as from local consignors. A good and varied line of supplies is also carried. A commodious icebox and storage cellar is provided for the proper care of stock. James McLaughlin is manager here. He reports that supply has not been equal to the demand the entire season.

The Cleveland Florists' Exchange, which has a commodious store at 606 Huron road, carries a good stock of cut flowers. Roses and carnations are a feature. Their shelves and cases are filled with supplies of all kinds.

From an inspection of these wholesale stores and their stock, Cleveland can be called a good cut flower city where quality stock is pretty sure of a ready sale at top market prices.

Asplenium Nidus Avis.

While not of recent introduction, this unique looking fern is still unknown to many lovers of plants; it is very distinct and different from all others of this lovely and interesting family. It has not been taken up and grown more generally perhaps, on account of its tendency to black spot or leaf rot, the bottom fronds often turning brown or black, the plant, when these are cut away, presenting a naked and irregular appearance. This disease is said to be the work of minute insects, which produce a sort of fungus growth which spreads rapidly when conditions are right. If the plants are kept in a healthy growing condition, however, there is little or no danger from trouble of any kind.

The accompanying illustrations are from one of the houses of this fern at the establishment of W. K. Harris, Philadelphia, Pa., where so many previous successes with other plants have been made. J. W. Prince, the foreman and propagator here, who has long made a specialty of this rather difficult plant, claims that it is as easy to grow as a Boston fern. All it wants is the careful attention that is ordinarily given to plants of like character, such as adiantums, although it is a much more robust grower than the maidenhair. Commercially, it is a winner, as it comes into profit as soon as the character leaves are developed, well furnished plants in two and one-half inch pots are very attractive and when placed in small fancy receptacles, earn a double profit. As many plants in this and three inch pots are sold, as are grown into the larger sizes.

Several years ago H. A. Dreer, Inc., grew some of these plants into large specimens two to three feet high and the same in diameter. They were very striking and made a great hit, being all sold out as soon as offered, although but few were allotted to any one purchaser. It is a plant that can be safely recommended for the dwelling, doing quite as well as the Boston fern; the unique appearance with the glossy, leathery-like foliage, is sure to attract the attention of all visitors. Mr. Prince says that in working up a stock the essential thing is to keep it growing; it must not suffer from neglect and get a check, as this subjects the plant to the various insects and other ills which are sure to be around the corner, lying in wait for the opportune moment to attack. It is grown entirely from seed, which is sown each

ASPLENIUM NIDUS (THE BIRD'S NEST FERN).
Two Plants in a Pot.

HOUSE OF ASPLENIUM NIDUS (THE BIRD'S NEST FERN).
Grown by W. K. Harris, Philadelphia, Pa.

month in the year so as to have a continuous stock of plants in the smaller sizes for which there is always a good demand. Setting two or three plants together makes a bushy "pot full" sooner than when grown singly, but not as symmetrical a specimen, the beauty and regularity of the fronds not being as apparent as when grown singly. In the large stock seen here, some thousands of plants, there is not to be found a damaged leaf or blight of any kind. Retail florists have found this plant very useful, as it sells well in all sizes, is often used as a table centerpiece, bushy, medium-sized plants taking the place of the fernery. In made up plant baskets its striking, glossy, green leaves are a good contrast to other foliage and flowering stock. Altogether, it is a plant well worthy a place in the list of those who grow plants for the trade and also for the grower who retails his products.

Shifting Young Plants Temporarily.

When young plants are suffering for a shift which for various reasons cannot at once be given, they can be tided over the waiting period and greatly benefited by the following method. Clear a bench space, (one that they now occupy may do,) cover this with an inch of soil and well rotted manure that has been thoroughly mixed and sifted to make it short and friable. Knock the plants out of the pots and place close together on this prepared soil, where they will take hold immediately and will lift without damage, when in a couple of weeks the time and room for the stock has been found.

DOVER, DEL.—James H. Hughes purchased the range of William Shaeffer at public auction, March 17.

Joseph G. Neidinger, Philadelphia, Pa.

The rapid growth of the cut flower business has made the manufacturers and dealers in its supplies hustle to keep pace with it. Joseph G. Neidinger when just out of his teens opened a supply house in Poplar street, Philadelphia. With a good knowledge of the business and plenty of energy, he progressed rapidly and to accommodate his increasing trade he moved to 1513 Germantown avenue. This place, although large, became overtaxed, necessitating another move to his present location, 1309-11 North Second street, where he has ample quarters, in fact the largest building devoted exclusively to the florists' supply business in the country. There are five floors 38x118 feet, and a basement of the same size, making nearly 27,000 square feet of floor surface. As the ceiling of each room is 16 feet in height, there is ample shelf and gallery room capable of great expansion. The first floor contains the business offices and a reception room. In the rear is the sample or quick moving stock room, which contains a quantity of all staple and seasonable goods, and from which orders may be put up without going all over the building. These bins and shelves are replenished as they become empty. The packing room is also on this floor. On a mezzanine gallery are cases for stuffed doves, chiffons and other goods which must be kept enclosed.

The front of the second floor is a magnificent show room with cases and shelves in which goods are shown to the best advantage. The rear of this floor is filled with stock of artificial flowers and grasses. The Niedinger establishment makes a specialty of all kinds of waxed or artificial flowers, and carries an immense stock of these and metal flowers. The third floor is where the flowers are manufactured and made up. It is astonishing to see with what speed the women experts can turn them out. Another specialty is the Japanese red chenille wreath. This is wound on a papier mache form and is equal in appearance to the imported immortelle wreath. The fourth floor is the basket factory, where a large force are at all times busy on orders or stock. The stock of pedestals, easels and other staple manufactured goods here is immense. The floor above, or fifth, containing the stock, is piled high with cases of stock of all kinds.

Joseph Neidinger's forte is originality, not only in design but in methods of manufacture. By carefully systematizing his business and with the addition of machinery, he has made a number of important short cuts in methods of construction that enable him to furnish a line of his best stock to the wholesale trade.

An immense stock of wreaths and waxed flowers for Memorial day have been made ready so that orders can be filled as received. The fact that such an extensive business has been built up in twelve years shows how the demand for such supplies has grown and the ability of the proprietors to cater to it.

Soil Study at Home.

Soil fertility is one of the most popular subjects of the correspondence courses of the Ohio State University College of Agriculture. Hundreds of lessons are sent out from Columbus from month to month, and prompt responses in the return of answered papers is noted. Although the force in charge of this work is heavily taxed during the winter months, lessons on the subject of soils are available and enrollments are being taken care of. As no cost is attached to this service and anybody may enroll at any time, a great variety in age and occupation of students is found.

Mothers' Day Posterettes.

The Mothers' day publicity campaign inaugurated by the Chicago Florists' club is well under way. Thousands of posterettes and posters have been purchased by florists from every section of the country, and all orders are being delivered immediately. The Florists' Telegraph Delivery has adopted the Chicago Florists' Club Mothers' day posterette and poster as the official emblem for this campaign. The F. T. D. has placed an order to supply each and every one of its members with a quantity of Mothers' day posterettes and posters, which will be allotted in quantities of 300 posterettes and two posters, and 500 posterettes and four posters, in proportion to the annual dues paid by each member. Should any F. T. D. florist desire more posterettes and posters than allotted by the F. T. D. same may be obtained by writing immediately to the chairman of the publicity committee, F. Lautenschlager, 440 West Erie street, Chicago.

As stated previously, the profits derived from this campaign will be devoted to the purchase of a full page advertisement in a national publication, which it is estimated, will be read by over 5,000,000 people. One of the features of this advertisement will suggest that if your mother is in another city, no matter where you are, or what the distance, step into any flower store and leave your order, and fresh flowers will be delivered to your mother within a few hours through the organized and reliable telegraphic system of the F. T. D. with a guaranteed service. This will help the entire retail florists' trade.

Contract has been let to place this advertisement, and this committee plans to send proof copy of same to each and every one subscribing towards this fund. We suggest that immediately upon receipt, these proofs be displayed in some prominent place in your store. A good plan also would be to secure a copy of the magazine containing this advertisement and exhibit same in your show window. This will combine very well with our Mothers' day advertising campaign.

As yet, there are a great many florists who have not subscribed towards this movement, which is surely due to an oversight. This is a big undertaking, and therefore requires that we dispose of a very large number of posterettes and posters. Every florist can help us. A special appeal is made to those who have not as yet subscribed towards this fund. Send your order at once. In case you have no use for the posterettes and posters, you can at least help by donating a small sum towards the support of this national advertising campaign, and in consideration for same, we will send you one of the proofs also. This will help all concerned. Start putting Mothers' day posterettes on all correspondence, packages, etc., leaving your shop.

F. LAUTENSCHLAGER.
Chairman Posterette Committee.

Lawn Repairs.

The work of repairing lawns, according to specialists of the United States department of agriculture, and especially the making of a new lawn, is best performed in September in regions south of New England and north of the Potomac and Ohio rivers.

To improve an old lawn that has become run down is often more difficult than to make a new one, but if reasonably good turf exists, it can be bettered materially by reseeding and fertilizing. If the lawn is patchy, the small areas should be scratched with a steel rake, dressed with loam or compost and the seed sown on this. If large areas of the lawn have a thin covering of turf it will be advantageous to use a disc seeder. After seeding a second dressing of loam or compost should be applied and the areas rolled lightly.

In New England and the other states of the northern tier similar procedure should be adopted in renewing the lawn, but the work should be done in spring. Care should be taken in watering and mowing all new plantings of lawn grass not to disturb the young plants.

Asplenium Nidus—Bird's Nest Fern.
In 2½, 3, 4 and 6-inch Po s.

Careful attention is necessary if an established lawn is to be kept in good condition. Most lawns need an occasional application of some good fertilizer regardless of the kind of soil on which they exist. Thoroughly rotted stable manure is excellent for this purpose. Another good dressing is a mixture of manure well composted with sod and leaf mold and sifted before using. It is desirable that the material be applied in such condition that there is nothing to rake off. Coarse humus or humus dressing should never be used, as the grass is almost invariably killed in small patches beneath the lumps. The humus dressings should be applied in the autumn or winter and again in the spring. Bone meal is one of the best commercial fertilizers for the lawn. When used it should be applied in the late winter or early spring at a rate of 10 to 15 pounds to the thousand square feet.

THE CARNATION.

Planting Out Preparations.

As soon as the land becomes in condition to be properly worked, it should be made ready for planting out the young carnation plants. At this season of variable weather, changing from one extreme to the other almost every day, it behooves every grower to take advantage of each favorable opportunity to get his carnation field in shape for planting. It is none too early to commence planting where weather conditions will allow. If well hardened off before being brought from the inside, carnation plants will stand any cold weather we are likely to get after April 20. From this date on, the plants are far better off in the field than in the small pots or beds inside. Early planting gives the plants a chance to get a good hold and become strong and sturdy before the very hot weather.

It pays to take the best of pains in the preparation of the field, not only for the good of the plants, but also to make it easier to properly attend to the necessary work of cultivating, etc., while the plants are on the land. Many of the up-to-date carnation growers have blocks of land where they can change off, planting one of the blocks one year, alternating to another the following year, sowing the first block down to grass and allowing it to remain idle for a year or two. These are ideal conditions for those so favorably situated and allows the land to be plowed and prepared the fall before it is needed to be used. Land so prepared last fall should now be worked over with a harrow, breaking up the clods and making the surface as fine and level as possible. One of the most important parts of the preparation of the land is to fill in any hollow places where there is any chance for the water to stand after heavy rains, causing the plants to suffer from extreme wet conditions.

New land intended for this year's planting should receive immediate attention to get it in good shape to receive the plants, and any clods not pulverized by the plow or harrow should be broken with a spade or hoe.

Manuring the land is one of the important questions that present themselves in the preparation of the land. Fall prepared ground should have been manured at time of plowing and will not need any further manuring now. Well rotted manure only should be used on land being prepared at this time, and then only in moderate quantity; heavy manured ground is not essential for the best growth of carnation plants. Close attention to the plants' requirements along the lines of cultivating the land, keeping it clear of weeds and the topping back of the shoots are surer means of having strong, productive plants than a heavy manured land. After the plowing and other preparations have been attended to, planting should go forward without delay while the soil is freshly prepared and easy to plant in; it will not work as good after a period of drying out or rain.

The distance apart to plant must be governed to some extent according to planting space; the usual distance where the ground is available is 10 inches in the rows and 16 to 18 inches between the rows. This allows for the

use of the hand cultivator between the rows, but is not far enough apart to use a horse cultivator. When the latter method is followed a greater distance both between the plants and in the rows must be allowed. Growers who have only a small amount of planting ground at their command generally follow the plan of growing their plants in beds, using a hoe to keep the beds clear of weeds and loosen up the surface soil.

Transferring the young plants from the greenhouse to the field is a job that should be carried out with as little delay as possible. Enough help should be put on the job to push it along smoothly. A good plan to follow is to have one gang in the greenhouse to knockout the plants and flat them as they are needed for the planters; then see to it that the planters are experienced enough to understand the work assigned to them and able to keep the work going steadily until it is finished up.

The young plants should be given a preliminary preparation before being transferred to the field. Topping back the shoots is one of the most important parts of this work. This should be finished up several days before the plants are planted out. The plants should be well hardened off either by transferring to the cold frames or lowering the temperature in the greenhouse; also, keep them a little on the dry side to help in this hardening off, but the soil at the roots should be well moistened up before the plants are taken to the field. Do not under any consideration plant any plants while they are dry at the roots, but water and allow them to stand an hour or two before planting.

Another important matter is to be sure the young plants are free of aphis before taking them outside; infested plants rarely become clean before they are brought inside again.

CARE OF THE OLDER PLANTS.

The plants now flowering freely require close attention to their needs. They take considerable more water than a few weeks ago and weekly syringings can be given to keep them free of red spider. Pay particular attention to the temperature and airing of the houses, especially early in the day. Do not allow the temperature to run up to a high degree before shutting off the steam, and as soon as the weather will allow, dispense with the steam altogether, with close attention to the airing and watering of the plants so that they are not extremely wet late in the day. The weather conditions will soon be such that they will be better off without any artificial heat—a cool temperature gives the flowers better substance and prolongs their season. Take advantage of favorable weather conditions to do any needed fumigating so that the plants will be clean when the weather gets warmer and not so favorable for this work.

C. W. JOHNSON.

Breeding at Arlington Farms.

With the purpose of finding the origin of the parentage of the first of the American carnations, experimental work has been carried on for the past five years at the Arlington farm greenhouses, United States department of agriculture, Washington, D. C. Mr. Butterfield is in charge here, the hybridizing of the carnations being conducted by A. Mayer. A detailed account is taken and records made of every cross. As yet the progenitors of the race have not been discovered.

YELLOW SEEDLING CARNATION AT ARLINGTON FARMS, WASHINGTON, D. C.

Sweet williams, Chinese pinks and varieties of dianthus have been crossed and recrossed, and while the results are interesting, nothing important has developed. Some of the commercial varieties, introductions of the past 10 years, have also been used. Results obtained have demonstrated to Mr. Mayer that it is quite possible to breed for color, he having had several seed pods from which every plant raised produced the color he desired, as all white, all red or all pink.

Many hybridizers of carnations select and cross the best types of commercial flowers, one with another. This, Mr. Mayer says, is a very slow method as the result is plants show 25 per cent bull heads, 50 per cent singles and 25 per cent commercial flowers. The scientific way is to choose the best of the bull heads and cross these on selected singles, working for color, habit of growth and free flowering qualities. These seedlings will show almost 100 per cent of commercial flowers. Commercial flowers in singles would show about 75 per cent singles. He has recently been working for yellows. A very good pure yellow is the result, a strong vigorous grower, which produces flowers on straight wirey stems, 36 to 42 inches in length. The flowers, while of good form and size, are not in keeping with the vigor of the plant, being only about three inches in diameter. Mr. Mayer's yellow crosses now come true to color. He commences the work early in the fall, gets ripe seed in January, sows at once and flowers the plants all inside of a year. He is working as well for a hardy garden type that will stand our rigorous climate. Mr. Mayer will be glad to exchange a half dozen small plants of this unnamed yellow for a like number of any of the newer sorts, to growers who would like to try this variety. The plants have been grown inside all the year in a soil composed of muck from New Jersey and some of the western states. Portions of the bed contain pure muck and in other sections the muck is mixed with Arlington farm soils. No fertilizers of any kind are used. The most flowers appear on plants in the pure muck. Something very interesting in carnations should develop here in the next few years.

K.

Wants Million Chinamen.

A subscriber of the Boston News Bureau suggests the need of a million Chinamen in this country to work the farms. He has a farm of 150 acres, 92 miles from New York, with $14,000 worth of buildings at a rental of $1,200, but the tenant whose net profit last year was $6,300 will not renew the lease for lack of help necessary to cultivate 130 acres, 20 acres being all that he and two sons can properly care for.

Floricultural Pathology at Univ. of Illinois

The work in floricultural pathology is directed along three lines—the diagnosis and suggested treatment of diseases of floricultural plants, the diagnosis of plant diseases other than floricultural ones upon a request for such information, and the experimental investigation of those diseases which at present are causing the most serious loss to the grower. A report upon some phases of this work which may have its practical application follows below:

Carnation Yellows.—Much of the conflicting evidence upon this disease among growers and pathologists is due to the similarity between "yellows," "bacteriosis" and "stigmonose." In fact, at certain stages of development it is almost impossible to distinguish between the three without recourse to the microscope and the pure culture methods of the pathologist. A report of the work upon "yellows," giving the characteristics which distinguish this disease from stigmonose and bacteriosis, may be found on page 508 of THE AMERICAN FLORIST, issue of March 24, 1917, and will also be found in the proceedings of the American Carnation Society for 1917. Since the preparation of that paper, the data which has been assembled has resulted in additional information.

If the forcing of the carnation in the early part of the season has resulted in "cropping," and the removal of all flowers has left only the basal portions of the stems, the young shoots developing at this time have always come in yellowed. The tendency to come in yellowed seems to be especially marked if cloudy weather prevails when the young shoots are making a rapid growth, although the results of this may be seen by none except the most careful observer until after the flowering buds start to form weeks after. The reason for this is that at first the yellowed areas are very inconspicuous and can hardly be seen except when held between the eye and the source of light. Later, as the leaf grows and becomes thicker, these spots do not grow in thickness with the leaf and, consequently, appear sunken and are conspicuously yellow or almost white. With an abundance of sunlight the tendency to come in yellowed seems reduced. Yellowed plants have been produced experimentally by the removal of all flowers from plants which have been allowed to crop. The removal of the flowers has resulted in the removal of a great area of leaf surface which is necessary for plant growth. The few leaves remaining on the basal portions of the branches are not sufficient to perform the normal functions of the plant. On the other hand, plants which have never cropped and have always been permitted to retain an average amount of foliage have never become yellowed. The evidence seems to indicate that yellows is an "indication" of improper treatment. The improper treatment mentioned above has produced badly yellowed plants. Other improper conditions are probably capable of producing it.

Suggestions offered for the prevention of this disease are the discarding of unusually susceptible varieties, the taking of cutitngs from perfectly healthy and vigorous plants, an early and frequent pinching rather than an occasional severe pinching, the prevention of the cropping of the individual plant as well as of the plants as a whole, an avoidance of vigorous forcing during the early part of the season, and individual attention to each plant to prevent the loss of an undue amount of foliage upon the removal of all flowers.

It is thought, from the observations and the experience of many of the best growers, that an excess of water in the soil and atmosphere at a time when plants are severely or partially cut back will result in the forcing of water intended for a large leaf area into the reduced area and result in injury. This may be partially responsible for the more pronounced appearance of yellows during cloudy weather. This point, while suggestive, remains to be proven experimentally, but might well be kept in mind by the grower. While the work upon yellows is by no means completed, it is deemed wise at this time to give whatever information we have to the grower. One thing to be emphasized is that a plant must receive proper treatment, both in regard to soil fertility and methods of culture, at all stages of growth if it is hoped to keep it in a healthy condition. Disease prevention is always more logical and satisfactory than disease cure.

The Fusarium Wilt of Carnations.—This disease, known as "dry stem rot" and "branch wilt" varies in severity in different sections of the country and often becomes epidemic in nature. In the southern states this is a serious disease which, when once started, shows up year after year, being responsible for the death or failure of plants to develop after benching. In the north and east the disease is more spasmodic, but often becomes epidemic. Work here in connection with a survey of the fungi present in greenhouse soils has shown that this fusarium is present in abundance in all carnation soils. Infection, however, seldom takes place if the temperature is held as low as is consistent with the full development of the carnation and if the spacing allows ample circulation of air around each plant. The fungus is most active at high temperature—a condition to be avoided. Soil sterilization is impractical, for the fungus may be brought into the houses anew on the soil clinging to transplanted plants. However, if the disease has once become serious in a house, it is recommended that the plants transplanted to the field be placed in soil which has not been grown to carnations for some time, and that the houses and benches be thoroughly sterilized with a strong fungicide before bringing in fresh soil which has never been grown to carnations. Absolute cleanliness and the destruction of all dead parts of plants are essential for the holding of this disease in check.

This fungus is often serious as a cause of damping off in the propagating bench, as it is quite common to find 95 per cent of the dead or undeveloped cuttings attacked by this fungus. Ordinarily it need not be feared if fresh, clean sand is used in the propagating bench.

At present work is being done to determine if the fusarium which cause the wilts of tomatoes, potatoes, etc., will attack the carnation. The application may be seen, but until we have complete results, no recommendations in this direction are offered.

In addition to the above, work is being continued upon aster wilt and yellows and an attempt is being made to produce a rust resistant snapdragon. New diseases in the form of a bacterial decay of cyclamens, a crown blight of ligustrum and a disease of canna root stock have been under observation. Serious diseases other than floricultural ones have also come to our attention.

We wish to remind you at this time that the division of floriculture of the University of Illinois is always ready to examine any diseased plants which you may send in and to suggest remedies whenever possible.

E. M. R. LAMKEY,
Instructor in Floricultural Pathology.

Bougainvillea Sanderiana.

Ed. AMERICAN FLORIST:

My plants of bougainvillea (Sanderiana) which I planted out last summer have thrown long shoots but no buds. Last year they produced rapid growth which I trimmed off in midsummer, and in September potted them and placed them in a cool house at 50 degrees, and about the first of the year transferred them to a house with a temperature of 60 degrees, where they made rapid growth but failed to produce flowering shoots. Any information as to cause or remedy will be appreciated. C. D. B.

New Jersey.

In answer to C. D. B., in reference to failure to flower bougainvilleas, would be inclined to believe that his plants received too much water during the resting period of November and December. Bougainvilleas for forcing should not be removed from the pots or tubs when planted out in the spring. Knock the bottom from the pot or tub and plant to such depth that the receptacle is covered with the soil. Do not cut back after the first of September. When lifted in the fall, not later than middle of September, they should be given one size larger pot. In from three weeks to a month they will have made sufficient roots to begin their resting period. Then they should be allowed to get bone dry and remain in this condition in a temperature of 50 degrees until the first of the year. The wood is then thoroughly ripened and they may be moved into a temperature of 60 degrees and brought along with the season. After they are well in flower, if there is time for a rest in a cooler house, they will take on several darker shades of color, making them much more conspicuous.

K.

Hammond Urges Thrift Gardens.

Benjamin Hammond, the well-known insecticide manufacturer of Beacon, N. Y., emphasizes the cry of the day, "Go to Work and Make a Garden," in the Fishkill Standard of April 21. A full page in that publication is devoted to the topic, well illustrated with views of home, school and vacant lot gardening activities in Beacon and other towns, in both the United States and Canada. In summarizing, attention is called to the fact that a "Thrift Garden," properly cultivated, in a back yard 25 by 50 feet, at a cost not exceeding $2 for seeds and $5 for fertilizer, will: Very materially reduce the cost of living; supply a family of six with fresh vegetables throughout the season; yield in cash value produce worth from $50 to $100 per season; provide profitable and wholesome exercise for mind and body; make a more contented people; teach preparedness and economy, and conserve the nation's resources.

Cincinnati.

LOW PRICES WITH DEMAND FAIR.

There is a glut of all kinds of stock in this market. The demand is fair but is not strong enough to take up all or even a substantial part of the week's receipts, and as a result, low prices are the rule. Roses and carnations are both very plentiful and neither has been able to maintain good prices. Sweet peas are in a heavy supply that is so large that in spite of the fact that this flower is meeting with a fair demand, only the very best are sold at all readily. Easter lilies and callas are also plentiful. Snapdragon is in a good supply but sells only fairly well. Some excellent lily of the valley may be had. Other offerings include gladioli, marguerites, a few daffodils and Narcissus Poeticus.

NOTES.

E. G. Gillett has been on the sick list for several days. During his absence from his office Wm. Mayhall is taking charge of the business.

C. E. Critchell has been getting in some exceellent plumosus and Sprengeri from his consignors in the south.

Paul Naber, formerly with C. E. Critchell, has enlisted in the United States navy.

Geo. Klotter has been cutting some excellent Narcissus Poeticus. H.

Washington, D. C.

GOOD BUSINESS FOLLOWS EASTER.

With Easter over and the trade in general satisfied with the volume of the business there is another cause for congratulations in the fact that there has been no lull in sales during the past week, there being many weddings and receptions. Naturally the retailer is smiling. Roses of all kinds can be had at very reasonable prices and carnations are extra fine at prices to suit all. Good orchids and violets are the only short items.

NOTES.

The Connecticut avenue florists, especially George H Cooke and the DuPont Floral Co., were more than pleased with their business at Easter as they were cleaned out Saturday evening.

W. Kimmell, son of W. W. Kimmell, the well-known Fourteenth street florist, was a visitor last week. He is now with the Eddystone Ammunition Co. at Eddystone, Pa.

Louis Bowdler, one of the Fourteenth street florists, has closed his store for the summer. He will reopen in another location in the fall.

Miss Ballinger, who has been store manager for Z. D. Blackistone for the past three years, resigned her position April 14.

Jack Carrick, formerly with O. A. C. Oehmler Floral Co., is now with Z. D. Blackistone. G. C. D.

Toronto Retail Florists' Association.

At a well attended and enthusiastic meeting held in Dunlop's hall April 13, the Toronto Retail Florists' Association was formed and the following officers elected to serve during the ensuing year: George M. Geraghty, president; S. A. Frost, vice-president; B. L. Hill, 716 Yonge street, secretary; J. A. Neal, treasurer. The executive committee consists of the officers and H. G. Dillemuth, J. J. Higgins and S. A. McFadden.

Twenty-five of the local trade paid up their dues for the year, $2.00, at this meeting, and others promised to support the organization with their membership. The second Monday of each month was chosen as the date of meeting, the next to be held in Dunlop's hall May 14. Harmonious business relations and adjustment of grievances, advertising, and other matters tending to betterment of local conditions will be among the objects of the new organization.

At the conclusion of the business session J. H. Dunlop tendered a supper to celebrate the association's formation, for which he was tendered a hearty vote of thanks.

Pittsburgh, Pa.

STOCK GOES AT BUYERS' PRICES.

This market is experiencing the heaviest glut in several years. Quantities of all kinds of flowers are being received, especially roses and sweet peas, which can be bought at any price. After the day's business is over the street fakirs are called in and the balance unloaded to them at whatever price can be obtained. What would the wholesale houses do if the street fakirs would not buy what was left? It seems as though they are a great help to the grower as well as the wholesale man. Business has been rather quiet, especially the shipping trade, as the out-of-town buyers are scarce and far between. Everyone is shipping loads of stock and everyone who has glass is cutting enough to supply their local trade. Most of the sweet peas received are in very poor condition, due to the warm weather. They arrive in such a heated condition that they are usually unsalable and many are thrown away. Snapdragons are almost the same way. Violets are about over for this season. Lilies are so plentiful that they go in job lots at very low prices. Carnations are also on the decline. Greens still continue to be scarce, especially smilax.

NOTES.

The Allegheny County Garden Club has decided to give the net proceeds of their flower show to the Red Cross Society. This feature alone should make it very interesting to the flower-loving population of Pittsburgh. Great preparations are being made for a wonderful display of garden flowers and vegetables next June.

John Manos, who has been sick for some time, is slowly improving at Mt. Clemens, Mich.

Miss Katherine Friel is now with the Arcadia Flower Shop in Jenkins Arcade.

De Forest Ludwig is expected home from his honeymoon about May 1.

It is reported that Joe Jordan is soon to take unto himself a wife. M.

Columbus, O.

HEAVY SUPPLY WITH WEAK SALES.

Trade is "spotty," some florists reporting very fair patronage, and others ready to admit that it is dull. The Easter cleanup has practically eliminated pot plants from the retail market, throwing the burden upon cut flowers, nearly all varieties of which are at or near the glut stage. So far prices have been affected in the wholesale more than in the retail trade. Carnations, which still bring 75 cents a dozen from the consumer, can be bought of the grower as low as two cents a bloom. Good rose stock has been selling to the trade at from four to eight cents a bloom. Sweet peas are likewise plentiful and cheap. Flower displays in the general public markets the past week have been large, but with trade rather disappointing, even at bargain prices. People seemed to be confining their purchases to eatables. The wave of abnormal economy which has struck the country is having its effect upon the flower trade, but florists look for a reaction in the near future. With the better class of home-owners, bedding is exciting more than ordinary interest, and the season is expected to be a good one. On the other hand, stock will be scarce and high, due to the unfavorable growing conditions of last summer, geraniums and cannas being among the worst sufferers. The bedding season has started in ahead of the usual time.

NOTES.

Frank Miller, manager of the Columbus Floral Company, and Robert Beuhler, former greenhouse superintendent of the Institution for Feeble-Minded Youth, are two Columbus florists that are still on the disabled list. The former has so far recovered from an accident sustained some weeks ago, that he is expected to leave the hospital this week. Mr. Buehler shows some improvement from the stomach trouble from which he has been suffering.

In a home-beautiful page being run weekly in a local newspaper, the florist trade is represented by the Munk Floral Company. J.

Fort Wayne, Ind.

SMALL DEMAND WITH HEAVY SUPPLY.

Business in cut flowers during the past week has been quiet with stock plentiful, especially roses, lilies and carnations and there are also some fine Darwin tulips to be seen. There was a moderate call for funeral work and a few weddings. The landscape men are being kept busy following the advent of warm weather and many flower and vegetable gardens are being planted.

CLUB MEETING.

The April meeting of the florists' club was held at the homestead of Judge W. J. Vesey, April 18. Preparations for the Mothers' day trade were discussed and it was decided to run a half-page co-operative advertisement in the daily press and to use posters in shop windows and posterettes on every plant, package, etc., sent out. Miss Marguerite Flick was appointed chairman of the publicity committee. The May meeting will be held with Ed. Wenninghoff.

The Flick Floral Co. had an elaborate wedding decoration last week for both the church and the house. This firm also arranged 16 bouquets for the bridal party.

A. J. Lanternier had a patriotic window last week in which the American flag played an important part. H. K.

Oklahoma City.

GOOD GENERAL DEMAND.

Local florists report that business is very good indeed, not only in the cut flower departments, but in all lines of outdoor work as well, for the planting season is in full swing now, and is likely to continue for some time as the weather has not yet become very warm. We have had a plentiful downfall of rain during the week which seemed to start everybody in the notion of planting something.

Probably in no city in the country is the florist trade so well advertised as it is here. The daily papers are used regularly at all times, and this spring we notice that Furrow & Co. have gone into bill-board advertising quite extensively, all of which is good business for the trade. Time was when retail florists thought that regular advertising was an unnecessary feature, and thousands of dollars worth of flowers were thrown away every year. S. S. B.

SAVANNAH, GA.—A. C. Oelschig & Sons' 1917 Easter trade was very satisfactory, the increase over last year's sales during the same period being 10 per cent. Prices were also better. Stock was plentiful, with a strong demand for lilies and roses.

THE AMERICAN FLORIST

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Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements,

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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CLEANING-UP DAY has been fixed as May 1 in many cities of the United States, and whenever our florist and nursery friends have an opportunity they should seek to aid such a movement in their home town or city.

CONTINUED war conditions will render the importation of florists' stocks more difficult and the quality of seeds, bulbs, plants and other supplies received from abroad so uncertain that growers and dealers must rely more and more upon their own resources until peace is restored.

Head Gardener Wilson.

White House employes secured permission from the Department of Justice, April 17, to use one-half acre of vacant land in the down-town section of the capital for gardening purposes. The department of agriculture has been asked to assist in the selection of seeds, and the President will probably assist in the formal breaking of the ground.

Memorial Day.

The effect of the great wave of patriotism that has been aroused and is holding the country at the present time cannot but have a favorable influence on the celebration of Memorial day. It behooves the trade to foster and encourage this in every possible way. Almost the entire demand is for cemetary decoration. The survivors of the Grand Army of the Republic, of the Civil war are fast passing away, but the beautiful custom of the decoration of the graves of the heroes, should never be allowed to die out.

Plant Names Standardized.

We have received from Harlan P. Kelsey, secretary of the American Joint Committee on Horticultural Nomenclature, copy of the official code of standardized plant names, which seems to be a step in the right direction. The committee under whose supervision this code was produced represents the American Association of Nurserymen, Ornamental Growers' Association, American Society of Landscape Architects, American Pharmaceutical Association and the American Association of Park Superintendents, and while the members of these organizations are doubtless eminently qualified for this work in their respective lines, it seems to us that a number of important trade bodies have been overlooked in the selection of the committee, such for example as the Society of American Florists, American Seed Trade Association, American Pomological Society and the Canadian Horticultural Association. Any attempt to standardize commercial plant names, however, must be considered worthy and probably the present publication can be used as a basis for a more extended code covering all branches of the trade.

Mothers' Day and the S. A. F.

O. J. Olson, of St. Paul, Minn., member of the Mothers' day committee of the Society of American Florists, which also includes E. J. Fancourt, Philadelphia, Pa.; Karl P. Baum, Nashville, Tenn.; Henry Greve, Dallas, Tex.; Chas. P. Mueller, Wichita, Kan.; C. W. Eichling, New Orleans, La.; Chas. J. Graham, Cleveland, O.; R. E. Schiller, Chicago; F. H. Holton, Milwaukee, Wis., and Irwin Bertermann, Indianapolis, Ind., has has sent us a copy of the subjoined communication which will be sent out by the committee through the office of Secretary John Young during the present week, with the hope that the response in the aid of this deserving movement, which, with proper co-operation, offers such great possibilities, will be both generous and general:

"To the Florists of America:

"You are aware of the great benefits which every florist has derived from the establishment of Mothers' day. Last year the board of directors of the Society of American Florists appealed for subscriptions to a fund to be placed at the disposal of the National Mothers' Day Association, of which Miss Anna Jarvis, the originator of Mothers' day, is the head. There was a very liberal response from a few of the more prominent members in the trade, but this appeal was not responded to as generally as it should have been. This year it is hoped that every one who benefits from the sale of flowers or accessories for Mothers' day will evidence their appreciation of what has already been done and the big possibilities that Miss Jarvis has opened to the florist trade by subscribing to this fund promptly.

"We owe Miss Jarvis a great deal, as the Mothers' day sale of flowers bids fair to surpass any other day in the year. Her work now is mainly to perpetuate and get this day thoroughly established. Miss Jarvis has devoted her time and funds in the effort to make Mothers' day universally recognized and to perpetuate it for all time. Miss Jarvis, by reason of being the originator, is in a position to command more publicity for Mothers' day than money can buy, and it is for this reason that you should do your share, whether small or large, to help this united effort for a fund that will get results.

"You will find enclosed a subscription blank which covers a period of three years. Kindly write in the amount that you feel that you can give, sign and return to John Young, secretary, 53 West 28th street, New York, with check for the first year. If for any reason you do not want to subscribe for this period, you may cross out and send your subscription for the current year only. Do this now, as the committee desires to get as early results as possible, and, if a sufficient fund is realized, the Mothers' day committee has in mind a publicity campaign which will help eliminate some of the undesirable features which are experienced in the sale of flowers for this occasion. Your prompt attention to this will be greatly appreciated."

Cash Payments.

A well-known wholesale cut flower merchant, in speaking of credits, declared that all must come to the system of monthly payments. He cited the practice of the wholesale produce dealers, who have adopted a rule that no matter how gilt-edged a customer is in the rate books, if his bill is not paid by the tenth of the month, all future dealings are for spot cash until his account is cleaned up. He stated this was now the rule adopted by his house. The check for all monthly bills must be in hand by the tenth of the month following; if not, then "spot cash" for all purchases.

This is not a reflection on the customers credit, but they have made this a rule and it must be lived up to by all who desire to deal with them. He claimed that unlimited credit had been the cause of the downfall of many a good business. The proprietor worked hard, was ambitious, but did not give the time to the financial part of the business that he should. Several cases were cited where men who were thousands behind, had been by the cash payment system, made to look closer to their own collections. They had also become more careful buyers and watchful of their overhead charges, all of which had greatly benefitted their business. Almost all business is now being done on a cash basis and retail florists should see to it and notify customers as do the department stores, that prices are based on cash payments, but are carried to the first of the month for their convenience.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Man to take charge of greenhouse for general retail trade.
SCHILLER, 2221 West Madison St., Chicago. Telephone: West 822.

Help Wanted—Young man to assist in flower store: one who knows how and has experience. State reference and salary. Will wire acceptance. Steady place: no objections to honesty and reliability
W. G. MATTHEWS, Florist, Dayton, O.

Situation Wanted—Experienced grower of commercial stock, plants and cut flowers. Single man. State wages and requirements Address Key 732, care American Florist.

For Sale—84 foot corner with 4,200 feet of glass well stocked, including cottage. Must sell at reasonable price. ADDISON FLORIST,
4523 Addison St., Chicago, Ill.

For Sale—Special Bargain. An up-to-date place, four acres of ground, three greenhouses, fine dwelling and a large stable—Rowland Ave. and Rhawn St., Holmesburg, Philadelphia, Pa. Write to MICHELL'S SEED HOUSE,
518 Market St., Philadelphia, Pa.

Will Trade

Modern Chicago apartment buildings, valued at $25,000 to $50,000, for cleared greenhouses or farms. State full particulars in first letter to command attention.

Key 784, care American Florist.

HELP WANTED

Laborers to work around our greenhouses. Steady employment at $2.50 per day. Apply at

BASSETT & WASHBURN,
HINSDALE, ILLINOIS.

HELP WANTED

Several growers and helpers.
Good wages and steady job.

BASSETT & WASHBURN
HINSDALE, ILL.

Situation Wanted

Expert grower now in charge of a large commercial place near Chicago will be open for engagement as superintendent and manager in the near future. Well versed in general line of cut flowers, particularly carnations, chrysanthemums, etc. State salary, location and full particulars in first letter.

Key 783, care American Florist.

For Sale or Rent

Well established greenhouse business; reasons for selling, wish to retire from business. Address

RUDOLPH KAISER
104 College Ave., Annapolis, Md.

FOR SALE

Complete greenhouse, consisting of 20,000 feet of glass, for sale cheap. Must be removed by purchaser. A big bargain at $1,500 Act quick. Present price of new material makes this an unusual buy.

Riverbank Greenhouses, Geneva, Ill.

TRAVELER WANTED

By catalogue house carrying full line of seeds, plants and bulbs, a high class salesman to call on private trade. One thoroughly experienced in the business preferred. Must show successful selling record, with best of references. To such a man, east or west, good salary and commission will be paid with permanent engagement. Write or wire

SEEDSMAN, CARE AMERICAN FLORIST.

Complete Set of Store Fixtures
FOR SALE CHEAP

Refrigerator, show cases, marble top tables, jardenieres, pedestals, mirrors and everything else that goes to make up a first-class retail florist establishment. Will sell any part of the set but would prefer to dispose of entire outfit complete to one party. This is a chance of a lifetime to buy a first-class outfit complete at a bargain. For further particulars, call on or address

HARRY C. ROWE,
67 East Monroe Street, CHICAGO, ILL.

A Rare Opportunity

to Buy or Lease one of the most up-to-date Retail Stores in the country in a city of 300,000; also a range of Glass of 65,000 square feet.

This business has been established for over 30 years and is without doubt an opportunity seldom presented. A money maker from start. Reason for selling, ill health The owner will retain a part interest with any individual or corporation that takes this up, if so desired, but does not want any responsibility in the management. An opening for two or more live young men; only persons qualified to handle such a proposition need make application. For further particulars apply to

Key 757, care American Florist.

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen
OF THE
UNITED STATES AND CANADA.
Price $3.00, Postpaid.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO.

The Florists' Supply House of America

Memorial Day Bulletin

Are you preparing for Memorial Day? **If not, why not?**
Get our ready-made **Magnolia Wreaths,** just as you would make them; buy them and save time and money. Our new **Patriotic Baskets,** red, white and blue in color, fine for filling with flowers for soldiers' graves.

MOTHERS' DAY

Don't forget to order your white or pink **Carnations** in our near-to-nature make. The demand last season was immense; they look just like the fresh flower but never go to sleep. Don't wait until the last minute; order now, they will keep.

Don't forget to send for our illustrated combination folders, containing full list of Memorial and Mothers' Day novelties. Also May and June Wedding Accessories. It is free for the asking.

H. BAYERSDORFER & CO., 1127-1129 Arch Street, PHILADELPHIA, PA.

Lancaster County Florists' Club.

The visiting committee of this club, consisting of Willis Girvin, Ira Landis and Lemon Landis, arranged a trip to Lititz, April 19, leaving Lancaster at 2 p. m. There are 52 other florists members of this club. One florist, the writer, two builders, T. J. Nolan and Dennis Connor, and one store man, J. DeBarry Heinitsh, made the trip; it is to be surmised that in these strenuous times of loyalty, the rest forgot their loyalty to the club and are concentrating it all on the war proposition.

On account of the smallness of the party and the extreme heat of the day, we did not get to the establishment of Fred Spinner, who is at the extreme end of Lititz and some walk from the car line, but a telephone call revealed the fact that he is as usual doing a land office business in vegetable plants along with the flowering plant end of it. He is one of those quiet unassuming fellows who does not say much, but accomplishes a great deal.

C. S. Loeffler, along the car line, received the honor of our visit; he has quite an establishment and one well worth a trip to see. Yellow daisies are a leading feature here and he has cut about 65,000 of them. Snapdragons are the second largest crop and they have been cutting since October from Keystone and the giant varieties and the same plants are producing good stock yet. Silver Pink is just coming into crop and will be discarded for next season. A trial on forcing Spanish iris has turned out fairly well, but he finds that about 40 per cent. do not bloom the first year.

A new sweet pea here was one of the sensations of the trip. It is lavender in color, blooms early, and is in full vigor right now when all the other varieties in the same house are what might be called down and out. In addition to its early and continuous blooming, it produces very long stemmed flowers with, in the majority of cases, four flowers to a stem. Mr. Loeffler is saving all the seed he can get of it. Mrs. Loeffler, as hostess, treated us to a bowl of delightful punch, genuine Lititz pretzels, Lititz fudge and cakes enough for a crowd of 20 people, and the other 16 can only imagine what they missed, as both Mr. and Mrs. Loeffler make ideal hosts.

On the way back to Lancaster a stop was made at the establishment of Enos Kohr, where as usual, we found carnations in the pink of perfection, foliage clean to the bottom of the plants and the top a sea of buds and flowers. Mr. Kohr grows only three varieties, and it is due to this elimination of varieties that has turned his place into the establishment it is, for I do not believe that there is one plant on the place that has not produced its full quota of flowers. One bed of Alice will be turned into a house of it next season. The other varieties he grows are Mrs. C. W. Ward and Matchless. Just how many he has I did not find out, but it must be over 100,000 plants. His house of young stock, from which they have just commenced planting into the field, is given to carnations only and run accordingly so that he has full control of temperature, etc., and the result is the finest lot of carnation plants that I think I ever saw. They are planted into soil on benches direct from the sand bed and topped quite low. Here as everywhere, the coal and labor proposition is a serious one for next winter, and along with it, the serious proposition of how to get a little more money out of the place.

At 7:30 sharp the club meeting was called to order with only a fair attendance of the members. The matter of not getting our empty flower boxes returned was brought up, and it will be given to our attorney along with other claims against the express company. A general discussion on the inferior quality of the boxes sent out the past year was indulged in, and Elmer Weaver, of Ronks, Pa., was appointed a committee of one to get prices and samples from the different makers and submit them to the members to make up a club order of a carload or more. J. Wade Galey gave us a very interesting paper on "Carnations," interspersed with witty personals and lots of good cultural features, the one strong point he brought out being that he attributed his success to the fact that he tops often instead of trying to make a clean up at one time, and believes in allowing the young plants to have some foliage for the production of roots. His paper was fully appreciated by everyone present, but in the rush to get the business through by a very tired president, the vote of thanks was overlooked. It was decided to hold our picnic in June, with time and place fixed at our May meeting. The president appointed Harry K. Rohrer, Lemon Landis and J. DeBarry Heinitsh, a committee to arrange said picnic. The programme committee reported having secured Richard Vincent, Jr., to give us an illustrated lecture on dahlias for the May meeting with an invitation to the ladies to attend. On motion made by the sole florist visitor for April, the visiting trips were abolished until next fall.

ALBERT M. HERR.

AUTOMOBILE SUPPLIES

Have you received our catalogue?
Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.
1349-51-53 S. Michigan Ave., CHICAGO, ILL.

Buffalo.

ACTIVE DEMAND FOR FUNERAL WORK.

Changeable weather with a moderate demand for flowers has been the rule in this city since Easter, which was marked by a very prosperous trade notwithstanding the excitement due to war conditions and all local florists are well pleased with the general results. Weddings, which are always numerous after Easter, have been no exception this year, but the florists, caterers and dressmakers are not benefited, as quiet ceremonies are the order of the day. General trade, however, is very good. The supply of all flowers is equal to requirements and the quality is of the very best. Plants that should have been in for Easter are now being used in window decorations.

NOTES.

The installation of officers of the florists' club took place April 16. President Elbers has surrounded himself with a good lot of men and a most successful year is predicted by all for this organization.

Greenhouse men are all busy with spring stock. Warm weather is all that is lacking to enable outside work to be done.

The Lenox Flower Shop presents a very attractive appearance fully in keeping with its location on Delaware avenue, which has been rightly called the "Fifth Avenue" of this city.

Visitors: Martin Reukauf, representing H. Bayersdorfer & Co., Philadelphia, Pa.; E. I. Mepstead and Miss Scrim, of Ottawa, Ont.

BISON.

WE WILL HAVE A

Large Supply of Roses and Carnations

For Mothers' Day

REASONABLE PRICES. PLACE YOUR ORDER WITH US.

Buy Direct From The Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

AMERICAN BEAUTIES	Per doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

MRS. CHAS. RUSSELL	Per 100
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

RICHMOND	Per 100
Specials	$10.00
Select	8.00
Medium	6.00
Short	$4.00 to 5.00

MILADY	Per 100
Specials	$10.00
Select	8.00
Medium	6.00
Short	$4.00 to 5.00

Champ Weiland.., Killarney ....., White Killarney., Killarney Brilliant, Sunburst ....., My Maryland...., Ophelia	Per 100
Specials	$10.00
Select	8.00
Medium	6.00
Short	4.00 to 5.00

ROSES, OUR SELECTION	Per 100 $4.00
Carnations, fancy	$ 2.00 to 3.00
Harrisii	$12.50 to 15.00
Jonquils	3.00 to 4.00
Sweet Peas	.75 to 1.50
Tulips	3.00 to 4.00
Valley	6.00
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Galax, bronze and green, per 1,000	$1.25
Ferns, per 1000	$3.50
Leucothoe Sprays	75c to 1.00
Smilax	per doz. strings 2.00 to 2.50

Rooted Carnation Cuttings

600,000 Ready For Immediate Shipment

Finest rooted cuttings obtainable at remarkably low prices until we are sold out. Peter Reinberg's stock is known for it's supreme quality everywhere and is the best kind for you to buy. Look over our list of offerings—all money makers, and order what you need immediately. Do it right now. **HURRY.**

	Per 100	Per 1000
White Enchantress	$2.00	$16.00
White Perfection	2.00	16.00
Enchantress	2.00	16.00
Rose Pink Enchantress	2.00	16.00
Ward	2.00	16.00
Beacon	$2.00	$18.00
Herald	2.00	16.00
Joy	2.00	16.00
Belle Washburn	4.00	30.00
Champion	2.00	18.00

OWN ROOT ROSES—2½ INCH

	Per 100	Per 1000
Richmond	$3.50	$30.00
White Killarney	3.50	30.00
Pink Killarney	$3.50	$30.00
Maryland	4.50	40.00
Sunburst	$5.00	$45.00
Ophelia	5.00	45.00

White Killarney, 3 inch ..... $5.00 per 100; $50.00 per 1000

SPECIFY PLANTS WHEN ORDERING.

2,000,000 Feet of Modern Glass

PETER REINBERG

30 East Randolph St, LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

No. 311—14-inch.

Memorial Day Wreaths

Now is the time to prepare for this day. **Neidinger's Magnolia Wreaths** are the greatest time savers and money makers. Our wreaths are made on regular mossed frames ready to use, with the same care and fullness as if you yourself made them.

Plain Magnolia Wreaths at the following low prices:

	Per doz.
No. 311—12-in. frame, finished 20-in	$ 6.00
No. 311—14-in. frame, finished 22-in	7.00
No. 311—16-in. frame, finished 24-in	9.00
No. 311—18-in. frame, finished 28-in	11.00

Trimmed Magnolia Wreaths—With carnations or roses, in pink, white or Golden Gate—also red, white and blue carnations.

	Each
No 401—14-in. frame, finished 22-in	$1.25
No. 404—16-in. frame, finished 24-in	1.50
No. 404—18-in. frame, finished 28-in	1.75

The red, white and blue decorations are new and quick sellers.

Order by number; state colors wanted.

Jos. G. Neidinger Co.

THE HOUSE OF MERIT
FLORIST SUPPLIES AND BASKETS

1309-11 N. 2nd St., Philadelphia, Penna

Mention the American Florist when writing.

Nashville, Tenn.

TRADE SHOWS GENERAL IMPROVEMENT.

Each day since Easter, the trade has seemed to improve and the stock that is coming in is of very fine quality, especially roses and carnations, which are in the lead in the call. There are some very fine Easter lilies, too, that are always in demand. The presence of Miss Margaret Wilson, daughter of the President, in this city for a song recital for the benefit of the Red Cross Society fund, was the occasion of a series of elegant social functions and many complimentary floral offerings, one of the handsomest being a bunch of five dozen American Beauties sent by the postoffice employes.

NOTES.

One of the most interesting items of news in floral circles is the announcement of the Joy Floral Company of the opening of a branch store in Chattanooga. They have for some time past done a large wholesale business there, and seeing an opening, decided to enter the field. They will be located at 721 Market street and the store will be under the supervision of Herbert H. Harrison, who has been with the firm for about twelve years. For the present the supply will be sent from the Nashville greenhouses, which are of ample capacity to supply it, and the erection of greenhouses there will be considered in the future. There are three concerns already in Chattanooga, but no flower stores, and the Joys propose to fill this want.

The bedding plant trade is in full operation, as it is now late enough to plant out any kind of flower. The small growers completely infest the daily market house, and from wagons on the outside one can get a fine assortment of flowers at a slightly lower price than from the flower stores. An enormous trade is done, and the small grower reaps the benefit of his year's hard work.

M. C. D.

Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000
Thenanthos	$12.00	
White Enchantress,	$3.00	$25.00
White Wonder,	3.00	25.00
Matchless	3.00	25.00
Peerless Pink,	3.00	25.00
Aviator, Best Money Maker,	$6.00	$50.00
Ward,	$3.00	$25.00
Washington,	3.00	25.00
The Herald,	3.00	25.00
Victory,	3.00	25.00
Champion	3.00	25.00

MISCELLANEOUS PLANTS

Wandering Jew, 5 varieties, **Lantana, Trailing Lantana, Sweet Alyssum, Ageratum, Feverfew, Dusty Miller, Salvia, German Ivy, Rose Geranium, Cupheas, Mesembryanthemums,** large flower, **Petunias,** double and single, **Snapdragons, Verbenas, Phlox Drummondi** (3 colors), **Coreopsis, Centurea Imperialist, Calendulas and African Marigolds.** All above 2½ in. stock, $3.00 per 100; $25.00 per 1000.

FUCHSIAS

2 in .....3c each 2½ in.....4c each
3 in ..... 6c each

BEGONIAS

Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

CALCEOLARIA HYBRIDUM

3 in.....10c each 4 in.....15c each

SCHIZANTHUS WISTONENSIS

3 in.. ..... 5c each

PRIMULA MALACOIDES

2½ in.....3c each 3 in.....5c each
5 in..... .....15c each

PRIMULA OBCONICA

4 in.....10c each 5 in.....15c each

YELLOW DAISIES

2½ in .....4c each

PYFER & OLSEM, Wilmette, Illinois.

Mention the American Florist when writing.

We Got the Contract

this week to build one of the largest Ice Boxes in the Chicago Wholesale Cut Flower Market for

KENNICOTT BROS. CO.

They knew what our Ice Box would do to meet their requirements—to preserve the stock from their large number of consignors.

All the Wholesalers

are invited to inspect their "Big Cooler"—see the satisfaction it gives in design—in roominess—and the stability to maintain the required temperature.

BUCHBINDER BROS.,

MANUFACTURERS

518 Milwaukee Ave., CHICAGO, ILL.

Mothers' Day

Let us suggest that the sale of Fl for Mothers' day this year will b exceed previous years. Be on th side and double your former orde Cut Flowers. Order Early.

Large supply of fine American Beauties, Russell, Snapdragons and Sweet Pea

CURRENT PRICE LIST

AMERICAN BEAUTIES.	Per doz.
Specials	$3.00
36 to 40 inches	2.50
30 inches	2.00
24 to 28 inches	1.50
Shorter	75c to 1.00

RUSSELLS.	Per doz.
Extra Long	$2.50
Long	2.00
Medium	$1.00 to 1.50
Short	per 100, $3.00 to $6.00

		Per 100
Milady, Richmonds, Brilliants, Sunbursts, Ophelia	Long	$10.00
	Medium	$6.00 to 8.00
	Short	2.00 to 4.00
Aaron Wards, White Killarney, Killarney	Long	$6.00 to $8.00
	Medium	$4.00 to 5.00
	Short	2.00 to 3.00

Extra long special roses we charge accordingly.

MINIATURE ROSES.	Per 100
George Elgar	$1.00
Cecile Brunner	2.00
Fireflame	$3.00 to 4.00

SWEET PEAS.	
Sweet Peas, Butterfly	$1.00
" " Spencer	$0.50 to .75
" " Short Spencer	.50

ORCHIDS.	Per doz.
Cattleyas	$9.00 to $12.00
Phalænopsis	3.00

CARNATIONS.	Per 100
Fancy	$3.00
Our selection	2.00
Splits	1.00

VALLEY.	Per 100
Fancy	$5.00
Firsts	4.00
Seconds	3.00

MISCELLANEOUS CUT FLOWERS	
Pansies	
Iris	$ 8.0
Daisies	1.0
Calendulas	2.0
Darwin Tulips	
Easter Lilies	10.0
Snapdragons	per doz., $1.00

GREEN GOODS.	
Smilax	per doz.
Sprengeri and Plumosus, per bunch. 25c, 35c, 50c.	
Adiantum	
Adiantum Hybridium	
Farleyense	$8.00, $10.0
Galax, gr. and br.	per 1,000
Leucothoe	
Mexican Ivy	
Ferns	per 1,000

SPECIAL!

This week only we are offering Sup Magnolia Leaves at $1.00 per han

Order Early.

Memorial Day Wrea

SPECIAL INTRODUCTORY OFF

12 Assorted 21-inch Wreaths like the accompanying illustration for **$1**

If you desire to make up your own wreat in mind that we have the materials you need and ply you with what you want at the most reasonabl

MAGNOLIA LEAVE

15-lb. Carton, ...

Immortelles, Cape Flowers, Prepared Lycopo
Sphagnum Moss, per bale, $1.35; Doz., $1
Hughes' Mothers' Day Boxes, 24 x 5 x 3½-inch, 50

POEHLMA

72-74 E. Randolph St.

OSE PLANTS, GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

ED—2½-inch Russell ....$150.00 per 1000
of 5000 or more.. 145.00 per 1000
ED—2½-inch Ophelia, Aaron Ward, Milady, Killarney,
e Killarney, Brilliant, Cecile Brunner, Richmond..... 120.00 per 1000
of 5000 or more.. 110.00 per 1000

These prices are absolutely net cash.

3½-inch stock an additional $50.00 per 1000 will be charged.

OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner..
....$7.00 per 100; 65.00 per 1000
Lots of 5000 or more.. 62.50 per 1000
Suburst, own root..........................$10.00 per 100; 90.00 per 1000

Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

CHRYSANTHEMUMS

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
LOW—					
Glow	October 1	$2.30	$20.00	$3.00	$27.00
ora	October 14	2.30	20.00	3.00	27.00
Eaton	November 1	2.30	20.00	3.00	27.00
Chadwick	November 7	2.30	20.00	3.00	27.00
organ (Improved w Eaton)	October 25	6.00	.....	7.00	.....
—					
in	October 24	2.30	20.00	3.00	27.00
	November 2	2.30	20.00	3.00	27.00
	November 13	2.30	20.00	3.00	27.10
ardt	November 2	2.30	20.00	3.00	27.00
Late Pink	November 7	2.30	20.00	3.00	27.00

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
WHITE—					
Early Frost	October 26	$2.30	$20.00	$3.00	$27.00
Oconto	October 19	2.30	20.00	3.00	27.00
Smith's Ideal	November 2	2.30	20.00	3.00	27.00
White Chieftain	October 24	2.30	20.00	3.00	27.00
Eaton	November 1	2.30	20.00	3.00	27.00
W. H. Chadwick	November 7	2.30	20.00	3.00	27.00
Chas. Razer	October 29	2.30	20.00	3.00	27.00
Elise Papworth	November 2	2.30	20.00	3.00	27.00
BRONZE—					
O. H. Kahn	November 2	2.30	20.00	3.00	27.00

POMPONS

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
LOW—					
abel	October 16	$3.00	$27.00	$3.50	$32.00
	November 1	3.00	27.00	3.50	32.00
ce	November 9	3.00	27.00	3.50	32.00
	November 16	3.00	27.00	3.50	32.00
ellow	November 10	3.00	27.00	3.50	32.00
by	October 31	3.00	27.00	3.50	32.00
—					
Marie	October 25	3.00	27.00	3.50	32.00

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
WHITE—					
Alva	October 21	$3.00	$27.00	$3.50	$32.00
Helen Newberry	November 16	3.00	27.00	3.50	32.00
BRONZE—					
Madam La Porte	November 9	3.00	27.00	3.50	32.00
Skibo—Bronze Button	October 16	3.00	27.00	3.50	32.00
RED—					
La Gravere	October 31	3.00	27.00	3.50	32.00

Palms Western Headquarters Palms

rgest and most complete stock offered in the West in a healthy, strong and clean condition.

TIA FORSTERIANA SINGLE PLANTS

pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
tubs	6-7	42-46 inches high	$ 4.00
tubs	6-7	48-50 inches high	5.00
tubs	6-7	50 inches high, heavy	7.00
tubs	6-7	8 feet high, heavy	40.00
tubs	6-7	9-10 feet high, heavy	50.00

IA FORSTERIANA MADE UP PLANTS.

	Plants		
tubs	4	72-78 inches high, heavy	$30.00
tubs	4	75-80 inches high, heavy	35.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots			$1.50	$12	$100
3 inch pots	5	10-12 inches high	2.50	18	150
					Each
4 inch pots	5-6	16 inches high	5.00	40	.45
6 inch pots	5-6	26-28 inches high			1.50

Specimen plants, 15 inch tubs, $75.00 each.

ARECA LUTESCENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high	$1.25

PHOENIX ROEBELENII.

5 inch pots.......................................$1.00

ASPIDISTRAS.

5 inch pots, 10-12 leaves, vari....................... 1.50

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, 90c per doz..............$7.00 per 100

LIVISTONA ALTISSIMA.

2¼ inch pots, $1.00 per doz...........$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots....................................50c each

STEVENSONIA GRANDIFLORA.

4 inch pots....................................50c each

DRACAENAS.

	Each	Doz.	100
5 inch Imperalis	$1.00	$12.00	
4 inch Terminalis	.40	4.20	
3 inch "	.25		$22.00
5 inch Lindenii	.80	9.00	
3 inch Margaret Storey	.30	3.25	

MISCELLANEOUS PLANTS

RAMBLERS—35c, 50c, 75c and $1.50 each.

AMERICAN BEAUTY ROSES in pots—35c to 50c each.

CROTONS.

colored, 4-inch, $4.80 per doz.; 5-inch, 60c each.

PANDANUS VEITCHII.

	Per doz.
	$ 4.20
	7.20
	12.00
	18.00
	$24.00 to 30.00

RUBBER PLANTS. Per doz.

	Per doz.
5-inch pots	$6.00
6-inch "	9.00
7-inch "	Each $1.50 to 2.00
Larger plants	Each 2.50 to 3.00

TABLE FERNS. Per 100

	Per 100
2½-inch pots	$4.00
3 -inch "	8.00

PTERIS ASSORTED. Per 100

4-inch pots ....$15.00 to $20.00

ASPARAGUS PLUMOSUS. Per 100

	Per 100
2¼-inch pots	$4.00
3 -inch "	8.00
6 -inch "	Each .35

ASPARAGUS SPRENGERI. Per 100

	Per 100
2¼-inch pots	$ 3.50
3 -inch "	7.00
4 -inch "	12.00

HOLLY FERNS. Per 100

4-inch pots ....$15.00 to $20.00

A Nominal Charge is Made for Packing.

N BROS. CO.

ng Distance Phone, Randolph 35.

CHICAGO, ILL.

Beauties, Roses, Fancy Russell, Carnations. Prices Are Much Lower.

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

CURRENT PRICE LIST

AMERICAN BEAUTIES

Our cut mostly medium and short length stems, but very fine flowers.	Per doz.
Specials, extra long stems	$3.00 to $4.00
Stems 30 to 36 inches	2.00 to 2.50
Stems 18 to 24 inches	1.25 to 1.50
Stems 12 to 15 inches	1.00
Shorter lengths	.35 to .75

RUSSELL—The best in this market.	Per doz.
Specials, extra long	$2.00
Long	1.50
Good medium	1.00 to 1.25
Good short	.50 to .75

RED ROSES

Rhea Reid, Richmond and Hoosier Beauty	Per 100
Long	$8.00 to $10.00
Good medium	5.00 to 6.00
Good short	3.00 to 4.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$8.00 to $10.00
Good medium stems	5.00 to 6.00
Good short stems	3.00 to 4.00

Pink and White Killarney, Brilliant	Per 100
Long	$6.00 to $8.00
Good medium	5.00
Good short	3.00 to 4.00

OUR SELECTION: Assorted Roses, not over half white, in lots of 300 or more, at the rate of $2.50 per 100.

CARNATIONS

Red, extra fancy **Belle Washburn**	$3.00 to $4.00
Pink and White, extra fancy	3.00

PRICE OF CARNATIONS FOR MOTHERS' DAY.

Our selection of colors, but we guarantee at least one-third white at ..... **$6.00 per 100**

TULIPS	$2.00 to $3.00
PAPER WHITES	2.00 to 3.00
JONQUILS AND DAFFODILS	2.00 to 3.00
VALLEY	5.00 to 6.00

GREENS

ASPARAGUS SPRENGERI, Per 100	$2.00 to $3.00
GALAX, Green or Bronze, Per 1000	1.25
CHOICE COMMON FERNS, Per 1000	3.50

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

BUSINESS SHOWS IMPROVEMENT.

Business is showing signs of improvement at this writing, especially as far as the out-of-town demand is concerned, and from present indications it appears as if the market is gradually stiffening as was predicted in THE AMERICAN FLORIST last week. Trade was very quiet then and large quantities of stock of all kinds were moved in large lots at ridiculously low prices to whoever would buy it. The department stores were heavy purchasers and came in handy in moving whatever surplus there was. Prices on stock in general were very low and it seemed to be a race with the dealers as to who could sell the cheapest and unload the quickest. While trade is better this week and prices are higher there is plenty of everything to go around although at times certain items clean up completely at good figures. American Beauty roses are in better demand than they were last week, especially in the medium and longer stemmed grades, and the same holds true for Mrs. Chas. Russell. Some especially fine Ophelia, Sunburst, Champ Weiland, My Maryland, Killarney, White Killarney and Killarney Brilliant are to be had at very reasonable figures in large lots and the same holds true for roses in general which appear to be gradually going off crop. Carnations are in large supply and are moving a trifle better but are not bringing anywhere near the prices that they should. Lily of the valley and orchids are good property and the same holds true for iris which is selling at very good prices considering the present market conditions. Sweet peas are in large supply and in good demand but violets appear to be about done. Snapdragons are plentiful enough to more than supply the demand and so are lilies and callas. Home grown and southern gladioli, tulips, jonquils, daisies, sweet alyssum, lupines, anemones, cornflowers, ranunculus, feverfews, pansies, forget-me-nots, narcissi, freesias, gardenias, trailing arbutus, lilac and many other miscellaneous seasonable flowers are included in the shipments and give the retail florists a splendid opportunity to make a big showing at very little cost and a good many of them are quick to take advantage of an overloaded market, judging from their window displays this week. Greens of all kinds are selling nicely especially smilax which is in unusually brisk demand. The outlook for stock for Mothers' day, Sunday, May 13, is none too encouraging and if the out-of-town and local buyers care to take a tip from the writer they will place their orders immediately for what they need, otherwise they are liable to meet with disappointment for the demand promises to be heavier than ever this year. Don't forget. Place your orders early. Do it now.

NOTES.

Miss Florence Smyth, daughter of W. J. Smyth, well-known retail florist, and Everett Williams, were united in marriage last Saturday, April 21. The Smyth home at 6541 Yale avenue, where the wedding ceremony was held, was beautifully decorated with lilies, pink roses and wild smilax.

Kennicott Bros. Co. has leased the entire space in the LeMoyne building at 174 North Wabash avenue, formerly occupied by the E. C. Amling Co., which gives them 3600 square feet of floor space in addition to its present quarters of practically the same size.

H. G. McLellan, with Ove Gnatt, Hammond, Ind., underwent an operation for appendicitis at Lakeside hospital, Monday, April 23.

My Friend Bill

Says:

Peace Will Be Declared

as soon as the warring nations are exhausted, or, as soon as they realize that it is absolutely unnecessary to needlessly waste millions of human lives to decide the main issue at stake.

Some Day

An international brotherhood of men will make it impossible for civilized nations to settle their disputes with the sword, and, men engaged in our line of business will also realize, that the greatest profit can only be obtained by all working for the general good of the trade, everybody always striving to give their growers and customers

100%

"Service"

Van

PERCY JONES, Inc., Chicago, Ill.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 CHICAGO

LARGE SUPPLY

ROSES--CARNATIONS--SWEET PEAS--SPRING FLOWERS AND ALL OTHER SEASONABLE STOCK

For Mothers' Day

FANCY QUALITY CARNATIONS, ONE-THIRD WHITE, $6.00 per 1000.

Order early and avoid dissapointment. All florists who place their orders early with us will be given special consideration.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good.

The nation's need is efficiency

RAPID PER

—Rapid Rappers wrap right

Pat. May, 1916—Trade Mark Registered.

THE nation's need, the florists' need today is efficiency—non-wastefulness. In offering the **Rapid Rapper** to the trade we have overcome one of the florists' greatest enemies, wasteful wrapping.

The **Rapid Rapper** has no drawbacks. It was made to eliminate the florists' wrapping problems, to wrap plants and baskets quicker, cheaper and better—and it does. There are no deterrents, nothing to in any way hinder its efficiency.

The **Rapid Rapper** is so simple that any child can easily and quickly wrap your plants and baskets without causing any damage to the blooms, and at the same time use less than one-half the paper required by the old method. No more wasting your time or that of your valuable assistants here. The **Rapid Rapper** assures perfect protection to the plant or basket and an attractive package which you will be proud to deliver, your customer proud to receive.

"The Art of Wrapping," an interesting booklet, illustrated and containing full details and prices, is ready. Send for it today.

California orders filled direct from branch office, 448 Bush St., San Francisco, Calif.

The Rapid Wrapper Co.,

56 East Randolph Street, Chicago.

EXTRA HEAVY SUPPLY

Roses and Carnations

For Mothers' Day

Place your orders with us and you will get the best stock obtainable for the least money.

MOTHERS' DAY PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
48 to 60-in. stems	$5.00
36-inch stems	4.00
30-inch stems	3.00
12 to 24-inch stems	$1.00 to 2.00

MRS. CHAS. RUSSELL.	Per 100
Fancy	$12.00 to $15.00
Good	8.00 to 10.00

MINIATURE ROSES.	Per 100
Baby Doll	$3.00
Elgar	3.00

WHITE AND PINK KILLARNEY, OPHELIA, SUNBURST AND RICHMOND.	Per 100
Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy White	$7.00
Fancy Colored	6.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	3.50
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.25

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

Peter Reinberg has 50,000 carnations already planted out in the field. Peter Schowboe, who succeeded Emil Reichling as foreman at the Reinberg greenhouses, has the planting in the greenhouses also well under way, 25 houses of Mrs. Chas. Russell, 10 houses of Ophelia, 10 houses of Champ Weiland and 15 houses of Milady roses already being benched. This firm is cutting heavily in roses, particularly fancy Ophelia and Mrs. Chas. Russell.

A. L. Vaughan & Co. report a brisk demand for iris in all colors which they are handling in quantity. Mr. Vaughan is very enthusiastic over the outlook for Mothers' day, for his growers will nearly all be in heavy crop with both roses and carnations and the early demand indicates that the buying will be very heavy. Mrs. W. S. Evans, of LaSalle, was a welcome visitor at this establishment this week.

Allie Zech says that Zech & Mann have had a big call for the Mothers' day posters and posterettes issued by the Chicago Florists' Club since their advertisement appeared last week and that every mail is bringing in new orders.

Joe Erringer, of the Zech & Mann force, has the sympathy of the trade in the loss of his father whose death occurred this week. The boys at Zech & Mann's were represented at the funeral in the shape of beautiful pillows.

Daniel H. McNulty, brother of Miss Marguerite McNulty, with Peter Reinberg, who is now located at Seattle, Wash., has joined the engineer corps of the Washington National Guard.

John Nylof and C. H. Janssen, with Swanson's, Inc., Minneapolis, Minn., spent several days here this week visiting the leading commercial greenhouses and retail establishments.

George Wienhoeber keeps a large electric flag in colors burning 24 hours every day in the window of his South Wabash avenue store as a mark of patriotism.

Walter W. Adams will move into larger quarters at 1169 North State street about June 1 when his present store on Rush street will be discontinued.

The Chicago Florist, 35 East Adams street, reports business as good last week with a heavy run in funeral work.

Erne & Company are handling a good supply of trailing arbutus in addition to their usual complete line of stock.

John Kruchten has been confined to his home for over a week with a severe attack of rheumatism.

H. Perstein, of Milwaukee, Wis., was a visitor at O. A. & L. A. Tonner's this week.

CUT FLOWERS=SUPPLIES

Everything you need in both at reasonable prices. Place your orders with us.

O. A. & L. A. Tonner

WHOLESALE CUT FLOWERS AND SUPPLIES

30 East Randolph Street, **CHICAGO, ILL.**

Mention the American Florist when writing

SPHAGNUM MOSS

Wisconsin burlaped bales perfectly dry, $1.50 each.

Full line of Supplies and Wire Work.

All Cut Flowers in Season

The Cleveland Florists' Exchange, 660 Huron Rd., CLEVELAND, OHIO

Mention the American Florist when writing

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches. .	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,

Wholesale Florist

1324 Pine St., **ST. LOUIS, MO.**

Is What You Get When You Order Here.

HEAVIER THAN EVER SUPPLY

Of Everything Seasonable in Cut Flowers and Greens.

Beauties-Roses-Carnations-Spring Stock-Etc.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	1.00 to 1.50
Short stems	100, 4.00 to 6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES.	
Richmond, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Milady, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Killarney Brilliant, special	$10.00
" " select	8.00
" " medium	6.00
" " short	3.00 to 4.00
Ophelia, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	6.00
" " short	3.00 to 4.00
Killarney, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Mrs. Ward, special	$10.00
" " select	8.00
" " medium	6.00
" " short	3.00 to 4.00
Sunburst, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Cecile Brunner	3.00
Elgar	3.00
Baby Doll	3.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Special fancy	$2.00 to $3.00

ORCHIDS.	Per doz.
Cattleyas	$6.00

EASTER LILIES.	Per 100
Select	$8.00 to $12.50

MISCELLANEOUS.	Per 100
Valley	$6.00
Spanish Iris, per doz.	$1.00 to 2.00
Calendulas	3.00 to 4.00
Daisies	.50 to 1.50
Snapdragons, per bunch	.75 to 1.00
Mignonette	4.00 to 8.00
Callas, per doz.	1.50 to 2.00
Sweet Peas	.50 to 1.50
Jonquils	2.00 to 4.00
Tulips	2.00 to 4.00
Daffodils	2.00 to 4.00

GREENS.	
Asp. plumosus, per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Adiantum, per 100	1.00
Smilax, choice, per doz.	1.50 to 2.00
Fancy ferns, per 1,000	3.50
Galax leaves, per 1,000	1.25
Wild Smilax, per case	5.00
Boxwood —per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

Mention the American Florist when writing.

The wholesalers in general are to be complimented for holding the prices down on carnations for Mothers' day this year which will do more to encourage the retail florists to buy heavier than any other form of advertising. There is no use of asking high prices just because one can get it, for the minute it is done you kill the goose that lays the golden egg. The retail florists should reciprocate by ordering assorted colors and not insist upon white altogether.

A. T. Pyfer & Co. report a large number of inquiries for carnations for Mothers' day in lots of 2,000 up to 9,000 and from present indications the demand promises to be heavier than ever this year. Mr. Pyfer says the supply of stock will be large as far as his firm is concerned, but is advising everyone to place their orders well in advance so as to avoid any possible disappointment.

Bassett & Washburn have had an unusually heavy out-of-town demand for stock this week, especially on Monday, April 23, when over 15 pages of orders were filled. The city demand is showing signs of improvement but is not anywhere near as brisk as it should be.

Poehlmann Bros. Co. cordially invite the trade to attend the grand opening of its new salesroom, Saturday, April 28. In addition to a magnificent display of florists' supplies, Manager Waters has one of Buchbinder Bros. celebrated refrigerators on show.

The Chicago Flower Growers' Association is busy booking orders for Mothers' day and while the early demand is mostly for carnations, roses are also having a good call and an early cleanup in both lines is in sight.

The retail florists are planning on organizing again in the near future and it is understood that the main object of the association will be to ask the wholesalers to discontinue their "red violet" business.

Henry M. Hirsh had the order for the opening of the Clark confectionery store this week which consisted of a large beautiful horseshoe of American Beauty roses and white carnations on an easel.

Special Offer

1000 Assorted Roses—$10.00 per 1000.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 CHICAGO.

Our $10-$15-$20 and $25

shipments of Cut Flowers bring you more for your money than you can get elsewhere. Your selection as far as possible. Best choice stock. Try us and be convinced.

Write for Quotations on Stock for Mothers' Day.

A. T. PYFER & CO.

—Wholesale Florists—

30 E Randolph Street, :-: CHICAGO, ILL.

Long Distance Telephone—Central 3373.

There is some talk in the wholesale market in regard to keeping the stores open until 11 p. m. Saturday nights and closing all day Sunday. This is a move in the right direction and no doubt can be accomplished through the Chicago Wholesale Cut Flower Association. The majority of the dealers seem to be in favor of the movement and all that is necessary to start the ball a rolling is for a couple of the leading houses to declare themselves. Who will be the first to sign the petition?

M. C. Gunterberg warns the trade to be on the lookout for the fellow with a bogus check for he attempted to pass one on her this week for $25 made out to the Cottage Grove Bank. The old dodge, calling for $20 worth of flowers and receiving $5 back, did not work this trip for she immediately called up the bank, who confirmed her suspicion that he was a crook. While she was telephoning he made his getaway.

Wietor Bros. are cutting a splendid supply of Ophelia roses, which they are growing in quantity and are moving nicely considering the general market conditions. N. J. Wietor reports a brisk demand for young rose stock and rooted carnation cuttings with, new orders continually arriving.

Miss May Schultz, with J. A. Budlong, is back from a delightful visit to Miami, Fla. The boys at Budlong's are rather inclined to believe that Miss May is going to leave them soon and remark that they would not be at all surprised to hear the tinkle of the wedding bells in the near future.

The A. L. Randall Co. is booking orders for a new victrola operated by an electric unit which will sell in the neighborhood of $125 each. Many of Mr. Randall's friends have ordered one of the new machines, which they consider a bargain at the price mentioned.

The Foley Greenhouse Manufacturing Co. is shipping material for four new houses, 36x500 feet, to the Ohio Greenhouse Co., Rocky River, O. The contract includes the heating system, boilers and everything else with the exception of the glass.

Fred Lemke, who has been engaged in the violet growing business at Park Ridge for many years, died last week. He was well and favorably known to members of the trade, who unite in extending the bereaved family their heartfelt sympathy.

F. F. Benthey has returned from a visit to New Castle, Ind., where work on the new Benthey houses is well under way. One Moninger house is about completed and ready for planting and the other is well on the road to completion.

Percy Jones, Inc., has been very busy with shipping orders all week, and, judging from the large number of boxes going out of this establishment every day, this firm is getting more than its share of business during these quiet times.

H. C. Rowe will be associated with the Bohannon Floral Co., 75 East Monroe street, on and after May 1, consequently he will give up the idea of opening a store again in the fall, as was mentioned in our last issue.

L. Hoeckner, with Peter Reinberg, has returned from a pleasant visit at St. Louis, Mo., where he called on the wholesale and several of the retail florists.

The Garland Manufacturing Co. is building another house, 86x900, for Davis & Steiner to be erected at Ottawa.

Visitors: Samuel Seligman, with Wertheimer Bros., New York; A. Hartnett, Grand Rapids, Mich.; Julius Dillof, with Schloss Bros., New York.

Milwaukee.

WARM WEATHER BRINGS HEAVY SUPPLY.

The spring season, with its warm weather and rains, was officially ushered in last week to the satisfaction of all, except a number of florists, whose stock was rushed in in a hurry, and with only a moderate demand, business was not satisfactory. Every line, including roses, carnations, and especially sweet peas, felt the depression. Just to what cause one can attribute the dull times is hard to figure out. This week started off with rain and much cooler weather, so there are hopes of a gradual improvement.

NOTES.

S. Deltmann, of A. M. Deltmann & Son, who operate a range at 417 Auer avenue, is back home after having submitted to a successful operation at a local hospital recently. It will take him some time to again regain his full strength and he has our best wishes for a speedy recovery.

To judge from the way advance shipping orders are coming in at the local wholesale houses, one has every reason to expect a banner business for Mothers' day. We hope the local craft will do their share by advertising to make it pass all expectations.

The A. F. Kellner Co. reports being rushed with orders for outdoor planting. The increased cost of living apparently did not affect this firm's customers, for the orders are more numerous and larger than in former years at this time.

As matters of great importance are to come up at the regular florist club meeting, Thursday, May 3, President Kennedy expresses the wish that as many of the members who can possibly do so should attend. E. O.

HANGING BASKETS

Enameled Green
Extra well made.

8-inch	$1.00 per doz.
10-inch	1.35 per doz.
12-inch	1.75 per doz.
14-inch	2.25 per doz.
16-inch	2.90 per doz.
18-inch	3.70 per doz.

GREEN MOSS

Fancy sheet 3 bu- sack well filled.
XXX quality.

$1.50 per sack

Pittsburgh Cut Flower Co.

116-118 SEVENTH ST., PITTSBURGH, PA.

Chicago Bowling.

The North Chicago league closed its season Thursday evening, April 19. The Florists rolled the following scores:

Players	1st game	2d game	3d game
Huebner	183	144	201
Price	204	189	218
Einweck	169	158	165
Zech	161	144	149
Olsem	202	180	198
Totals	919	815	931

HEAVY SUPPLY

For Mothers' Day

If you want good stock and good treatment

Send Your Orders to us. Do it Now.

ROSES, CARNATIONS,

Valley, Sweet Peas, Lilies, Callas, Lupines, Jonquils, Calendulas, Snapdragons, Hyacinths, Stocks, Tulips, Mignonette, Daisies, Pansies, Forget-me-nots and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood. We have home grown Asparagus—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE.

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Mention the American Florist when writing

NEVER BEFORE

have we had such an exceptionally large and fine supply of Cut Flowers to offer as we have right now, which means that we are in position to quote very attractive prices on quantity lots. You can get anything you want in Cut Flowers from us that are in season, including all the leading varieties of **ROSES, CARNATIONS, SWEET PEAS, SPRING STOCK, VALLEY, LILIES, Etc.** Place your Mothers' Day orders with us—we will be on deck with rings on our fingers and bells on our toes and you can bet your last nickel that you have got a better chance of getting what you want at the most reasonable prices here than you have anywhere else. Try us, we strive to please and are always delighted to serve you.

A. L. RANDALL CO.

Wabash Ave. and Lake St.

CHICAGO, ILLINOIS.

Marked Copy

For the Retailer or for the Grower

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President. J. E. POLLWORTH, Sec'y and Gen'l Mgr.

FOUNDED BY FLINT KENNICOTT 1st IN CHICAGO

Cleveland, O.

AVERAGE RECEIPTS BUT PRICES LOW.

The past week saw perhaps the largest supply of flowers of all kinds on the local market since last summer. There were immense quantities of roses and bulbous stock, much of which was cleaned up on Saturday to the street merchants, and while the week's receipts average well throughout, prices in most cases were low and "dollar boxes" and "sales" were the order of the day. Carnations, although quite plentiful, fared much better for the good stock, which cleaned up nicely, while seconds and "sleepy stock" went to the street. Violets are moving slowly, but are of excellent quality. Lily of the valley has been short of the demand. Sweet peas are in good supply, the better grades especially selling up. Snapdragons are plentiful and have dropped in price, white dragging a little. Iris is in good demand, but limited in supply. Calandulas, forget-me-nots, stocks and daisies arrive daily. Roses of all kinds were received in a much open condition last week, making it difficult to fill orders without sorting over. Greens of all kinds are plentiful.

NOTES.

A. C. Hottes, agricultural expert from the Ohio State University, gave several lectures in local schools on war gardens, preparing soils, and fertilizers. He paid the local wholesale florists a visit also, as he is very much interested in flowers.

Fred Ponting, florist and vegetable gardener of Eddy road, died suddenly April 19 of heart failure.

C. F. B.

St. Louis.

MARKET EXPERIENCES GLUT.

The market during the past week has been overcrowded; in fact, a glut prevails, although it does not seem to be as bad as a year ago. Prices are a little better. Bulbous stock is about done for, especially as to quality. Jonquils and hyacinths are watery and do not keep. Darwin tulips are somewhat better. Sweet peas are fine and are quoted from $5 per 1,000 for the best to $1.50 per 1,000 for the shorts. Roses are good, but move only in large lots at cleanup prices. Snapdragons move slowly. Lilies are a glut with lots of them going to waste. Carnations are very good with prices down to $7.50 per 1,000 on the lowest grades. In green goods the market holds its own, with fancy ferns up to $4 per 1,000.

NOTES.

Walter Young, of the firm of C. Young & Sons, was married to Miss Peet, a South Side belle, at St. Margaret's church. He was attended as best man by his brother, Chas. C. Young. He has the well wishes and congratulations of many friends.

Miss Martha Kniess, with Windler's Flowers, has been seen in the neighborhood of the First Regiment armory lately, and it is rumored she is ambitious to become a Red Cross nurse.

W. A. Rowe entertained a large number of his florist friends at his greenhouses on South Denny road, Kirkwood, April 21 with an "old-fashioned barn dance." Everybody had a great time.

Rich. Tubbessing, of Ayers Floral Co., has been elected secretary of the Retail Florist Association, account of vacancy caused by Marion Uhlschmidt's resignation.

A. S. Cerny, of Kirkwood, is going to build additional glass this summer. He grows first-class roses, which are consigned to Wm. C. Smith Wholesale Floral Co.

The county growers are making arrangements for a large crowd to attend the next florists' club meeting at the Eleven Mile house as their guests.

Oscar May is planning to build a new home this summer. He has been getting bids and figures, and intends letting the contract at an early date.

J. J. W.

Kansas City, Mo.

BIG SUPPLY, AND PRICES SUFFER.

Market conditions have changed since our last report, with prices lower. Roses are of good quality for the season but are moving at sacrifice figures, some being sold in dry goods stores on Saturday at one cent each. Carnations are plentiful but the quality does not improve. Sweet peas and lilies are holding their own and are both good property. The few pot plants available sell at sight. Bedding stock is beginning to move and a number of beds and boxes have been planted.

NOTES.

T. J. Noll & Co. disposed of 20,000 roses last week in addition to a large supply of carnations and other stock. Lilies and sweet peas are quite plentiful here. Stock in general is reported as moving quite well.

W. J. Barnes is finishing up his shrubs and making preparations for spring work as a number of his orders start early. His geraniums, salvias, coleus and vincas are the best he ever had.

Wm. Foith's bedding stock is in fine condition and he has started selling earlier than ever before. He will have a heavy supply of carnations and sweet peas for Mothers' day.

The Rosery is bringing in a few late bulbs. Business in all lines is reported good. Orders for decorations are increasing and corsage work is heavy.

The Wm. L. Rock Flower Co. is having a good business with plenty of stock to meet the demand. Funeral work and wedding orders are factors.

Jas. Payne has a fine line of bedding stock and anticipates a big season. He is looking for a new location and will move his range about August 1.

H. Kusik & Co. report heavy receipts but an active demand has kept it well cleaned up. A new line of ribbons and chiffons is being featured here.

The Oakwood Farm Floral Co. is cutting carnations in large numbers. John Stevens' cut also amounts to thousands daily.

Visitors: J. W. Stokes, Springfield, Mo.; C. A. Boston, Tulsa, Okla.; Mr. and Mrs. Farnham, Carrolton, Mo.

E. J. B.

Huckleberry Foliage

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

Joseph Ziska & Sons

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Joseph E. Wiltgen Michael F. Freres

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Long Distance Phone, Randolph 1975

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30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

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Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

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SHIPMENTS EVERYWHERE GROWERS AND SHIPPERS CUT FLOWERS IMMEDIATE DELIVERIES

154 NO. WABASH AVE., CHICAGO PHONE CENTRAL 879

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$5 00
" " 36-in	4 00
" " 30-in	3 00
" " 24-in	2 00
" " 20-in	1 50
" " 18-in	1 00
" " short, per 100,	6 00@ 8 00
" Mrs. Chas. Russell	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	3 00@12 00
" Killarney	3 00@12 00
" White Killarney	3 00@12 00
" Richmond	3 00@12 00
" Prince de Bulgarie	3 00@12 00
" Rhea Reid	3 00@12 00
" My Maryland	3 00@12 00
" Mrs. Geo. Shawyer	4 00@12 00
" Milady	4 00@12 00
" Sunburst	4 00@12 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	4 00@12 00
" Ophelia	4 00@12 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	4 00@12 00
" Tipperary	4 00@12 00
" Francis Scott Key	4 00@12 00
" Bayard Thayer	4 00@15 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	2 00@ 3 00
Cattleyas, per doz.	9 00
Gardenias, $4 00 per doz.	
Sweet Peas	75@ 1 50
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons, $0.50@$0.75 per doz.	
Lilium Harrisii	10 00@12 00
Valley	4 00@ 6 00
Jonquils	2 00@ 4 00
Daffodils	2 00@ 4 00
Mignonette	4 00@ 6 00
Pansies, per bunch, 10c@15c	
Adiantum Croweanum	1 00
Ferns, per 1000,	3 50
Galax, "	1 00@ 1 25
Leucothoe	75
Mexican Ivy, per 100	5 00@6 00
Plumosus Strings, each,	60@ 75
Smilax, per doz.	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case,	8.00
Wild Smilax, per case,	$5 00

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

Mention the American Florist when writing

HUCKLEBERRY FOLIAGE

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.

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Mention the American Florist when writing

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Mention the American Florist when writing

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THE FRERES-WINDLER Co.

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Room 218 Atlas Block

Long Distance Phone, Majestic 7175

WHEN YOU NEED

BEAUTIES IN QUANTITY

Let us figure on your order. Our prices will interest you and the quality will more than come up to your expectations.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

MARKET GREATLY OVERSTOCKED.

This is the season of our discontent; that is, to judge from the faces of the directors of the various commission houses. When I ventured to ask as to the state of business, I was informed that it was "rotten", "it was the worst ever", "never had such a week" and other more or less despairing statements of last week's business. There is a greatly overstocked market, due in part to the mild weather and a lack of social events for the time being. All the early weddings are over and such events will now be spasmodic until the advent of June. The quality of the roses is excellent. American Beauties are now plentiful and usually back up the stock of the street vendors. All these gentry carry an abundant supply and appear to be doing a rushing business. Carnations, due to the warmer weather, are a bit soft but still look very fair. Sweet peas are a great factor; they form a goodly portion of all the stocks and sell as well as anything on the market. Spanish iris is a favorite with many and some very good stock is seen. Calandulas and all that class of flowers are very plentiful. Lilac is scarce as are cattleyas and lily of the valley. With a very few exceptions it is a buyer's market, but as one of the sellers put it, "nobody wants to buy, so what's the use?"

NOTES.

Clarence Ligget, in charge of the S. S. Pennock-Meehan Co.'s plant department, also their credit man, thinks that growers could find a solution to many of their difficulties if they would adopt or figure out a cost system. Four-fifths of all men in the florist's trade appear to run their business on the guesswork plan. Geraniums are being sold, four-inch pot quality, as low as $7 a hundred by some growers. This stock costs from $2.50 to $3 per hundred in two-inch pots. The four-inch pot costs 50 per cent. more than last season, and it takes a month or six weeks of attention and good greenhouse space to get it to a salable size. Then it is sold for seven to eight cents. The same growers would not think of selling a hyacinth plant for less than 10 cents. The bulbs do not cost as much as the small geranium, are outside all winter, have a week or 10 days in the house, and would not be salable after Easter, yet the grower holds for 10 cents and gets it. Why he does not do this for his geraniums, for which he has a much longer selling period, is a mystery. If growers would keep some kind of a record of their expenditures, they would soon be able to tell just what it cost to grow this or that plant. Better prices would then prevail, as few would sell at a loss. Overhead charges include all the little, everyday expenses, which added to pots, fuel, delivery, salaries, telephone, rent or interest, taxes, etc., make up the cost of maintaining or conducting the business, all of which must be paid out of the sale of the products of the place.

All who desire to know about business management should attend the May meeting of the florists' club,

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

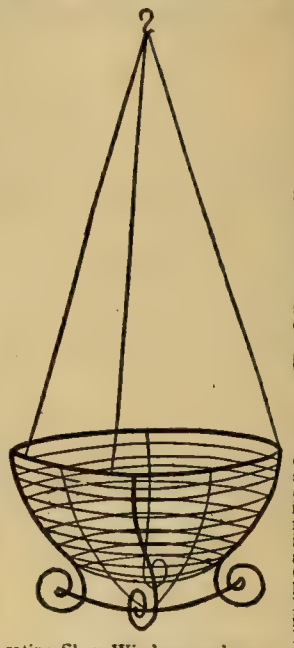
Wholesale Flower Markets

CINCINNATI, April. 25.	Per 100
American Beauty, per doz...	75@ 5 00
Roses, Killarney	2 00@10 00
" Mrs. Chas. Russell	8 00@15 00
" Ophelia	4 00@15 00
" Richmond	2 00@10 00
" Sunburst	3 00@10 00
Carnations	2 00
Lilium Giganteum	8 00@10 00
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Sweet Peas	25@ 50
Jonquils and Daffodils	2 00@ 3 00
Tulips	3 00

BOSTON, April. 25.	Per 100
Roses, Beauty	10 00@25 00
" Killarney Queen	2 00@ 8 00
" White and Pink Killarney	2 00@ 8 00
" Double White Killarney	2 00@ 8 00
" Killarney Brilliant	4 00@10 00
" Hadley	2 00@ 8 00
" Cardinal	2 00@ 8 00
" Mock	4 00@12 00
" Mrs. Chas. Russell	2 00@ 8 00
" Sunburst	2 00@ 8 00
" Taft	4 00@ 2 00
" Milady	2 00@ 8 00
" Ward and Hillingdon	2 00@ 8 00
" My Maryland	2 00@ 8 00
Cattleyas	35 00@50 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO, April. 25.	Per 100
Beauty Special	20 00@25 00
" Fancy	15 00@20 00
" Extra	10 00@12 00
" 1st	6 00@10 00
Roses, Killarney	3 00@ 8 00
" My Maryland	3 00@ 6 00
" Sunburst	2 00@ 5 00
" Ward	2 00@ 5 00
" Ophelia	3 00@ 8 00
" Russell	8 00@12 00
" Stanley	6 00@10 00
" Mock	3 00@ 5 00
" Shawyer	3 00@ 8 00
Lily of the Valley	6 00@ 7 00
Lilies	6 00@10 00
Cattleyas	40 00@50 00
Carnations	1 00@ 2 50
Violets	30@ 40
Tulips	1 00@ 2 00
Asparagus Sprengeri	35@ 50
Ferns	per 1000, 2 50
Smilax	15 00@20 00

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1.35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING,
1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RIGE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

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HIGH GRADE ROSES, VIOLETS, EASTER LILIES and other Seasonable Flowers.
Up-to-the-Minute Service. Satisfaction Guaranteed.
A good opening for a few more growers of cut flowers.

1615 Ranstead St., Philadelphia, Pa.

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W. Q. Potter Co.

(Successor to McCallum Co.)

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421 High St., Cleveland, O.

Manufacturers and Importers of Florists' Supplies.

Mention the American Florist when writing

Trade Directory

Price: $3.00 Postpaid

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Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
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Special Picked. Leave Your Regular Orders with Us.

Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.
FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN, Wholesale Florist. 1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, April. 25.

	Per 100
Roses, Beauty, special	30 00@50 00
" " fancy	20 00@30 00
" " extra	15 00@20 00
" " shorter grades	10 00@12 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	5 00@12 00
" White Killarney	5 00@ 8 00
" Liberty	10 00@30 00
" Hadley	10 00@35 00
" Sunburst	6 00@12 00
" Ophelia	8 00@15 00
" Hoosier Beauty	8 00@15 00
Carnations	2 00@ 4 00
Cattleyas.....each. $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	4 00@ 6 00
Calendulas	2 00@ 3 00
Daisies, yellow	1 50@ 2 00
Violets, single and double	50@ 75
Sweet Peas	75@ 2 00
Freesias	3 00@ 4 00

PITTSBURGH, April. 25.

	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	3 00@10 00
" My Maryland	3 00@10 00
" Sunburst	3 00@10 00
" Mrs. Aaron Ward	3 00@ 8 00
Cattleyas	50 00
Lilium Giganteum	12 00
Carnations	3 00
Lily of the Valley	5 00
Snapdragons	5 00
Spanish Iris	4 00
Adiantum	1 25
Asparagus Sprengeri, per bunch. 35@40	

MILWAUKEE, April. 25.

	Per 100
Roses, Killarney and W. Killarney	3 00@ 8 00
" Ward	3 00@ 6 00
" Mrs. Chas. Russell	5 00@25 00
" Ophelia	3 00@10 00
" Hoosier Beauty	3 00@10 00
Lilies.....per doz., 1 50	
Cattleyas.....per doz., 6 00@ 7 50	
Carnations	1 50@ 3 00
Rubrums	4 00
Valley	3 00@ 5 00
Violets	50@ 75
Sweet Peas	50@ 1 00
Tulips	2 00@ 3 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16-inch	2.90
18-inch	3.70

THE McCALLUM CO.
INC.
Pittsburgh, - Pa.

Mention the American Florist when writing

ST. LOUIS, April. 25.

	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	4 00@10 00
Carnations	2 00@ 2 50
Valley	4 00@ 6 00
Lillies	10 00
Orchids	50 00@ 60 00
Ferns	per 1000, 3 00

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

Tuesday next, when they will hear an essay by the vice-president of the Fourth Street National bank, a first-class business exponent and certified accountant. They will also receive a pamphlet on how to figure out overhead charges. This is issued by the United States government. Surely this will secure a record attendance. Come and bring all you think will be interested.

Berger Brothers are about to move into the central wholesale district in the neighborhood of Sixteenth and Chestnut streets. Ludlow and Ranstead streets, above and below Sixteenth, house six wholesale firms, with two below Sixteenth on Sansom street, about one block away. The Messrs. Berger bought a property across from their present location for their future occupancy, but have rented this and will move uptown as soon as they can find a suitable building.

Edward Reid views the situation complacently. Seeing the glut first, he worked up an out-of-town demand, which called for from six to eight thousand roses a day last week, as well as quantities of other flowers.

The Philadelphia Wholesale Florists' Exchange is carrying an immense stock these days. They think some growers need reforming. One sent in 25 callas for Easter and 3,000 the past week.

Eugene Bernheimer is handling quantities of sweet peas. Carnations are also a feature. An immense crop of roses is showing at the Florex Gardens at North Wales.

Orchids are scarce with the Jos. Heacock Co., but the situation will be normal in a couple of weeks. Roses were very plentiful the past week, but are now off crop again.

H. Bayersdorfer & Co. are having a a great run on their new tricolor novelty baskets, cradles, etc. Their "Near-to-Nature" white carnation for Mothers' day is seen in quantity.

The Leo Niessen Co. is handling quantities of American Beauties. Irises, snapdragons and high-grade sweet peas are also features.

Jos. P. Neidinger is having a great run on magnolia wreaths for Memorial day. Cycas leaf sprays, decorated with carnations, are also a feature.

The Robert Craig Co. is already shipping young plants of cyclamen. The stock this season is very fine. K.

Providence, R. I.

BRISK BUSINESS AT FAIRLY GOOD PRICES.

Trade during the past week has been active and the majority of the stores have been busy. Roses have been quite plentiful and while a cleanup cannot be reported, generous numbers were disposed of at satisfactory figures. Carnations are also plentiful and are priced low. Pot geraniums are beginning to come in and the quality is good. Bulbous stock is about finished up and other stock is taking its place.

NOTES.

M. Iannotti of Thornton is improving rapidly after an illness of five weeks and is able to be about again.

The gardeners and outside men are putting on some big forces to take care of their work.

Wm. Hay is preparing for extensive improvements at his range at Oaklawn. H. A. T.

New York.

SLOW DEMAND BECOMES MORE NOTICEABLE.

In the wholesale district the general feeling is that the business of the past week was slower than that of the preceding one. American Beauties made a slight recovery, not from an increased demand, but from a lighter supply. Sales of all the other roses and carnations are extremely slow. The spring flowers are telling heavily against roses and carnations. A trip among the retailers has recently shown that in table decorations, spring flowers such as tulips, narcissi and irises are being largely used. The same is true of baskets, many of which are made up by the retailers. In these newsletters, the writer has heretofore refrained from discussing war; but we are now in war, and a big one. The florists, like the rest of the people, are Americans, and if hardship or the necessity of sacrifice shall come, we believe that they will fulfill the obligation to their country like true patriots. We take this up now, partly because there are some people in the business who are growing timid. A curtailing of luxuries is inevitable, and doubtless it will be felt in our business; but we have no idea that the business will be ruined. This thought has just come to mind: Every summer there is dumped on this market an immense surplus of outdoor flowers which does not sell for much more than pays the express charges. Now is the time for the people who own the land and grow such stock to consider. They should cut a lot of it out and grow vegetables, and by so doing they would not only help their country, but also benefit themselves. The reasons for such a course are obvious and need not be here restated. We also believe that such a course would in the long run help the cut flower trade. We trust that the foregoing will be received by our readers in the spirit in which it is written. Getting back to immediate conditions, while there have been a number of clear days, enough to bring in a large supply of greenhouse stock, the weather has been generally cool. The carnation growers are busy preparing, but little or no planting has yet been done. There is a movement in stock that will be needed in spring planting, but largely in the nature of preparing. From present indications, good geraniums will not be plentiful and will go higher.

April 23.—There is considerable buying in the wholesale district this morning, but nearly all stocks are going cheap. The weather is clear and warm and an even heavier supply of stock may be expected for the remainder of the week. However, there does not seem to be any cause for alarm. A great amount of spring stock will soon be out of the way, which will be favorable to the roses and carnations—as long as the carnations last. As elsewhere stated, we do not believe that the florist business will suffer to any great extent, therefore let every florist stand pat and keep a stiff upper lip.

NOTES.

There are some retail stores that do not stop with a fine display at the holidays, but keep it up all the year. The C. A. Dards store, Madison avenue and Forty-fourth street, is such a one. At this store we recently noticed an admirable window decoration. Two large pots of pink rambler roses were so placed as to form an arch, which was filled in with flowering hydrangeas, daisies and ferns. In the foreground was a beautiful display of oncidiums, yellow snapdragons and other flowers.

Hentz & Nash, in the rooms of the New York Cut Flower Co., are handling a good, light pink rose, which has been named Bedford Belle. It is a sport of Double White Killarney and originated in the range of the Bedford Flower Co., Bedford Hills, N. Y.

The sympathy of the trade is extended to Maurice Klemnian, purchasing agent for Myer, Madison avenue and 58th street, whose wife died April 17 of cancer, after a lingering illness of three years and six months.

When the traveling public buys flowers it would not appear that business is very bad. Alexander M. Westwood, the florist at the Pennsylvania Terminal, advises us that his business was never better.

The next meeting of the New York Florists' Club will be held on the night of May 14. It is expected that important matters will be discussed and there should be a large attendance. A. F. F.

HENTZ & NASH INC. N.Y. WHOLESALE COMMISION FLORISTS GROWER AGENT 55 and 57 West 26th St.

Mention the American Florist when writing

Orders taken now for 1917 crop

Valley

Chas. Schwake & Co., Inc.

90-92 W. Broadway, New York

—We are—

Wholesale Florists

Have twenty-two years' experience behind us, and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.

GUTTMAN & RAYNOR, INC.

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101 W. 28th St., NEW YORK

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WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

Riedel & Meyer, Inc.
Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
PHONES—4024 and 4025 MADISON SQUARE

J. J. COAN, Inc. Wholesale Florist
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Phones 5413 5891 Farragut
EVERYTHING IN CUT FLOWERS

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104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

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Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301.
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John Young & Co.
Wholesale Commission Florists
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Telephone 7362 Madison Square
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WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th St., New York
Telephone 5335 Farragut.

Geo. C. Siebrecht
WHOLESALE FLORIST
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106 W. 28th St., NEW YORK

Wholesale Flower Markets

NEW YORK, April 25.	Per 100
Roses, Beauty, special	20 00@30 00
" " extra and fancy	10 00@15 00
" " No 1 and No 2	4 00@ 6 00
" Prima Donna	2 00@ 8 00
" Alice Stanley	1 00@ 6 00
" Mrs Geo. Shawyer	50@ 5 00
" Double White Killarney	1 00@ 6 00
" Killarney, Special	4 00
" " No 1 and No 2	50@ 1 00
" " Queen	50@ 5 00
" " Brilliant	50@ 5 00
" Aaron Ward	2 00@ 8 00
" Richmond	50@ 5 00
" Sunburst	1 00@ 6 00
" J L Mock	2 00@ 8 00
" Ophelia	50@ 5 00
" Mrs. Chas. Russell	1 00@ 6 00
" Hadley	2 00@20 00
" Hoosier Beauty	50@ 5 00
Cattleya Orchids, special	75 00
" " inferior grades	15 00@35 00
Rubrums	4 00@ 600
Lilies, Longiflorum and Formosum	3 00@ 6 00
Lily of the Valley	5 00@ 600
Carnations	75@ 2 00
Mingonnette ...per doz	25@ 50
Gardenias ...per doz.	50@ 3 00
Sweet Peas	25
Sweet Peas, Spencers	50@ 1 00
Snapdragons	2 00@ 4 00
Violets	15@ 25
Yellow Narcissus	50@ 1 00
Tulips	1 25@ 2 00
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus...doz. bchs.	1 00@ 3 00
Smilax ...doz. strings	1 00@ 1 50
Iris ...per doz	25@ 75

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Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, New York City
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
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Roses, Carnations, Violets
And all the NOVELTIES in the market.
LILIES AND VALLEY EVERY DAY IN THE YEAR
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20 years experience
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CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut. Shipments Everywhere
Prompt and satisfactory. Consignments solicited.

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Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising.
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The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

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Trade Directory
Containing the Names and Addresses of Florists of the United States and Canada.
PRICE: $3.00 POSTPAID
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MOTHERS' DAY BASKETS

12 beautiful baskets with carnation decoration, the floral symbol of the day in the two tone colors with liners - - - - **$6**

25 Cut Flower Baskets in the popular two tone colors with liners - - **$8.25**

RAEDLEIN BASKET CO.,
713 Milwaukee Ave., CHICAGO, ILL.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,
1302-1308 W. Division St., CHICAGO

Coal is going up, but that should not greatly worry the florists at present; it may come down again by midsummer. The number and variety of excuses that are from time to time put forward for raising the price of coal would be amusing were they not so shameful. At one time we hear that the miners will not work; at another there is a scarcity of cars, and the stock excuse now seems to be, that everybody wants to buy coal at the same time. Coal is now costing the consumer in this city on an average of $1 a ton more than was paid in April of last year. At the office of one of the big coal companies of this city the following statement was made: "With four or five months of summer ahead, when comparatively little coal is used and a great deal is produced, the price should be lower. It is the government's intention to exempt the miner from military duty, so that the mines may be operated; and the miners will undoubtedly work all summer, as they did last year."

Alexander McConnell, Fifth avenue and Forty-ninth street, who is also proprietor of the Woodside Nurseries, New Rochelle, N. Y., has handed us his latest catalogue of new hybrid tea roses and collection of roses for garden culture. It is a handsome booklet, and on the cover we find this touching sentiment from a poem by Felicia Hemans:

"How much of memory dwells amid thy bloom,
Roses! ever-increasing beauty for thy dower;
The bridal day—the festival—the tomb—
Thou hast thy part in each, thou statliest flower."

Reed & Keller, the supply men of West Twenty-fifth street, are fellows of infinite variety. If there is nothing new on the map, the immediately start something. Bill Reed is the inventor, and just as soon as he invents something good, Keller starts out and persuades the trade that it is the greatest thing on earth; the same being business. Joking aside, we wish to call attention to their new line of bird houses, which are unique and clever, and deserve the attention of the trade.

J. H. Small & Sons, Madison avenue and Fifty-second street, have not yet filled the boxes that are a spring attraction on the front of their store, but they have something else that attracts much attention. Two large American flags have been flung to the breeze.

On April 19, Alexander McConnell had a fine wedding decoration, and as a commentary on keeping customers, it may be stated that when the parents of the bride were married, 27 years ago, he furnished their wedding decoration.

Max Schling, 22 West Fifty-ninth street, who it is needless to add, is well known in the trade, has been busy, but has found time to make up for his show window a handsome floral representation of the American flag.

Miss Cadieux, of the Cadieux Co., 37 West Twenty-eighth street, reports business as encouraging. This firm succeeded Woodrow & Marketos, formerly in the plant trade at the above number.

Alfred Kottmiller, 426 Madison avenue, is one of the active men among the younger generation of florists and has recently been quite busy with decorations for dinners and luncheons.

Wire Work Bargains.

As wire stock is doubled in price we will clean up our made-up stock at the following prices:

100,000 wreaths, painted

12 inch..per 100,	$ 5.00	16 inch..per 100,	$ 8.00
14 " .. "	7.00	18 " .. "	10.00
22 " ..... "			12.00

10,000 of our strong well made **HANGING BASKETS**

12 inch.....per doz.,	$2.50
16 " ..... "	3.25
18 " ..... "	3.50

Send $1.00 for samples of 3 Baskets and 3 Wreaths.

Flat Wreaths, assorted, **$5.00 per 100**

Canavan's Iron & Wire Works
6124 Wentworth Ave., CHICAGO
Phone Wentworth 6778

CUT FLOWER BOXES

Notice our prices on your **Most Popular Sizes** in that **Most Popular Mist Gray Shade** (Moisture Proofed Stock)

18x5x3, 3 in. Lid $28.00 per 1000
24x5x3½, 3½ in. Lid $39.00 per 1000

Other sizes in proportion. **Printed Free** in lots of 1000. We also carry a White and a Green Box in stock. Quality guaranteed—Service, the kind you want.

Lindley Flower Box Co., Marion, Ind.

Charles Habermann, of Broadway and 103rd street, advises us that his Easter business was very satisfactory. He also had many orders for the funeral of "Diamond Jim" Brady.

A. F. F.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857.

Wittbold FLORIST

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L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing

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Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullanphy Florists (INCORPORATED)

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Telegraph orders filled on short notice in St. Louis and rest of Missouri.

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WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co's
STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

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EYRES,

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Members Florists' Telegraph Delivery Association.

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BOSTON 1 Park Street, 799 Boylston Street

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Adjoining Plaza Hotel
Member of the Florists' Telegraph

Original Decorations a Specialty.
Branch:
THE VANDERBILT HOTEL
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Member F. T. D.
426 Madison Ave.
And 49th St., NEW YORK

Chicago.

A. LANGE,

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Philadelphia, Pa.

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The Best the Market Affords.

We cover Eastern Pennsylvania, New Jersey and Maryland.

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Telephone 2065-2066 Madison Square.
42 West 28th Street,
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To out-of-town florists:
We are in the Heart of
And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

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Bangor, Me.

Adam Sekenger

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No. 32 NEWBURY STREET

We cover all points in Maine.

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J. B. BOLAND

Successor to Sievers & Boland

FLORIST

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Minneapolis, Minn.

WHITTED FLORAL CO.,

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

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611 FIFTH AVE., COR. 49TH STREET.

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TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
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ALPHA FLORAL CO.

146 S. Wabash Ave., Chicago.

Largest and most centrally located store in the city. All orders given prompt attention.

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Wire and Mail Orders Our Specialty.

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Palmer's

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THE F. WALKER CO.

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LARGEST FLOWER STORE IN THE CITY

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1874.
DARDS
N. E. CORNER 44TH ST. AND MADISON AVE.
Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.
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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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FLORIST
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General designs—All flowers in season

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Alpha Floral Co., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Archias Floral Co., Sedalia, Mo.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bragg's Flower Store, Rochester, Minn.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Broadway Florist, The, Los Angeles, Calif.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
California Florist, Tacoma, Wash.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave. and L, Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Quebec.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
Forter, Edward A., Cincinnati, O.
Foster, Fred, St. Louis, Mo.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs., J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Galvin, Thos. F., Inc., New York.
Gasser Co., J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hanft Bros., Madison and 62nd Sts., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., New York.
Hatcher, John C., Amsterdam, N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Hencle, Miles S., Syracuse, N. Y.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hessian, Madison Ave. and 76th St., New York.
Higgins, N. F., Springfield, Mass.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Howard & Smith, Los Angeles, Calif.
Huscroft's Flower Shop, Steubenville, O.
Jahn, Hugo H., Brooklyn, N. Y.
Johnston & Co., T. J., Providence, R. I.
Joseph's, 233-235 Grant Ave., San Francisco.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kerr Floral Co., Robt. C., Houston, Tex.
Kirchner, Chas. F., Cleveland, O.
Kottmiller, New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 25 E. Madison St., Chicago.
Leborius, J. J., Duluth, Minn.
London Flower Shop, Ltd., Philadelphia, Pa.
Mangel, Chicago.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McConnell, Alex., New York.
Metairie Ridge Nursery Co., New Orleans, La.
Miami Floral Co., Miami, Fla.
Mullanphy Florists, St. Louis, Mo.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
Palmer, W. J., & Sons, Buffalo, N. Y.
Park Floral Co., The, Denver, Colo.
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Penn, The Florist, Boston, Mass.
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Pikes Peak Flo. Co., Colorado Springs, Colo.
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Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Saake, O. C., Los Angeles, Calif.
Schiller the Florist, 2221 W. Madison, Chicago.
Schling, Max, 22 W. 59th St., New York.
Schmidt, Chas. L., Harrisburg, Pa.
Sekenger Adam, Bangor, Me.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Van Meter Flower Shop, Springfield, O.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Whitted Floral Co., Minneapolis, Minn.
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In the Heart of the most exclusive residential section.

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Only the Best Dunlop's
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We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford
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Special attention to Mail and Telegraph Orders
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Quality Flowers
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Orders promptly filled.
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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
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All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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Flowers delivered in city and state on short notice

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Friedman

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SAN FRANCISCO

JOSEPH'S

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L. L. MAY & CO.

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FRED FOSTER

FLORIST

703 Olive St., St. Louis, Mo.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

E. W. PEARSON

47 State St., NEWBURYPORT, MASS.,

Covers all New England points.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n.

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice

Trade discounts. First-class. stock.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

THE DOMINION FLORAL CO.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention

C. Frauenfelder

FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

GUDE BROS. CO.
FLORISTS
1214 F ST. N.W.
WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DES MOINES IOWA

ALFRED LOZIER ROSERY

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

Howard & Smith

853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

WORCESTER, MASS.

Randall's Flower Shop,

13 Pleasant Street.

Member of Florists' Telegraph Delivery.

Cincinnati, O.

Edward A. Forter

FLORIST

Successor to A. Sunderbruch's Sons

128 W. Fourth St., Phones, Main 1874–1875

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

VAN METER FLOWER SHOP

SPRING and HIGH, **Springfield, O.**

BEST FLOWERS for EVERY OCCASION.

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

Members of Florists' Telegraph Delivery.

Boston, Mass.

HENRY R. COMLEY, Florist, 6 Park St.

50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, State St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffmans, N. Y.

Mention the American Florist when writing

FREY & FREY,

1338 O Street, LINCOLN, NEB.

WHOLESALE AND RETAIL.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Chicago Detroit

CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

Mention the American Florist when writing

Los Angeles, Calif.

TELEGRAPH ORDERS

The Broadway Florist

Wholesale and Retail.

414½ S. Broadway.

Main 2837. Home A276

Wedding Decorations

Funeral Designs Cut Flowers

Mention the American Florist when writing

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

Mention the American Florist when writing

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

TERRE HAUTE, IND.

THINK OF **HEINL'S**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Cleveland, O.

A. Graham & Son

5523 Euclid Ave.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Av., PITTSBURGH, PA.

Mention the American Florist when writing

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing

PROVIDENCE, R. I.

and all T. J. JOHNSTON & CO.

NEW ENGLAND POINTS. 107 WASHINGTON ST., PROVIDENCE

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

VISITED CHICAGO: John T. Buckbee, Rockford, Ill.

IDAHO pea beans have advanced 60 cents per bushel this month.

J. C. VAUGHAN celebrated another birthday anniversary this week.

VISITED NEW YORK.—W. R. Hastings, of H. G. Hastings Co., Atlanta, Ga.

CHICAGO.—Prices for grass seed on the Board of Trade, April 25, were as follows: Timothy, $4.50 to $6.50 per 100 pounds.

HOUSTON, TEX.—O. P. Jackson & Co., Inc., report the demand continues later than usual, many yards being planted to vegetables.

LAKE FOREST, ILL.—Augmented by much new land being devoted to cultivation in this vicinity, D. D. P. Roy is having an unprecedented call for vegetable seeds.

PHILADELPHIA reports this week jobbing white onion sets at $10 per bushel, New York equally high, retail price 40 cents per quart, sets measuring about 25 quarts to the bushel.

NEW YORK.—Frank Woodruff, of S. D. Woodruff & Sons, says there are plenty of potatoes if they would pay the price, $10 and $11 per barrel. He also quoted onion sets at $5 and $7 per bushel.

BEAN growers are seeking new localities, free from anthracnose and weevil, and yielding 8 to 1 or better. Growers are investigating the northwestern states as well as various valleys on the Pacific coast.

SAN FRANCISCO, CALIF.—Three Japanese steamship lines, the Osaka Shosen Kaisha, Toyo Kisenkaisha and Nippon Yusen Kaisha, announced April 17 that freight rates eastbound across the Pacific have been advanced 20 to 30 per cent.

MILWAUKEE, WIS.—Court Dallwig, while well prepared to take care of his regular patrons, is of the opinion that the seed situation in 1918 will be a serious problem. G. H. Hunkel & Co., and Currie Bros. Co. report very active counter trade, stimulated by back yard gardening activity.

Beet Sugar Production.

Seventy-four factories in the United States, whose average length of campaign was 80 days produced 820,657 short tons of beet sugar, the average extraction being 13.86 per cent. While the production was about 54,000 tons less than in 1915, it was 169,000 more than the average yearly output during 1910-1914. The area harvested amounted to 665,308 acres with an average of 8.90 tons at an average price of $6.12 per ton, as against $5.67 in 1915.

French Bulb Prices.

Various prices so far indicated by cable on French bulbs are shown in the following extracts from different offers:

One grower offers Narcissus Paper White Grandiflora, everything included from 12 to 15 cm., 26 francs; 13 cm. and up, 30 francs; 14 cm. and up, 34 francs.

A second grower offers Narcissus Paper White Grandiflora, 13 cm. and up, 30 francs; white Roman hyacinths, 12-15 cm., 140 francs.

A third grower quotes white Roman hyacinths, 12 cm. and up, 133 francs; Narcissus Paper White Grandiflora, 12 cm. and up, 33 francs; Trumpet Major, 43 francs; Grand Soleil d'Or, 82 francs.

A fourth grower quotes white Roman hyacinths, 12 cm. and up, 145 francs; Narcissus Paper White Grandiflora, 12 cm. and up, 30 francs; 13 cm. and up, 35 francs; 14 cm. and up, 43 francs; Trumpet Major, 40 francs; Grand Soleil d'Or, 80 francs.

In the absence of quotations on freesias, it is evident that the French crop will be light.

Philadelphia Seed Trade.

The seed trade is right in the midst of the local spring rush—and rush it is with a vengeance. Nothing can be done in the way of getting out orders during store hours, as every available employe is required for the counter trade, and after closing hours most of them stay until midnight getting out the mail and other orders that have run behind.

Henry A. Dreer, Inc., are rushed from morning until night. The seed business here is immense, while the Riverton force is turning out tremendous lots of plants, roses especially being in great demand. This firm reports a record-breaking business in March.

The writer counted 102 customers in the H. F. Michell Co.'s store, standing two deep in front of the long counters, while 25 others were selecting stock from the display on the front pavement. It was a wonderful sight.

The Robert Buist Co. was obliged recently to close its store for one day and whiten the windows to try and catch up in their work. The employes also worked all day Sunday, the first time in this firm's experience.

I. N. Simon & Son are fortunate in having quite a few onion sets. White Portugal are priced at $2.75 per peck. This has been this firm's greatest year.

The Moore Seed Co. is offering tomatoes and peppers in pots; a little early to put them out, but they are selling. A great business here is the report.

The Stokes Seed Store never before had such a busy season. Onion sets are out of the market and stocks of many seed items are depleted.

P. B. Mingle & Co. still have good stocks of peas and beans, but many items here are in limited supply.

Chicago Seed Trade.

The retail seed trade had its record day Saturday, April 21. Most of the firms engaged in this line are working day and night shifts and some of them employ a large Sunday force. The heaviest demand is for vegetable seeds, potatoes and onion sets, and the supply of some items is running very low. All other departments are unusually active.

Leonard H. Vaughan, of Vaughan's Seed Store, is receiving congratulations this week on the arrival of another son, April 22, the fourth boy in this family of five.

C. D. Coventry has been elected secretary of the W. W. Barnard Co. and W. K. Partridge is now in charge of the retail department.

New York Seed Trade.

Reports of the increased business in the seed trade run from 50 to 150 per cent. F. W. Bruggerhof, of J. M. Thorburn & Co., said that business was very satisfactory, adding that they could have sold more if the stock had been obtainable. Vaughan's Seed Store was packed like a department store on a sale day, this store doing a good business in vegetable plants, as well as general stock. The A. T. Boddington Co., Inc., Weeber & Don, Peter Henderson & Co., Elliott & Sons, the Stumpp & Walter Co., the McNiff Horticultural Co., and Peck & Duggan all gave flattering reports.

Army or Navy Beans.

Sir: Should we gardeners plant army or navy beans? J. E. M.

Depends on whether your land is high and dry or low and wet.—Chicago Tribune.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Mention the American Florist when writing

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Thorburn's

SEEDS AND BULBS

For the Trade

J. M. THORBURN & CO.

Established 1802

53 Barclay Street, - New York

Western Seed & Irrigation Co.

Wholesale Seed Growers and Dealers

SPECIALTIES:

Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, NEBRASKA.

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA.

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,

PEDRICKTOWN, N J.

Mention the American Florist when writing

Grass Mixtures

FOR

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,

CHICAGO, ILL.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

Mention the American Florist when writing

ARNOLD RINGIER

(Formerly for 28 years with The W. W. Barnard Co.)

WISHES TO REPRESENT FIRST-CLASS

SEED--BULB--PLANT FIRMS

In Chicago and the Middle West.

Office, 169-175 N. Wabash Ave., CHICAGO, ILL.

ORDER SEED PACKETS NOW FOR 1918

Paper scarce. Requirements will be double.

THE BROWN BAG FILLING MACHINE CO.

FITCHBURG, MASS.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

Lily Bulbs

Shipment from Storage

	Size.	Per Case.	No. in Case
Giganteum,	7- 9 in.,	$14.50	300
"	8-10 in.,	16.50	250
"	9-10 in.,	16.50	200
Multiflorum,	7- 9 in.,	15 00	300
"	8-10 in.,	17.50	250

Giganteum shipped from Chicago as well as New York.

McHutchison & Co. The Import House

95 Chambers St., NEW YORK

The L. D. Waller Seed Co.

Guadalupe, California

Wholesale Growers of

FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS

Correspondence Solicited.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Fancy-Leaved Caladiums

Brazilian Collection of 12 varieties. — $1.50 per doz.; $12.00 per 100.

Mixed Brazilian Varieties.— $1.25 per doz.; $10.00 per 100.

TUBEROSES.

Double Pearl.—Bulbs 4 to 6-in. in circumference. $1.00 per 100; $7.50 per 1000.

ARTHUR T. BODDINGTON CO., Inc.

128 Chambers Street, NEW YORK.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.

Rocky Ford, Colorado.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Holland Bulb Prices

Anthony van der Schoot

Formerly of R. van der Schoot & Son (Dissolved)

HILLEGOM, = HOLLAND

CABLES AS FOLLOWS:

My special offer with much reduced prices has been mailed to leading bulb importers. Do not order elsewhere until you see my prices.

Mention the American Florist when writing.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER.

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.

EDGAR F. HURFF,

Correspondence Solicited. SWEDESBORO, N. J.

KELWAY'S

SEEDS--Flower, Vegetable and Farm

For present delivery or on contract. Wholesale only.
Special quotations for next season and from 1917 harvest now ready.

Langport, - England.

Mention the American Florist when writing

My Winter Orchid-Flowering

SWEET PEA SEED

have again received the highest honors by the New York and St. Louis flower shows. Over 8000 commercial growers are more than satisfied. If you are not already our customer, send your address and we will mail you our new price list in May or June; it will contain many splendid novelties.

Ant. C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Mention the American Florist when writing

American Bulb Co.

A. Miller, President.
WHOLESALE DEALERS IN
Bulbs, Seeds, Supplies, Etc.
178 N. Wabash Ave., Chicago, Ill.

Mention the American Florist when writing

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
CONTRACT GROWERS OF
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

Vick's Quality Flower Seeds

In All Leading Varieties.

JAMES VICK'S SONS, Rochester, N. Y.

Mention the American Florist when writing

We carry a reserve stock of all the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Mention the American Florist when writing

Live Counter Sellers.

LILIUM SPECIOSUM RUBRUM.

Tuberoses

Excelsior Pearl

First Size, 4-6 inches.. Per 1000	$8.00
OTHER SORTS Per 100	
Armstrong, Everblooming	$2.00
Variegated	1.75
Albino	1.75

AMERICAN GROWN (Vaughan's Farms)

Gladiolus Bulbs

	Per 1000
Mrs. Francis King, 1st Size	$15.00
Chicago White, First Early	20.00
" " Medium Size	15.00
Florist XXX Mixed, 1st Size	17.00
Standard Mixed, 1st Size	13.00
" " Medium Size	11.00
Extra Fine Mixed, 1st Size	18.00
Panama, 1st Size	30.00
Europa, best white, Per 100	$9.00
Mrs. F. Pendleton, Per 100	7.50
Myrtle, Per 100,	10.00

See our Spring "Book for Florists" for Complete Named List.

Caladiums

(Esculentum)

	Per 1000
7 to 9-inch	$30.00
9 to 11-inch	55.00
11 to 12-inch	85.00

Lilies—Hardy

Splendid Solid Bulbs

	Per 100	Per 1000
Lilium Auratum (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
Lilium Rubrum, 8-9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00
Lilium Tigrinum Splendens		30.00
" " Fl. Pl.		30.00

Lily Bulbs

FROM COLD STORAGE

Lilium Giganteum

	Per 1000
7- 9-in. (Case of 300, 15.00)	$45.00
8- 9-in. (Case of 250, 15.00)	58.00
9-10-in. (Case of 200, $16.00)	77.50

NEW YORK **VAUGHAN'S SEED STORE** CHICAGO

Our Spring "BOOK FOR FLORISTS" Should Hang at Your Desk.

If you are interested in Mid-Winter

Blooming Plants

—or anything in—

Soft Wooded Plants

—Write—

Geo. A. Kuhl, Wholesale Grower PEKIN, ILL.

FIRST AID TO BUYERS

SPRING LIST **ROSES** 2¼ and 4-inch

400 Best Sorts—Old, New, Tried, True

THE LEEDLE FLORAL COMPANY SPRINGFIELD-OHIO

Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.

CYCLAMEN, our own selected strain.

APLENIUM NIDUS AVIS (Bird's Nest Fern

Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00	each
Pyramids, 2½-ft.	1.50	each
Pyramids, 3 -ft.	2.00	each
Pyramids, 3½-ft.	2.50	each
Standard Shape, 14x14 in.	2.50	each
Globes, 14x14 in.	3.00	each
Heavy Bushes, 2-ft.	1.50	each
Nice Bushes, 15-in.	.35	each

F. O. FRANZEN 5319 N. Clark St. CHICAGO

Carnation Cuttings

For Immediate Shipment.

We can save you money on strong rooted carnation cuttings.

	100	1000
White Enchantress	$2.00	$17.50
White Perfection	2.00	15.00
Victory, red	2.00	15.00
Joy, red	2.00	15.00
C. W. Ward, dark pink	2.00	15.00
Afterglow, dark pink	2.00	15.00
Washington, rose pink	$2.00	$15.00
Dorothy Gordon, rose pink	2.00	15.00
Winsor, rose pink	2.00	13.00
Enchantress, light pink	2.00	13.00
Aviator	5.00	40.00
Nebraska	5.00	40.00

Look over your wants and send in your orders now while low prices are prevailing.

ROSES, GRAFTED STOCK, A1 QUALITY

	100	1000
Ophelia	$12.50	$120.00

Special discount on quantity lots.

J. A. BUDLONG, 184 North Wabash Avenue, CHICAGO, ILL.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - Indiana

Mention the American Florist when writing

A. N. Pierson, Inc.

Wholesale Florists

CROMWELL, - CONN.

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1,000
Vinca Variegata, 2-in, $2.00 per 100	$20.00
S. A. Nutt, 2-in.	16.00
Rex Begonias, 3-in. per dozen, 1.00	

Satisfaction guaranteed.

ELMER RAWLINGS,

Wholesale Grower

ALLEGANY, NEW YORK

GERANIUMS

Rooted Cuttings	Per 1000
S. A. Nutt and Buchner	$10.00
Ricard and Poitevine	12.50

Grown right, rooted right, packed right. Quality is as important in summer as in winter. You get quality all the year buying my stock.

ALBERT M. HERR, LANCASTER, PA.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

SWEET POTATO TRIUMPH is the variety recommended for canning by the Polytechnic Institute at Auburn, Ala.

OTTAWA, ONT.—A vacant lot association, which offers small areas plowed and harrowed, has been formed in this city.

THE Virginia truck experiment station, Norfolk, has issued Bulletin 22 covering investigations of sweet potato diseases.

THE record for a yield of celery per acre is said to be held by a California grower, who produced $1,100 worth from a one-acre field.

PARKVILLE, MO.—A range of houses and 100,000 square feet of ground to be devoted to growing vegetables for city markets are planned at Park College.

THE standard barrel of the United States should contain 7,056 cubic inches, with 28½-inch staves and 17⅛-inch heads, head material not thicker than 2/5 of an inch.

EVANSVILLE, IND.—Melon growers of the Ohio valley and southern states held a two-day meeting here April 20-21, among the important matters discused being reductions in demurrage rates on consignments and combating diseases.

BULLETIN No. 477, entitled "Marketing and Distribution of Strawberries in 1915," issued by the United States department of agriculture, treats of observations made by the office of markets and rural organizations of the department at shipping points and in markets.

Railroad Truck Gardening.

In addition to systematic assistance in locating and distributing seeds and fertilizers, and recruiting labor which can be spared from other employment, the Baltimore & Ohio railroad has assigned 128 employes of its traffic and commercial development departments to assist in promoting farm and truck garden production. Owners of vacant land, in and near cities along the line, will be urged to use it for vegetable gardens and will be given assistance.

Prices of Indoor Fruits and Vegetables.

CHICAGO, April 24 — Mushrooms, home grown, 50 to 75 cents per pound; lettuce, small cases, 17½ to 20 cents; radishes, 50 to 60 cents, dozen bunches; celery, $1.50 to $2.50, crate; tomatoes, six baskets, $3.50 to $4.50; cucumbers, per 2-dozen box, $1.00 to $2.00.

NEW YORK, April 24.—Celery, per crate, $1.00 to $2.50; cucumbers, 50 cents to $1.00; mushrooms, 75 cents to $1.50 per 4-lb. basket; tomatoes, per lb., 30 to 50 cents; radishes, per 100 bunches, $2.00 to $3.00; lettuce, per crate, $1.50 to $3.50.

Strawberry Growing.

Under the title, "Strawberry Growing," S. W. Fletcher, professor of horticulture at Pennsylvania State College, presents a work of 325 pages, profusely illustrated, which is not only a practical guide to strawberry culture, but also a history of the evolution of this important fruit in America from the Colonial days to the present time. The author has freely incorporated the experiences of other authorities in the text, included in which are chapters devoted to locations, soils, planting, fertilization and irrigation, training the plants, pollinization, picking, packing and marketing, insects and diseases, factors that enter into the cost of production, yields, profits, varieties, etc. The book is now ready and may be had at THE AMERICAN FLORIST office, price $1.75.

Vegetables at Philadelphia.

A look through the wholesale produce markets shows a very full supply. Vegetables from southern states, including Florida potatoes, which latter is very good looking stock, are seen in all the wholesale houses, most of it in good shape. Dealers report that, with the exception of potatoes, prices are not above normal; in fact, on some things, hardly maintained.

Prices are as follows: Jersey sweet potatoes, best grade, $1.50 ⅝ bushel; old potatoes, $3.60 and $3.65 per bushel; new Florida potatoes, $11.50 barrel of three bushels; Florida cucumbers, $3.25 for basket containing ⅞ bushel; Florida asparagus, from $2.25 to $4.50 per crate of 12 bunches; southern salad, $3.50 for crate of four dozen bunches.

Florida vegetables were quoted: Egg plants, crate of one dozen, $3.75; string beans, basket, 28 quarts, $1.75; cabbage, large crate, $9.25; peppers, $4.50 crate; squash, $1.25 basket; tomatoes, six baskets to case, containing in all 144 fruit, $4 to $4.50; Bermuda onions, $4.25 per bushel; Florida strawberries, 15 to 30 cents quart; New Jersey spinach, 85 cents per basket.

Vegetable Prices at New York.

On the produce market it is almost impossible to secure state marrow beans, and if good stock was to be had, it would sell readily at from $15 to $15.50 per 100 lbs. Chilian marrows bring from $11 to $12. Limas $15.50 to $15.75. Choice pea beans are selling up to $15 and $15.25. The cheapest beans on the market are South American brown at $7 to $8. Far Eastern red marrows and Chilian imperials $10 to $11.

As the old potatoes grow scarcer prices are going up, quotations being as follows:

Bermuda, new, No. 1, per bbl.	$13.00@14.00
New, No. 2, per bbl.	11.00@12.00
New, No. 3, per bbl.	9.00@10.00
Va., late crop, per 165-lb. bag	8.75@ 9.00
Va., late crop, No. 1, per 150-lb bag	8.00@ 8.25
Va., late crop, No. 2, bag	6.00@ 7.00
Florida, new, No. 1, per bbl.	12.00@ ....
Florida, new, No. 2, per bbl.	10.00@11.00
Florida, new, No. 3, per bbl.	7.00@ 8.00
Maine, per 180 lbs.	10.00@10.50
Onions—Old, red, per bag	8.00@10.00
Old, yellow, 160 lb. per bag	10.00@11.00
Texas, No. 1, white, per crate	3.75@ 4.25
Texas, No. 1, yellow, crate	4.25@ 4.50
Texas, No. 2, per crate	3.50@ 4.00
Bermuda, per crate	4.50@ ....

New beets, carrots and cabbage are selling well.

Miscellaneous Plants

Send your orders for the very finest hardened transplanted Tomato Plants obtainable. **Bonnie Best, Chalk's Jewel,** $5.25 per 1000. Same quality **Early Cabbage, Jersey Wakefield, Early Allhead,** $4.00 per 1000. **Sweet Peppers,** transplanted **Early Celery,** $5.25 per 1000. Cash with order. Prices f. o. b. Dunkirk N. Y.

C. H. Richards, Dunkirk, N. Y.

Mention the American Florist when writing

Tomato Plants

Order at once. Fuel is high, plants will be scarce. Northern grown **Bonnie Best, John Baer, Earliana,** transplanted and hardened, $1.00 per 100 postpaid; $6.00 per 1000 by express. A discount on large lots if ordered at once.

W. L. ROGERS, RANSOMVILLE, N. Y.

Mention the American Florist when writing

FERNS IN FLATS

In Best Varieties For Fern Dishes. $1.50 per 100. 100,000 READY NOW.

Write for Wholesale Catalogue of **FERNS, KENTIAS, ETC. to**

H. PLATH

"THE FERNERIES"

Lawrence and Winnepeg Avenues.

SAN FRANCISCO, CALIFORNIA.

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"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 cents.

American Florist Co.

440 S. Dearborn St., CHICAGO

97th Year

J. BOLGIANO & SON,

Wholesale Garden and Field Seeds, Onion Sets, Seed Potatoes

Growers of Pedigree Tomato Seeds **Baltimore, Md.**

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CHRYSANTHEMUMS

Novelties For 1917

The Best Of 1916 Introductions.

Standard varieties, both commercial and Exhibition.

NOW READY.

Also **Pompons, Anemones and Singles.**

Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.

Adrian, Mich.

Mention the American Florist when writing

Callicarpa Purpurea

A splendid berried Shrub, growing from 2½ to 3 feet high, with its branches gracefully recurving; these are covered in August with tiny pink flowers which are followed in September by great masses of violet-purple berries borne in clusters from the axil of every leaflet and remain on the plant a long time. It is not only a useful decorative plant for the lawn and garden in the fall, but the cut branches will be found most valuable material for the florist and decorator. Strong bushy plants, 15 inches high, which will fruit freely the first season.

$1.75 per doz; $12.00 per 100.

HENRY A. DREER

714-716 Chestnut St., Philadelphia, Pa.

The above prices are intended for the trade only.

CALLICARPA PURPUREA.

Mention the American Florist when writing.

Bedding Plants in Abundance.

Size of Pots		100	1,000
2¼-in.	**Abutilons**, 6 varieties	$2.75	$25.00
2¼-in.	**Ageratums**, 3 varieties	2.25	20.00
2 -in.	**Alyssum**, double	2.25	20.00
2¼-in.	**Asparagus Sprengeri**	3.00	25.00
3 -in.	**Asparagus Sprengeri**	5.00	45.00
2¼-in.	**Aster**, 3 varieties	2.25	20.00
2½-in.	**Begonia Vernon**	3.00	28.00
3 -in.	**Begonia Vernon**	6.00	55.00
3 -in.	**Cannas by the thousands.**		
2½-in.	**Dusty Millers**	2.75	25.00
2¼-in.	**Chrysanthemums**, 28 varieties	2.75	25.00
2 -in.	**Coleus**, any variety	2.50	22.50
2¼-in.	**Cupheas**, cigar plant	2.35	22.00
4, 5, 6-in.	**Dracæna Indivisa**, 15c, 20c, 25c per 100.		
2½-in.	**Heliotrope**, 3 varieties	2.75	25.00
4 -in.	**Heliotrope**, 3 varieties	7.50	70.00
2¼-in.	**Lantanas**, 8 varieties	3.25	30.00
3½-in.	**Lantanas**, 8 varieties	7.50	70.00
2 -in.	**Lobelias** (Crystal Palace)	2.25	20.00
2½-in.	**Marguerites**, 3 varieties	2.75	25.00
4 -in.	**Marguerites**, 3 varieties	7.00	65.00
	PANSY PLANTS	1.75	15.00
2¼-in.	**Petunias**, double, 12 varieties	3.00	28.00
2¼-in.	**Petunias**, single, finest mixed	2.50	22.50
2½-in.	**Salvia**, Bonfire or Splendens	2.75	25.00
3 -in.	**Salvia**, Bonfire or Splendens	5.00	45.00
2½-in.	**Stocks**, Princess Alice or Beauty of Nice	2.50	22.50
2½-in.	**Verbenas**, finest mixed	2.75	25.00
2½-in.	**Vinca Variegata**	3.50	30.00
4 -in.	**Vinca Variegata**	7.00	65.00
	Rudbeckias (Golden Glow)	4.00	35.00
	Funkia Variegata	5.00	45.00
2¼-in.	**Fuchsias**, 12 varieties	2.50	22.50
4 -in.	**Fuchsias**, 12 varieties	7.50	70.00
2¼-in.	**Geraniums**, 20 varieties	2.50	22.50
4 -in.	**Geraniums**	7.00	65.00

Also abundance of other stock, including millions of vegetable plants.

Correspondence solicited.

ALONZO J. BRYAN

Wholesale Florist, WASHINGTON, N. J.

Mention the American Florist when writing.

Canna YELLOW KING HUMBERT

(Emund's Queen Helen)

The Best Canna Novelty

This sport of King Humbert has the same habit of growth in the plants but with very dark green foliage and flower stalks excelling those of the King Humbert. The flowers are rich deep yellow, well spotted with red. Some plants occasionally give a scarlet or a scarlet-striped flower which is an effective and striking variation. In a bed or border the mass of trusses excel those of any other variety we know of.

We give below the opinion of a Canna expert on this novelty.

W. W. COLES says: "This variety at a distance of one-half mile loomed up above everything else, and it was at first difficult to believe that a Canna could make such a beautiful showing at that distance. When this variety becomes known, I feel sure it will fill a place among the Yellow Cannas fully as important as King Humbert has among the reds."

FINE STARTED PLANTS.

Price $20.00 per 100; $3.00 per doz.

Vaughan's Seed Store

CHICAGO 31-33 W. Randolph St. **NEW YORK** 43 Barclay St.

Greenhouses, Nurs. and Trial Grounds, Western Springs, Ill.

HYDRANGEAS

In bud and bloom, choice stock, from 75 cents to $3.00 each.

GARDENIA VEITCHII

3½-inch pots: $15.00 per 100

A. L. MILLER, Jamaica, N. Y.

Mention the American Florist when writing.

CHAS. H. TOTTY

MADISON, NEW JERSEY

Wholesale Florist

Chrysanthemum Novelties my Specialty

ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.

The Nursery Trade

American Association of Nurserymen.
John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.
Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

FARMERS' Bulletin 804 of the United States department of agriculture, recently issued, contains 42 pages with numerous illustrations and treats of aphids injurious to orchard fruits, currant, gooseberry and grape.

The Cottonwood Borer.

As described in Bulletin No. 424, contributed by the Bureau of Entomology, of the United States department of Agriculture, the cottonwood borer is quite a destructive insect, laying its eggs under the bark or in the trunk of trees at, or just below, the surface of the ground. The larva hatches out and boring into the trunk causes such damage that a storm will break it off. Young trees appear the most subject to its ravages. A fine wire screen at the base of the tree is recommended as a prevention.

Trillium With Double Flowers.

D. J. Talcott, Madison, O., has discovered a double flower of Trillium grandiflorum, according to the American Botanist, which consists entirely of petals, 21 in all. Not only have all the other floral parts been turned into petals but the flower has acquired two extra whorls of three parts each. The whole flower is quite rose-like and would make a desirable addition to the garden. The rhizome which produced this specimen bore two other flowers of the same kind and was found in a colony of the regular type. Mr. Talcott writes that he has experimented with trillium rhizomes and finds that they will grow from divisions as readily as irises do.

Cornus Mas.

The Cornelian cherry (Cornus Mas) is one of the earliest trees or arborescent shrubs to flower here. The flowers are light yellow and are borne in clusters in the axils of the unfolding leaves, and although individually small, are produced in such numbers that the branches are covered with them. They are followed by bright red, lustrous, oblong fruit the size of a small olive. The flower-buds and the flowers of this little tree are not injured by cold. The habit of this plant is good. The foliage is dark green and abundant, and the fruit, although somewhat hidden by the leaves, is handsome. The Cornelian cherry is a native of most European countries and of western Siberia, and has been an inhabitant of gardens for more than 300 years. In the United States it was probably more generally planted in the first half of the last century than it is at present, although there are not many early flowering tree hardy in this climate which are better worth a place in the garden. In the arboretum it can be seen in the cornel group near the junction of the Meadow and Bussey Hill roads.—Arnold Arboretum Bulletin, May 5, 1916.

Westchester and Fairfield Hort. Society.

The monthly meeting of the Westchester and Fairfield Horticultural Society was held in Hubbard's hall, Greenwich, Conn., April 13, President Wm. Whitton in the chair. For the exhibits of the evening the judges made the following awards: Cultural certificates to A. Biskhie for four very fine plants of hydrangeas, and to Wm. Graham for five plants of schizanthus; high commendation to Robt. Grunert for vase of carnations and three vases of tulips; to Fred Metzler for vase of Chrysanthemum Seven Oaks; to Jas. Linane for plant of calceolaria, and to C. Hakanson for vase of sweet peas. The thanks of the society were accorded to John Andrews for a plant of begonia, to Robt. Grunert for a vase of chrysanthemums, to Wm. Whitton for a plant of schizanthus and a vase of carnations, and to P. W. Popp for a standard rhododendron. The first prize for the most meritorious exhibit was awarded to A. Biskhie for four plants of hydrangeas, second honors to Wm. Graham for display of schizanthus, and third to Robt. Grunert for a vase of carnations. H. B. Read, of Conyer's Farm, Greenwich, gave a very interesting lecture on "Fruit Farming," which was much enjoyed by all the members present. ALEX CLARKSON, Secy.

KOKOMO, IND.—Cole's Flower Shop attributes a slight decrease in 1917 Easter sales as compared with those of a year ago to the fact that business was very quiet during the week, coming heavy on Saturday and Sunday with a shortage of lilies and an insufficient supply of roses and sweet peas, more of which could have been disposed of. Carnations were least in demand but sold readily when other lines were exhausted.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

The Book of the Peony
The long and interesting history of the peony, charmingly written by Mrs. Edward Harding. Contains 259 pages with 44 illustrations in color and black and white. Handsome cloth binding.
PRICE, $6 00.
American Florist Co.
440 S. Dearborn St., CHICAGO

California Privet
Largest and finest stock of **California Privet** of any nursery in the world.
Polish or Ironclad Privet
Amoor or Russian Privet
Berberis Thunbergii
Very Attractive Prices on Carload Lots.
J. T. LOVETT, INC.,
Little Silver, - New Jersey
The Original Growers of California Privet as a Hedge Plant.

Mention the American Florist when writing

Reliably Hardy
Trees, Shrubs and Plants
for all purposes. Wholesale and Retail. Send for catalogs or special quotations.
THE NEW ENGLAND NURSERIES CO.
BEDFORD, - - - MASS.

Mention the American Florist when writing

Seasonable Stock-Surplus
Carnations, surplus in pinched back, 2-in. pot plants at rooted cutting prices. 2000 Alice, 3000 Enchantress, 3000 Matchless and 2000 Champion at $3.00 per 100, $25.00 per 1000; 1000 Belle Washburn, $4.00 per 100.
Asparagus Sprengeri, 4-in. bushy, strong tops, $12.00 per 100.
" " 5-in. extra long and heavy, $18.00 per 100.
Petunia, Giant Ruffled, 2-in., $3.00 per 100, $25.00 per 1000.
Chrysanthemums, all standard sorts in large flowered and pompons, 2-in. at $2.50 per 100.
Caladiums—Fine bulbs, 7 to 9-in., $3.50 per 100; 9 to 11-in, $6.00 per 100.
Tuberose, Dwarf Pearl, 4 to 6-in., $1.00 per 100, $9.00 per 1000.
Daisy, Nicholson White, finest long stem, White Marguerite, $4.00 per 100, 2½-in.
Ageratum, White Cap, Blue Star, Topis Blue, $2.50 per 100.
Achyranthes Herbsti, Dwarf bright red, fine for border and edging, 2¼-in., $4.00 per 100.
Heliotrope, best market varieties of purple, 2¼ in., $3.00 per 100.
THE STORRS & HARRISON CO.,
Painesville, Lake Co., Ohio.

The Sensational New Fern . . NORWOOD

Has Made an Extraordinary Success

In only three weeks all of the large stock of **NORWOOD** that will be ready this spring has been engaged. Here are the facts:

Norwood—**A Distinct Novelty in Nephrolepis Ferns:**—The most beautiful of the crested type. The fronds are heavily crested, but do not unite as in many varieties of this class; each is held separate and apart by the strong and wiry midrib, which even in a small pot gives the plant a symmetrical and finished appearance. This is not just a variation of this very prolific family, but distinctly different, a very decided novelty that immediately attracts attention. It was one of the features of the New York Show, where it was awarded a Silver Medal as a new and meritorious variety.

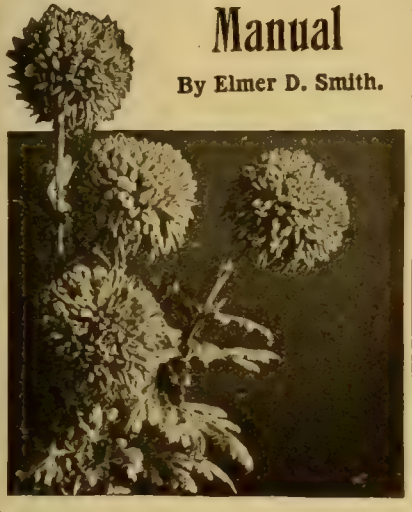
Having booked orders for 50,000 plants for June delivery, we are now accepting orders for August 15 delivery. Strong plants out of 2½-inch pots, **$25.00 per 100, $200.00 per 1000.** We will fill orders in rotation as received.

ROBERT CRAIG CO.

Market and 49th Sts. Philadelphia, Pa.
Branch: Norwood, Pa.

The Chrysanthemum Manual

By Elmer D. Smith.



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Price 50 Cents. Cash With Order.
AMERICAN FLORIST CO.,
440 S. Dearborn St., CHICAGO.

HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.
Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.
Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.
Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.
Forcing Stock—Azaleas, Rhododendrons, Aucubus, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses, in large assortment, choicest quality, best commercial sorts.

Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.
Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.
Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.
Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

Wholesale price list will be mailed promptly on request.

Write for information and price today.

THE D. HILL NURSERY COMPANY, INC.
EVERGREEN SPECIALISTS
LARGEST GROWERS IN AMERICA
Box 404, DUNDEE, ILL.
WHOLESALE GROWERS AND IMPORTERS

Mention the American Florist when writing

NURSERY STOCK

CLEMATIS PANICULATA

	Per 100	Per 1000
2 years, strong	$12.00	$ 00 00

BERBERIS THUNBERG

	Per 100	Per 1000
24-30 in., bushy	$10 00	$90.00
18-24 in., bushy	8 00	60.00
12-18 in., bushy	5 50	45.00

CALIFORNIA PRIVET

3 -4 ft., well branched,	100,	$4.00;	1000, $35.00
2 -3 ft., well branched,	100,	3.00;	1000, 25.00
1½-2 ft., well branched,	100,	2.50;	1000, 20.00

SPIRAEA VAN HOUTTEI

3 -4 ft., heavy	100,	$13.00;	1000 $120 00
2 -3 ft., strong	100,	10 00;	1000, 90 00
1½-2 ft., bushy	100,	7.00;	1000, 60.00

Send for complete list of other nursery stock. Use printed stationary. We sell to "the trade" only.

Jackson & Perkins Co., Newark, New York

For the Best New and Standar

DAHLIAS

Address
Peacock Dahlia Farms,
P. O. Berlin, N. J. Williamstown Junc., N. J.

Specialists in Specimen Stock

FOR LANDSCAPE WORK.
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices.
COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

The Early Advertisement Gets There

Rooted Carnation Cuttings

Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches, are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it, it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. **$6.00 per 100; $50.00 per 1000.**

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00
FLESH PINK.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00
RED		
Aviator	$6.00	$50.00
Champion	3.00	25.00
Philadelphia	2.50	20.00
DARK PINK		
C. W. Ward	2.50	20.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

Rochester, N. Y.

USUAL AFTER EASTER LULL CONTINUES.

The sale of flowers has fallen off during the past week, but the demand for trees, shrubs and perennials is on with a rush, stimulated by warm weather. Landscape work of all kinds is booming. In cut flowers, roses are exceptionally good but prices are low and carnations are being disposed of at a sacrifice. Bulbous stock is plentiful, much of it going to waste. Lilies and snapdragons are overabundant. Great quantities of gardenias are arriving from the east and are selling at low figures.

NOTES.

Geo. T. Boucher is installing two new Isko refrigerators. The air is electrically cooled by a new process. He had the decorations for the firemen's ball last week. The arrangement was very elaborate. Trade is good at this establishment, the bulk of it being funeral work.

Edwin C. Kaelber continues to attract much attention to his establishment with his fine window displays. His latest, with nasturtiums and white snapdragons arranged in black vases of various designs with a large center vase on black plush, was stunning.

Salter Bros. had an unusually fine decoration at the Genesee Valley club on the occasion of the birthday dinner tendered to Mayor Edgerton, the centerpiece being a reproduction of Cobb's Hill reservoir, brilliantly illuminated with miniature electric lamps.

John Hall, secretary of the Western New York Horticultural Society, has finished compiling the report of the proceedings of the sixty-second annual meeting of that organization. It will be mailed to all members.

David Scott, of Corfu, N. Y., is cutting continuously on sweet peas. His crop will last until June. He also disposes of fine snapdragons in quantity in this city.

Chester Ament, who has taken over the F. W. Vick greenhouses, has a fine lot of budding plants coming along.

The Budlong Rose Co., Auburn, R. I., is sending fine roses and gardenias to this market. CHESTER.

NEWCASTLE, IND.—The effects of the recent cyclone are fast disappearing and several of the damaged ranges will soon be in operation.

BRISTOL, TENN.—P. S. Wise, proprietor of the Fairmont Gardens, reports this year's Easter far beyond his expectations with sales 30 per cent better than for the same period last year. The business came late and the force was taxed to its utmost to get orders filled on time.

Vaughan's Greenhouse Stock

YOUNG ROSES

Grafted and Own Roots

Mrs. Chas. Russell, Ophelia Hoosier Beauty, Killarney Brilliant, White Killarney, Pink Killarney, Richmond, strong plants from 2¼-inch pots; many other varieties on own roots.

For list of **DORMANT 2-YEAR CLIMBERS—H. T.** and **H. P. ROSES,** see our Spring Book for Florists.

CROTONS

Now ready, an excellent lot—All good selling varieties, strong, 4-inch, **$5.00** per doz.; **$40.00** per 100.

Asparagus Plumosus Seedlings

Per 100, **85c.**; per 1000, **$7.00.**

CALADIUMS, Fancy Leaved (Bulbs)

Rare and new varieties, per doz., **$3.50**; per 100, **$25.00.**
Choice standard varieties, per doz., **$2.00**; per 100, **$15.00.**

CHRYSANTHEMUMS

ew and standard varieties. "Pompon Specials" Ask for.

Chicago **Vaughan's Seed Store,** New York

LONDON, ONT.—Due to unfavorable weather conditions, the Easter trade of 1917 was a disappointment to both growers and retailers. As far as sales for extra quality flowers were concerned, there was no increase over an ordinary Saturday. There was a better demand for plants.

BUFFALO, N. Y.—S. A. Anderson had an excellent Easter business with prices better than during the 1916 period. The demand was for one variety rather than an assortment as in other years. Lilies, ramber roses and azaleas in pots sold especially well and baskets of the same plants were popular.

Ready Reference Section.

10 CENTS PER LINE, NET.

AGERATUMS.

Ageratum, White Cap, Blue Star, Topis Blue. $2.50 per 100. The Storrs & Harrison Co., Painesville, O.

ASPARAGUS.

Asparagus plumosus, 2¼-in., $4; 3-in., $8 per 100; 6-in., 35c each. Asparagus Sprengeri, 2¼-in., $3.50; 3-in., $7; 4-in., $12 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

FOR SALE—3,000 clumps of Asparagus plumosus; fine stock. Need the room for roses. Price, $5.00 per 100 clumps.
McCALLUM CO., Pittsburgh, Pa.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.00 per 1,000. VAUGHAN'S GREENHOUSES, Western Springs, Ill.

Asparagus Sprengeri, 3-in., 7c; 3½-in., 9c; 4-in., 12½c. HARRY HEINL, West Toledo, O.

3-in. Sprengeri at $5.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

ASTERS.

Henderson's Invincible, a fine aster for cutting and trade pullers for your customers' own planting; separate colors; strong, transplanted plants; prompt shipment. $5.00 per 1,000. Cash.
BRILL CELERY GARDENS, Kalamazoo, Mich.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BARBERRY.

100,000 Berberis Thunbergii, $1.00 per 100 and up. 2-year, 18 to 24-in., $2.50 per 100. Get complete list of florists' stock for spring.
BENJAMIN CONNELL, Merchantville, N. J.

BEGONIAS.

NOW READY:

Begonia Glory of Cincinnati.
" Gloire de Lorraine.
" Melior.
" Mrs. J. A. Peterson.

Cyclamen seedlings, 4 to 8 leaves, ready for 3-in. pots (transplanted).

Price list on application.

J. A. PETERSON & SONS.
Westwood, Cincinnati, Ohio.

REX BEGONIAS, mixed varieties, 3-in., $10 per 100; 4-in., 15c to 25c each; 6-in., 50c each.
HENRY SMITH, Grand Rapids, Mich.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100.
R. Vincent, Jr., & Sons Co., White Marsh, Md.

BLEEDING HEART.

Bleeding Heart roots, $15 per 100. ERNEST ROBER, Wilmette, Ill.

BOXWOOD.

BOXWOODS.

PYRAMIDS. Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b., Dundee, Ill. Write for prices on larger sizes.

BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.

THE D. HILL NURSERY CO., INC.,
Box 404. Dundee, Ill.

Boxwoods. Most beautiful stock. For varieties and prices, see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BULBS.

Bulbs. Live counter sellers. Tuberoses, gladioli, caladiums, hardy lilies and lily bulbs from cold storage. For sizes, names and varieties, see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Caladiums, well cured with live shoots. Tuberoses—Dwarf Pearl. For sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Dwarf double pearl tuberoses. Caladium Esculentum. Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Lily bulbs. Giganteum and Multiflorum. For sizes and prices see advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALADIUMS.

Bulbs. Caladiums, fancy leaved. Rare and new varieties. $3.50 per doz., $25 per 100. Choice standard varieties, $2 per doz., $15 per 100. Vaughan's Seed Store, Chicago and New York.

Caladiums, fancy-leaved. Brazilian collection, 12 varieties, $1.50 per doz.; $12 per 100. Mixed Brazilian varieties, $1.25 per doz., $10 per 100. Arthur T. Boddington Co., Inc., 128 Chambers St., New York.

CALCEOLARIAS.

CALCEOLARIA HYBRIDS.

2¼-inch	$ 6.00 per 100
3-inch	10.00 per 100

CINERARIA, COLUMBIAN MIXTURE.

2½-inch	$ 3.00 per 100
3-inch	6.00 per 100
4-inch	10.00 per 100

ERNEST ROBER, WILMETTE, ILL.

CANNAS.

Cannas. Dormant to close. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

CARNATIONS.
Standard and New Varieties.

	Per 100	Per 1000
White.		
Matchless	$2.50	$20.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
C. W. Ward	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Champion	3.00	25.00
Philadelphia	2.50	20.00

J. D. THOMPSON CARNATION CO.,
Joliet. Illinois.

ROOTED CARNATION CUTTINGS.

Large supply of extra fine stock ready now. Our carnation cuttings are recognized everywhere as the best obtainable and are big value at the prices quoted.

	100	1,000
Champion	$2.00	$18.00
Victory	2.00	18.00
Bonfire	2.50	20.00
Carnegie	2.00	18.00
Enchantress	2.50	20.00
White Enchantress	2.50	20.00
Alice	3.00	25.00
Rosette	2.50	20.00
Nebraska	5.00	45.00
Mrs. C. W. Ward	2.00	18.00

WEITOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

ROOTED CARNATION CUTTINGS, A1 STOCK.

	100	1,000
White Enchantress	$ 2.00	$15.00
Pink Enchantress	2.00	15.00
Aviator (best Red)	6.00	50.00
Superb (flesh Pink)	12.00	100.00

ZECH & MANN.
30 East Randolph Street, Chicago.

Rooted carnation cuttings, A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

CARNATIONS FROM SOIL.

	100	1,000
Belle Washburn	$5.00	$45.00
Matchless	3.50	30.00

BASSETT & WASHBURN.
178 N. Wabash Ave., Chicago.

Carnation Cuttings. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Carnations, rooted cuttings, 600,000 ready for immediate shipment. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation Superb. Fine new flesh pink. Rooted cuttings. Delivery now. $12.00 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS

Immediate delivery.

CHRYSANTHEMUMS—ROOTED CUTTINGS.

Varieties listed in order in which they bloom.

	100	1,000
White.		
Crystal Gem	$2.50	$20.00
Oconto	2.50	20.00
V. Poehlmann	2.00	15.00
Alice Byron	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00
Yellow.		
Golden Glow	2.00	15.00
Golden Queen	2.50	20.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Odessa	2.50	20.00
Yellow Bonnaffon	2.00	15.00
Nagoya	2.00	15.00
Dolly Dimple	2.50	20.00
Pink.		
Amorita	2.00	15.00
Chieftain	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00
Red and Bronze.		
Shrimpton	2.50	20.00

Twenty-five at the 100 rate.
250 or more at the 1,000 rate.

J. D. THOMPSON CARNATION CO.
Joliet, Illinois.

CHRYSANTHEMUMS—ROOTED CUTTINGS.

Golden Glow, Smith's Advance, Major Bonnaffon, Chrysolora, Chieftain, Unaka, Robt. Holliday and Chas. Razer, $15.00 per 1,000.

Early Frost, Smith's Sensation, J. Nonin, Wm. Turner, Yellow Touset, White Touset, Wells' Late Pink, White Chieftain, Dr. Enguehard, $18.00 per 1,000.

Glen View, Odessa, White Chadwick, $22.00 per 1,000.

Golden Chadwick, $30.00 per 1,000.

Alex Guttman and Yellow Smith's Advance, $6.00 per 100.

Pompons: Western Beauty, Fairy Queen, Klondyke, Iva, Mrs. Frank Wilcox (Ben), Diana, Buckingham, Mensa, Baby Yellow, Minta, Lillian Doty, Zenobia, Nio, Cleo, Harvest Moon, Nola, Baby White, Lady Lou and other good varieties, $20.00 per 1,000.

A Winner—Yellow Smith's Advance. Same as parent, only a bright, clear yellow. Rooted cuttings now ready at $6.00 per 100.

W. A. ROWE FLORAL CO.
Kirkwood, Mo.

ROOTED CHRYSANTHEMUM CUTTINGS.

These are the very best commercial varieties. Prices, unless noted different, are $3.00 per 100.

White Varieties—Crystal Gem, Oconto, White Chieftain, Josephine Foley, per 100, $4.00; October Queen, per 100, $4.00.

Yellow Varieties—Golden Queen, Bonnaffon, Marigold, Mrs. Morgan.

Pink Varieties—McNiece, Wells' Lake Pink, Chieftain.

BASSETT & WASHBURN.
178 N. Wabash Ave., Chicago

CHRYSANTHEMUMS. Leading commercial varieties, $3 per 100. Ask for list of varieties. HENRY SMITH, Grand Rapids, Mich.

CINERARIA.

CINERARIAS, COLUMBIAN MIXTURE.

2¼-inch	$ 3.00 per 100
3-inch	6.00 per 100
4-inch	10.00 per 100
CALCEOLARIA HYBRIDS.	
2¼-inch	$ 6.00 per 100
3-inch	10.00 per 100

ERNEST ROBER, WILMETTE, ILL.

CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus in beauty as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it. $1.50 per doz., $10.00 per 100 from 2½-in., with plenty of fine cuttings on them.
C. Winterich, Cyclamen Specialist, Defiance, O.

Coleus, 3-in. stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

CROTONS.

Crotons, now ready, an excellent lot, all good selling varieties, strong 4-inch, $5 per doz.; $40 per 100. Vaughan's Seed Store, Chicago and New York.

Crotons, well colored, 4-in., $4.80 per doz.; 5-in., 60c and 75c each. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclamen giganteum, improved Wandsbek type, strong seedlings, in 8 varieties, equally divided, $4.00 per 100; $30.00 per 1,000; transplanted, $5.00 per 100; $40.00 per 1,000.

Rococo Erecta (new), finest ever introduced (not to compare with the old Rococo), to be well recommended for commercial growing. Strong seedlings, $5.00 per 100; $40.00 per 1,000; transplanted, $6.00 per 100; $50.00 per 1,000.

2½ and 3-in. stock ready May 15. Orders booked in advance. We grow over 350,000 and can show many testimonials as to the quality of our strain and stock.

Ernest Rober, Wilmette, Ill.

CYCLAMEN, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c; 6-in., 50c to 75c; 7-in., $1.00 to $1.50 each; full of buds and blooms. HENRY SMITH, Grand Rapids, Mich.

DAHLIAS.

Twenty Dahlia tubers, all different, correctly labeled, postpaid, $1.00. Six sets (120 bulbs), $5.00. Bulb and Seed catalog free. BUNGALOW GARDENS, Netcong, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DAISIES.

DAISIES. Mrs. F. Sanders, $3.00 per 100; $25.00 per 1000; 250 at 1000 rate. 2-in. pots. Good stocky plants. Cash with order. RIVERBANK GREENHOUSES, Geneva, Ill.

DRACAENAS.

DRACAENAS.

	Each	Doz.	100
5 inch Imperialis	$1.00	$12.00	
4 inch "	.40	4.20	
3 inch "	.25		$22.00
5-inch Lindeni	.80	9.00	
4 inch Godseffiana	.25	2.50	

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

DRACAENA INDIVISA, 6-in. pots, $25 per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 3-in., 7c; 3½-in., 10c; 5-in., 35c. HARRY HEINL, West Toledo, O.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

ECHEVERIAS.

ECHEVERIAS.

	100	1,000
Large size	$5.00	$45.00
Small size	3.50	30.00

Cash, please.
W. H. KIDWELL & SON.
3806 Wentworth Ave., Chicago.

ERICAS.

ERICAS—Young stock for growing on strong plants out of 2½-in., 3-in. and 3½-in. pots. Fragrans Melanthera, $15.00 per 100; Regerminans, $15.00 per 100; Cupressina, $20.00 per 100; Gracilis Autumnalis, $15.00 per 100; Globularia, $15.00 per 100; Persoluta Rosea, $15.00 per 100; Persoluta alba, $15.00 per 100. Cash with order, please. Anton Schultheis, 316 19th St., College Point, L. I., N. Y.

FERNS.

Hardy ferns, wholesale price.

	100	10	each
Adiantum pedatum, Maidenhair	$6.00	$0.70	$0.10
Aspidium cristatum, Evergreen	6.00	.70	.10
Aspidium goldiana	7.00	.80	.10
Aspidium spinulosum, Wood Fern	6.00	.70	.10
Asplenium felix foemina, hardy	6.00	.70	.10
Aspl. Thily, Silver Spleenworth	7.00	.80	.10
Dryopteris thelypteris, Shield	5.00	.60	.10
Onoclea sensibilis	4.00	.50	.10
Onoclea strutiopteris, Ostrich	7.00	.80	.10
Osmunda cinamomea	8.00	.90	.10
Osmunda claytoniana	8.00	.90	.10

Full 100 ferns, your selection, at 100 rate.
LUDWIG MOSBAK, OSKOV, MINN.

FERNS.

BOSTON AND ROOSEVELT FERNS, 4-in., 12c; 6-in., 40c. These ferns are all pot grown, and in A-1 condition and guaranteed to be as good as any on the market. Cash with order. FELIX KRAMER, Blaine St., Niles, Ohio.

Ferns. New fern Norwood, a distinct novelty in Nephrolepis ferns. Orders accepted for Aug. 15 delivery. Strong plants out of 2½-in. pots, $25 per 100, $200 per 1,000. Robert Craig Co., Market and 49th street, Philadelphia, Pa.

Ferns in flats, in best varieties, for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

Ferns, 2½-in., good, healthy stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

TABLE FERNS, best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

FUCHSIAS.

FUCHSIAS. Mixed varieties, 6-in. pots, 25c; 7-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

FUNKIA.

FUNKIA, undulata variegated, strong clumps, 8 to 15 eyes, $15 per 100. Ernest Rober, Wilmette, Ill.

GERANIUMS.

Geraniums. Large 2 and 2¼-inch, ready to shift to 3½ or 4-inch pots. For varieties and prices see advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

Geraniums, 2-in., $2 per 100, $18.50 per 1,000; 3-in., $3 per 100, $25 per 1,000. Maryland, $4 per 100 $25 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums, S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.

GLADIOLI, 1st size, Niagara, Panama, Princeps, Lily Lehman, $3.00 per 100; Golden King, $4.50; Independence, $1.50; Myrtle and Meteor, $12.00; Bordeaux, $8.00; Empress of India, $6.00; Ida Van, $10.00 per 100.

THE WILMORE FLORAL CO.
412 Seventeenth St., Denver, Colo.

GREENS.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

HYDRANGEAS.

HYDRANGEA—Pot grown, one year old varieties as Mme. Riveraine, General de Vibrave, Radiant, Mme. Harvard, Bouquet Rose, 8 to 10 flowering branches, $30.00 per 100; Mme. Mouillere and Avalanche, 7-in. to 8-in. pots, $12.00 to $18.00 per doz.; Otaksa, for garden planting in 10-in., 11-in. and 12-in. pots, $18.00, $24.00 and $30.00 per doz. Shipped out of pots. Cash with order, please. Anton Schultheis, 316 19th St., College Point, N. Y.

HYDRANGEAS OTAKSA, 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

Hydrangeas, in bud and bloom, Mme. E. Mouillere, Radiant, E. G. Hill, etc., $1, $1.50, $2 and $3 each. F. R. Pierson Co., Tarrytown, N. Y.

Hydrangeas, in bud and bloom, choice stock, 75c to $3 each. A. L. Miller, Jamaica, N. Y.

IVIES.

English Ivy, 3-in., 6c; extra strong, 3½-in., 8c; 2 to 3 vines, 2 to 3 ft., 4-in., 15c. HARRY HEINL, West Toledo, O.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

LANTANAS.

LANTANAS. 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

From Storage.

Lily of the Valley clumps. Special packed. Cold storage. Case of 25, $5.50. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.

Nursery Stock. For varieties and prices see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

KENTIA FORSTERIANA SINGLE PLANTS.

2¼-inch pots, $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
6 inch pots	6-7	30-32 inches high....	$ 1.50
8 inch tubs	6-7	42-46 inches high....	4.00
8 inch tubs	6-7	48x50 inches high....	5.00
9 inch tubs	6-7	50 inches high, hv...	7.00
15 inch tubs	6-7	8 feet high..........	40.00
15 inch tubs	6-7	9-10 feet high.......	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots		....	$1.50	$12	$100
3 inch pots	5	10-12 ins. high	2.50	18	150
					Each
4 inch pots	5-6	16 ins. high	5.00	40.00	.45
6 inch pots	5-6	26-28 inches high........			1.50

Specimen plants, 15-inch tubs, $75.00 each.

KENTIA FOSTERIANA MADE UP PLANTS.

	Plants		Each
6 inch pots	3	26 inches high......	$ 2.00
15 inch tubs	4	72-78 inches high, hv..	25.00
15 inch tubs	4	75-80 inches high, hv..	30.00

ARECA LUTECENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high.	$1.25

ASPIDISTRAS.

5 inch pots, 10-12 leaves, vari............ 1.50

PHOENIX ROEBELENII.

4 inch pots, 50 cents each; 5-inch pots....$1.00

LIVISTONA ALTISSIMA.

2¼ inch pots, 90c per doz........$7.00 per 100

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, $1.00 per doz......$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots...........................50c each

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANSIES.

200,000 large, stocky (September transplanted), field-grown, blooming pansy plants. Henry Mette's strain, all salable stock; satisfaction guaranteed; $1.25 per 100; $11.50 per 1,000. Cash. Prompt shipping. BRILL CELERY GARDENS, Kalamazoo, Mich.

PANSIES. Mammoth strain; transplanted plants in bloom, doz., 35c; 100, $2.50. Post-paid. DANIEL M. CLICK, Smoketown, Pa.

PANDANUS.

Pandanus Veitchii, 4-in., $4.20; 5-in., $7.20; 6-in., $12; 7-in., $18; 8-in., $24 to $30 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15. 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PELARGONIUM. Easter Greeting, 4-in., in bud and bloom. A1 plants, just right for spring sales. FELIX KRAMER, Niles, O.

PEPPERS.

Peppers. Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.

Peppers. Celestial, 4-in., $12.00 per 100; $100 per 1,000.

Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.

PYFER & OLSEM, Wilmette, Ill.

PHLOX.

PHLOXES. Large divisions, named, $3.50 per 100; under color, $3.00. American Beauty, R. P. Struthers, Pantheon, Selma, Richard Wallace, Berenger, La Vogue, Prof. Schleiman, Lavender Queen, Eclarieruer; novelties, Dawn, Panama, Meredith, Mrs. H. M. Temple, Modesty, Melrose. All highly recommended, $6.00 per 100.

THE WILMORE FLORAL CO.
412 Seventeenth St. Denver, Colo.

PRIMULAS.

PRIMULA MALACOIDES.

Extra fine stock	100	1,000
2-inch	$3.00	$27.50
2¼-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM, Wilmette, Ill.

PRIMULA MALACOIDES, 4-in., pink, in bloom, $15, and extra select $20 per 100. Chinensis, 3-in., $6 per 100; in bloom, $8 per 100. Ernest Rober, Wilmette, Ill.

PRIMULA OBCONICA, best varieties, 2-in., $3, 3-in., $5 per 100. Obconica and Malacoides in bloom, 4-in., $12.50, 6-in., $25 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

California, Polish or Ironclad, Amoor or Russian Privet. Very attractive prices on car-load lots. J. T. Lovett, Inc., Little Silver, N. J.

ROSES.

ROSE PLANTS.

Grafted and Own Root.
The Poehlmann Quality, Known Favorably Throughout the Land.

GRAFTED—2½-inch Russell...$150.00 per 1,000
Lots of 5,000 or more........ 145.00 per 1,000
GRAFTED—2½-inch Ophelia, Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond....$120.00 per 1,000
Lots of 5,000 or more........ 110.00 per 1,000
These prices are absolutely net cash.
For 3½-inch stock an additional $50.00 per 1,000 will be charged.
OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner, $7.00 per 100; ....$65.00 per 1,000
Lots of 5,000 or more......... 62.50 per 1,000
Sunburst, own root, $10.00 per 100 .... 90.00 per 1,000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

ROSE PLANTS—2½-INCH STOCK.

	100	1,000
Pink Killarney	$4.50	$40.00
White Killarney	4.50	40.00
Ophelia	6.00	50.00
Sunburst	5.00	45.00
Richmond	4.00	35.00
American Beauty	6.00	55.00
Baby Doll	5.00	45.00
Baby Elgar	4.00	35.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

ROOTED ROSE CUTTINGS.

Cecile Brunner ....$50.00 per 1000
Richmond .... 35.00 per 1000

BASSETT & WASHBURN,
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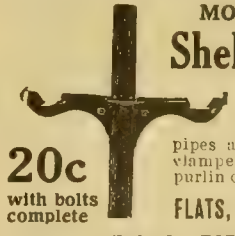

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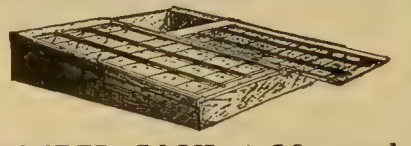

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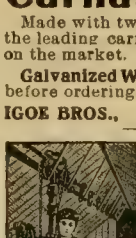

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THE AMERICAN FLORIST

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR. Houston, Texas. President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., 1918. W. J. VESEY, JR., Ft. Wayne, Ind., President; CHAS. S. STROUT, Biddeford, Me., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

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Next annual meeting and exhibition, Philadelphia, Pa., June, 7-8, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

GETTING MEMORIAL DAY BUSINESS

THROUGH MOTHERS' DAY ORDERS.

A Great Opportunity.

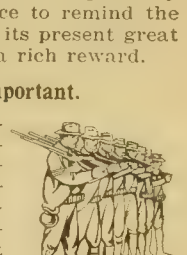
Two weeks and a half after Mothers' day is Memorial day. That means the florist must get busy on preparations for the latter holiday before he has had time to count his profits from the first. Indeed, he should not wait for Mothers' day to pass before beginning work for Memorial day business. If he commences now, he can use the earlier day as a means of getting orders for the later one. All signs point to this coming Memorial day as a record-breaker for florists. This country has declared war and is making preparations for military activities. Although there is yet something of an apathy, a sort of disbelief that this country has actually abandoned its position as a peaceable neutral, and is engaging in the conflict that has torn the old world for nearly three years, gradually a thrill of patriotism, a realization of that deep, abiding obligation to flag and country, is entering the soul of the nation.

Harking Back to '61.

With the growth of this feeling comes the remembrance of the soldiers who gave their lives for their country in previous wars. Examples of heroism and sacrifice on the part of those in European armies today cause us to hark back to the days of '61 and the deeds of the soldiers in the war from which rose the everlasting monument of Memorial day. Hence, on May 30, the sympathy felt by the people of this country for the combatants abroad, and the spirit that stirs them at the thought of our boys and our colors soon mixing in the strife, will loose in greater force than ever before the flood of reverence and veneration that is the meed of fallen patriots on that day. Those who in previous years have carried flowers to the dead on Memorial day will be more generous this year, and thousands who have neglected this remembrance formerly will follow the impulse brought by the present martial stir and purchase flowers.

The florists have this opportunity, which is theirs to cultivate. This year, of all years, the members of the trade who use whatever means of publicity there is at their service to remind the public of this day and its present great significance will reap a rich reward.

Early Start Important.



An early start is important for the accomplishment of large results. Mothers' day offers a splendid beginning. Persons who respond to the sentiment of this day are the sort who will be good customers Memorial day.

An appeal to those who buy flowers for or in memory of their mothers, no matter how small or insignificant their purchase, is surest of results in Memorial day sales. And the buyer of a white carnation for the second Sunday in May will spend many times the cost of it for the thirtieth of the month. Advertising directed at this class of customers will surely pay.

A simple method of obtaining effective publicity to this end is the enclosing of a small card or slip in each order that goes out for Mothers' day. On this is printed a few lines calling attention to the nearness of the great day of patriotic remembrance and inviting the placing of early orders to be filled May 30. This is a small and inexpensive way of advertising, but is certain to secure results. There is no doubt that such cards will be read, and the chances are immensely favorable for their bringing in or-

ders. The persons who buy flowers for Mothers' day follow an impulse of sentiment—affection for one's parent. They are, therefore, altogether likely to respond to an appeal to another form of sentiment—veneration for the soldier dead. Through the use of a card or slip such as suggested the many small sales for Mothers' day can be made the forerunners of much larger orders for Memorial day.

Herewith is shown a card worded in a way calculated to carry home the particular significance of Memorial day this year, and connect with it in an unobtrusive manner the suggestion for early orders.

The Day of the Honored Dead

In the presence of a great national crisis like that which confronted the patriots of '61, American citizens today feel more deeply than ever before their debt to those who gave their lives for this country nearly three-score years ago.

We shall be better able to give the superior attention and service which we wish to offer for this occasion, if you will inform us at your earliest convenience what you desire in flowers for Memorial Day.

MAIN STREET GREENHOUSES
Main and Market Streets
Telephone: 460

A card enclosed with Mothers' Day orders to get Memorial Day business.

Posters to enforce this appeal might be prepared and placed in conspicuous positions in the florist's shop during the day or two preceding Mothers' day. Customers who come in to make purchases will be able to read them in the few moments they wait.

Big Sales Sure This Year.

These are early suggestions for the florist to advertise Memorial day as a flower day of unusual importance this year. The trade cannot make their publicity too strong or too plentiful. Whatever efforts and money are expended for this purpose are bound to be repaid over and over again. Early and steady work will make this year's Memorial day sales rise to a mark that will surpass all previous ones for May 30, and set a record that will necessitate high shooting to reach in coming seasons.

Hold Your Name and Personality.

It is a problem to many why a man going into business as a florist should try to build up a trade under any name other than his own. The Oak Square Flower Shop is opened on Oak Square, they rent a portion of a building, when the lease runs out, they cannot renew, must move and have to go possibly a block or more away, off the square. There are numerous instances of this kind all over the country of those who have had the same removal experience.

The sign, "Florist," is frequently the only name used to designate whose flowers are sold, or whom to address as the proprietor. Such shops are to be found in many cities. His good name should be a man's proudest possession. Certainly it is a most valuable trade mark. The fact that it may have little weight at the start is nothing; the greatest firms in the country have risen from very insignificant beginnings and every man from the day he swings his sign, should endeavor to make his name and business synonymous. His flowers are Smith's flowers—the best in the market. The arrangement, so beautifully done, was by Smith's artists. W. Atlee Burpee built up a great seed business. His seeds were always Burpee's seeds, the best that grew.

The sign, florist, on a wagon, has no advertising value; it boosts no particular man's business. On the store front, it stands as the striped pole of the barber shop, designating only the character of the business.

A strong feature is that of credit and responsibility. Any man, making an honest bid for business, should bank all on his name. I am responsible; this is my business, I will pay the bills. It may be difficult to establish ownership of the Oak Square Flower Shop; this business is perhaps strong financially, but if not, when trouble comes the few assets, as shown in the inventory, are scarcely sufficient to pay the overdue rent. For this reason all firms doing business under nom de plumes lack that business solidity that is so necessary to good credit ratings.

Flowers are just flowers, but the flowers coming from the leading shops of any of the large cities, are given a special value by the name on the box, the reputation of the house being a guarantee that anything sent out by them is the best of its kind.

Put the name out, stand back of it; keep it to the front by fair dealing and the best for your trade the market affords.

Dahlias in Baskets and Design Work.

With the coming of the dahlia just as the aster is waning, there is furnished an addition to the fall flowers that for variety of form and brilliancy of color is unexcelled. Many are of real autumn tints in their various shades of yellow and reddish shades of orange, of which that beautiful variety, Minnie McCullough, is a good example. The beautifully shaded pink, Sylvia, and the rich, bright rose pink, Delice, the pink and white cactus, Kriemhilde, and the light pink and full flowered, Dorothy Peacock, are all in every way desirable for cut flower work. Lyndhurst, a fiery scarlet cactus, and Jack Rose, a crimson, are splendid flowers of their color. The whites are perfect in their purity of color and form. Storm King is a medium to large type, while Snow Clad is a fully formed pompon, very useful in design work. The long-stemmed singles come in great variety of color and are fine for basket or in cluster work.

Dahlias are at their best from the fifteenth of September until about the middle of October, during which season they should be taken up by the retail stores, and if given the proper handling and publicity, will help materially in the opening of the season.

Very effective window decorations with the different types in connection with ferns and autumn leaves, can be arranged at comparatively little expense. They make up nicely in baskets, as nearly all the varieties are now disbudded and are to be had with good length of stem. An arrangement of all one variety makes a solid and striking color effect. Minnie McCullough, with autumn leaves in a two-toned brown basket, looks stunning. A large high-handled basket filled with the long-stemmed singles in a variety of colors is striking. Tumbler baskets, all of a color, a small ribbon of the same shade or showing a good contrast, are good sellers. A window full, with a number suspended at various heights, is sure to attract, and with the aid of a price card many sales are made.

Beautiful and very satisfactory clusters are made with a number of the longer-stemmed varieties. Singles are especially appropriate for this work. A number of the varieties have quite thick stems, but a portion of these can be removed; then the flowers with stems wired when necessary can be tied in separate clusters, which, nicely arranged together, will present, for a medium or large piece, a beautiful spray-like effect. To finish an extra sized cluster of any flower, it is often necessary to stem a few of the flowers and place in here and there, which is also a good rule in the dahlia cluster, giving a more graceful effect.

There is no more effective flower for the table than the dahlia. Many of the large decorative type are especially suited for this purpose. Nothing could be more gorgeous than a table of the large red Minnie Burgle, arranged in one or more low vases in the center. If a large long table, a tall center vase with two low bowls at either end with graceful curving sprays on the cloth toward the center made of smaller flowers of the same color and autumn leaves is effective.

For a large round table, a wreath of the flowers and autumn leaves, arranged on the cloth just inside the plate line and a tall vase of the same rising from the center, will present a very showy decoration.

For design work ,dahlias will be found very useful. The medium-sized and pompon whites, stemmed short, are as good as white carnations for making a solid surface. For the decoration of magnolia wreaths, all colors are available, and the skillful designer will have no difficulty in making his creations striking and beautiful. There are many color combinations in the various shades of white, pink, reds and orange that, arranged in wreath form with autumn leaves, are as effective, and even more noticeable, than any other flower of the season. They also blend well and make up nicely with galax leaves. A solid white dahlia wreath, with a tracing of some of the shaded pink varieties, if nicely made, is sure to get its share of approbation.

Just because the dahlia is an out-of-door flower, is no reason why it should be sold cheap, particularly in all forms of arrangement and design work. The skill and time of the artist should count for at least one-third of the price of all floral arrangements, and if, as is possible in the work with the dahlia, that a ten-dollar effect can be produced with flowers that only cost two, so much the better. Such a profit is strictly legitimate. K.

Hill-Bertermann Merge Ind'pl's Interests.

In view of the constantly growing business of Bertermann Bros. Co., Indianapolis, Ind., and the E. G. Hill Co., of Richmond, Ind., it was deemed a good move by the heads of both firms that the interests of the E. G. Hill Floral Co. in Indianapolis, be taken over. E. G. Hill believes that his firm's business in the new rose line will warrant their activities in the future for this purpose only.

The Bertermann Bros. Co. is duly equipped for a much larger business in Indianapolis. The E. G. Hill Floral Co.'s interests consist of a model store and a first-class business. The operation of the two stores will continue under the same heads, same equipment and same good service for an indefinite period. The Hill rose stock will still be brought from Richmond, and this will be aided very much by a part of the Bertermann output in East Washington street and Cumberland. With the combined patronage of both places, the new arrangement will give Indianapolis one of the largest firms in the middle west.

A Last Glance.

It is always well before closing time to take a look at tomorrow's orders. Such a glance often help things very materially. It may be that something has to be gotten ready for an early train and a flower is needed for the work, the stock of which had all been sold and has to come from Brown 10 miles out, who gets in early, but who may or may not bring it along unless it is ordered. A 'phone message straightens this out and trouble is avoided. With this precaution, things will often be brought to mind that would otherwise be overlooked and thus save much annoyance and delay. K.

DAHLIAS IN A JAPANESE BASKET.

PLANT NOTES.

Asters.

The early and midseason asters should be planted out as early as the season will allow. If the plants are hardened off for two or three weeks in a cold frame and gradually given night air as soon as safe, they will endure the outside temperature much better than those carried directly from the warm greenhouse. The land should be prepared at once, and while asters will grow on almost any piece of ground the success or failure depends much on the proper preparation of the soil. Land that was manured last fall and plowed is by far the best, and all that will be required in the spring is a shallow plowing or disking and then leveled. It is well not to level off too large a tract at once, for heavy rains occur at this season which pack the soil down hard. Before planting give the young plants a thorough watering and if in boxes or the bench cut through the rows with a knife a day before planting. Lay the field out in rows from 15 to 20 inches apart, giving the branching varieties the greater distance, with a wider space every fifth or sixth row to provide a walk when cutting the flowers, and set the plants from 12 to 18 inches apart. Plant with a trowel, for the plants set in a dibbled hole will not take hold as quickly, and with the early asters the slight difference in time taken in planting is more than made up in the early blooming; the dibble packs the soil around the plant and the roots do not grow into it as freely, and the roots are also contracted in the small hole made by the dibble. As soon as the field is planted, if possible, give the plants a good watering and then cultivate lightly with a wheel hoe to loosen up the soil.

Rambler Roses.

The rambler roses for Memorial day will demand constant attention, for at this season of the year aphis and red spider increase very rapidly if the conditions are propitious. It is far better to keep these insects down by proper culture than to be obliged to resort to measures to kill them. Give the plants all the ventilation possible, but drafts will often cause mildew on the soft foliage, so these must be guarded against especially, and low ventilation, such as open doors with the wind drawing through the houses. Syringe

thoroughly on bright days. There is no better prevention for red spider than a good syringing that will reach the under side of the leaves, which will quickly break up the colonies of spiders that gather there. If the plants require fumigation it should be light, for often the young foliage is very tender and heavy fumigation with smoke quickly burns it. Where the pots are full of roots a watering with liquid manure or a mulch of sheep manure mixed with sifted soil will be found very beneficial and will add a lustre to the foliage and deepen the color of the flowers.

Primulas.

For plants of both P. sinensis and obconica for blooming next spring, May is the best time to sow the seed, which germinates very readily at this time, but if this is delayed until June it will often be found quite difficult to get the seed to start well, and as the young seedlings grow very slowly they will require constant attention during the warm weather, for a few hours' sun when they are dry will cause the loss of all the plants. The soil should be sifted in a fine sieve, as the seed is very small and they should not be covered with the soil, but sown thinly on the soil when loose and then pressed flat with a board. Watering should be done with a very fine rose on the can so as not to wash the seeds or soil. At this season of the year the seed will germinate readily in almost any greenhouse, but it is well to cover the seed pan or box with glass to prevent too rapid evaporation and until the plants begin to make growth keep the pots well shaded. Many growers wrap a piece of paraffine paper around the glass that is placed on the seed pan. This allows plenty of light to germinate the seed and will prevent the direct rays of the sun from burning up the young seedlings when they start to grow. As these young plants grow very slowly some soils will often become caked or scaly, and if this occurs the top should be carefully broken up to allow the air to enter. As soon as three or four leaves are formed pot in 2½-inch pots, not too deeply, but yet deep enough to have them stand erect. They should then be placed in a cool house and much of the success of their culture depends upon the care and watering in their early growth. They are a moisture-loving plant and should never become dry, yet they are easily over-watered and will not make a good growth if continually kept soaked; frequent and light waterings are the best. A lightly shaded frame with the pots plunged in the soil and the sash lifted at top and bottom for a free circulation of air is the best location for summer culture.

Pansies.

The sale of pansy plants will soon be at its height and there is nothing that the florist or grower sells upon which more time is wasted than in selecting a small order of pansies if the customer is shown a frame of a few thousand plants. The better way is to have boxes or baskets holding a dozen plants all made up for the customer. It is not necessary to put up more than will be required for one or two days' sale, but as fast as sold keep the stock replenished. There are many patrons who will be well satisfied with a good selection already placed in a basket, who will take an hour of a salesman's time in making their choice out of a frame. Any late seedlings should be planted in the frames at once, and these will make fine plants for late May or June planting when the older plants are either sold or have become too large for bedding purposes.

MAGNOLIA WREATH WITH WHITE POMPON AND CACTUS DAHLIAS.

Horticultural Hall, Philadelphia, Sold.

Horticultural hall, the elegant home of the Pennsylvania Horticultural Society on Broad street, Philadelphia, Pa., has been sold for the sum of $550,000. There are some details that have to be straightened out before the sale is finally consummated. The property is at present leased to a syndicate of bondholders who erected the present building; this arrangement has yet nine years to run. The building, however, does not pay and the bondholders are anxious to have the sale confirmed and are rapidly getting the consent of all holders to approve the transaction. With this in hand, they will turn over the lease to the Pennsylvania Horticultural Society, who will ask the court to permit the sale and approve the investment of the full amount in approved securities, the interest to be used for the benefit of the society. It is estimated that the annual income from this source will be from $16,000 to $18,000. With this sum in hand, the society will become a factor of importance in the horticultural world, enabling it to greatly extend its work, hold fine exhibitions and otherwise extend its usefulness. It is proposed to return to the bondholders the $200,000 which they put into the building, by investing a portion of the principal and paying them the interest until the amount of the principal has been paid, which will be in about 20 years.

The first building belonging to the society was erected in 1867. This was destroyed by fire in 1881. It was rebuilt and again burned down in 1893. Wm. L. Schaffer, the president of the society in 1881, bought the property when it was sold to satisfy a large mortgage. Immediately after occurred the first fire. In 1884 Mr. Schaffer died; he had been a member of the society for 34 years and its president for 17. He left all his property to his sister, who in 1887 presented the hall to the society as a memorial to her brother. When the second fire occurred there was no money for reconstruction, and according to the deed of trust, no encumbrance could be placed on the property. It was then leased for 30 years to a syndicate, who erected the present beautiful building. While the society was allowed the use of a room for its office and library, and the free use of the hall for all its exhibitions, it received no revenue from the property.

As a business venture the building proved a failure, and in only a few periods returned the syndicate interest on their money. K.

SAN FRANCISCO, CALIF.—Gunnar Madvig has purchased an interest and will act as secretary-treasurer of C. Kooyman Co., Inc.

LOUISVILLE, KY.—The Garden Club of Louisville has announced the following exhibitions at which two ribbons will be offered in each class: Peonies and irises, May 22; roses, May 29, and dahlias, October 2.

CHRYSANTHEMUMS

Planting.

COMMERCIAL SECTION.

After deciding on the amount of space to be allotted to growing commercial cut blooms, the next consideration is to figure out the number of plants needed to fill the space, and plan to have them on hand when the time comes for planting.

The early varieties should receive first attention; these can be planted into their permanent quarters as soon as the benches can be made ready for them. The quicker the early flowering sorts are now planted, the better it will be, not only for the plants at this period but the longer growing season gives them a chance to develop their growth more fully and mature the blooms in their proper season. This not only applies to the very early varieties, Golden Glow and Smith's Advance, but also to the varieties that are in season during October. Well grown chrysanthemum blooms bring a better price during the early part of October than at any other time in their season, especially when the dahlias, cosmos and other outdoor flowers are cut off by early frosts. Consequently any effort put in to encourage growth and early development will be well repaid.

Quality of the stock planted counts for much in the culture of chrysanthemums, especially with the early flowering varieties; to be successful, strong, vigorous, free-growing plants are essential. Clean, sturdy plants from February or early March cuttings now in 2½ or 3-inch pots are best for early planting and should be planted by themselves separate from the later struck and smaller plants. By mapping out the plantings according to the size of the plants, their dates of maturing as well as the height and character of their growth, better results can be obtained than if the tall and dwarf growers and the early and late propagated plants are sandwiched in together.

If the benches are not available for planting until after Memorial day, then it will be necessary to give the early propagated stock a shift into larger pots so as to carry them through the month of May in good shape. Growers are sometimes tempted, when figuring that a month is a short time for the plants to remain in the pots they are in and let them remain with the idea that they are saving labor and money, but this is a serious mistake, for, whereas, the plant growth during March and April has been rapid, it will be more so during May and the plants are very liable to get beyond control, especially if the care of them is neglected in any way, which is very apt to be the case when every hand is busily engaged with outdoor spring work.

LATE PROPAGATION.

I presume more cuttings intended for commercial purposes are now in the propagating beds than at any other time, the month of April being considered by many growers to be the best time for propagating for commercial cut flower growing.

Cuttings in the sand now require close attention as to watering, airing and syringing to prevent wilting, and as soon as they become rooted, pot them up, shade for a few days, then encourage them to make a sturdy growth by paying close attention to their requirements.

The advice given for the earlies also applies to the mid-season varieties. If they can be planted during May it is better for them, but if it it necessary to carry them along to June before their permanent quarters become available, then extra care must be exercised so that they do not get hard and woody by being held too long in small pots. We are not able to plant any of our chrysanthemums until the spring stock is out of the way, which means, in other words, the middle of June. The early part of May the plants are shifted into 3½ or 4-inch pots, potted firmly, allowed a little space between each plant for a free circulation of air and particular attention paid that they are not given an over-abundance of water to cause a soft growth. By being particular in this respect, and to the airing and keeping down the aphis, we are able to carry them over a very busy period in good shape until the benches are ready in June.

This section is much easier to handle at this season. Cuttings can still be put in to any quantity needed. They require to be kept well sprayed to prevent wilting, and will root in a short while. After having become rooted, pot them up and treat the same as the other chrysanthemums, and when they are established in the small pots, pinch out the top of the plant to cause it to throw out more branches; then if heavier plants are needed, more topping back can be done later on, but I have found that three to five shoots from the early break is plenty for any plant of pompon or single to carry. They will branch out again naturally later in the season, giving them all the branches they can properly develop. Pompon and single varieties are more susceptible to mildew than the large flowered sorts, consequently they need a light, airy house or bench to grow them in. They pay well when well grown, but poor stock becomes a drug on the market very quickly.

TUMBLER BASKET OF POMPON DAHLIAS.

EXHIBITION VARIETIES.

Growing exhibition chrysanthemums, either cut blooms or plants, is a science attained only after years of study, and means a close attention to every detail of the plant's requirements to be able to make a success of it. Early propagation is the rule, and as the plants need it, shift them along into the larger size pots. A large number of the plants for exhibition cut blooms are grown in pots and should be ready by the latter part of May for their final potting into 8 or 9-inch pots. Good live fresh soil is necessary for this class of plants, and they must be firmly potted and given the best location on the place. It is useless to go into growing exhibition cut blooms of chrysanthemums unless the grower is willing to cater to their every need. After the plants are well established in their permanent quarters and attain size enough to need supports, attend to this part of the work without delay

so that the stems will not become crooked and the plants suffer.

SOIL.

Chrysanthemums are heavy feeders and require a fresh live soil, but it is a mistake to treat them to an overabundance of fresh cattle manure while in the early stages of their growth. It is far better to furnish them with a live fresh soil of one part well rotted manure to three parts of loam that has stood over winter in the compost pile the same as intended for roses and carnations. Additional fertilizer can then be given throughout the season as the plants become in need of it. C. W. JOHNSON.

Hardy Perennials for Cutting.

Paper by A. A. Leach delivered before the Pittsburgh, Pa., Florists' and Gardeners' Club.

The great virtues of this class of plants as garden flowers are now established facts and no garden can be called complete unless it contains at least some of them. Their permanency, their brilliancy when in bloom, and their ability to lend themselves equally well to the landscape or to decorative work as cut flowers make them almost indispensable at a time when the greenhouse cut flowers are taking a much needed rest. In naming a limited number of kinds one has to omit many having claims for inclusion in the list, but for all-around usefulness the following is my choice of twelve:

1. Pyrethrum hybridum or Persian daisy, probably so called from the Greek pyr-fire, referring to the acrid roots of this genus. Their pretty, fernlike foliage in the spring followed by the profusion of brilliant double and single blooms in summer, are unequaled as cut flowers and for house decoration. There is almost nothing so artistic and attractive as a vase of these flowers. They are of very simple culture and very hardy.

2. The paeonia, according to the old Greek legend, was named after the physician, Paeon, who used the plant to cure plants of a wound inflicted by Hercules. The paeonia (although its flowering season is very short) is probably one of the best hardy plants for cut flowers, bearing large and handsome flowers deliciously rose scented. The paeonia season can be extended fully two weeks by cutting the buds when just showing color, wrapping tightly in wax paper with the stem end open, put into deep vases and then into cold storage. The water in the vases should be changed frequently.

3. Coreopsis grandiflora, from the Greek koris, a bug, and opsis, like, referring to the appearance of the seed, is a most serviceable hardy plant of large daisy-like golden flowers on 2-foot to 2½-foot stems, blooming profusely from June until late autumn uninterruptedly, particularly so if the flowers are constantly cut. As a cut flower to last, this is one of the best.

4. Veronica Speedwell, cancerwort, from a medieval name of doubtful origin, probably from hiera eicon, a sacred image, in allusion to the legend of the sacred handkerchief from St. Veronica. This is a splendid class of plants which give us some of our most useful material for the hardy border and, because of its rich shades of blue, furnishes us with a rare color and is unexcelled for cutting purposes.

5. Gaillardia grandiflora — Blanket Flower—was named after M. Gaillard, a French patron of botany. These showy plants are covered with flowers from June until frost, a feature quite rare with perennials. The daisy-like flowers of unusual colorings produce a fine effect in the border and are excellent for cut flower purposes, having good self-supporting stems and lasting a long time in water. The flowers should be kept cut to insure a continuity of bloom and strong plants.

6. Physostegia—False Dragon Head American Heather. From Greek, physos, a bladder, and stege, a covering; referring to the inflated fruiting calyx. Tall perennials, native to this country, at its best during August, a month which gives us few choice perennials to cut from, and this is a splendid one for cutting.

7. Centaurea Montana (cornflower), named after a centaur, who, it is fabled, cured a wound in the foot of another centaur caused by the arrow of Hercules. This is a good subject of easy culture, being effective in the border and invaluable for cutting, bearing large, blue flowers from June until August.

8. Chrysanthemum maximum (Shasta daisy or Giant Moonpenny daisy), absolutely hardy and of easy culture, but to obtain the best results the flowering shoots, which appear soon after the spring growth of foliage, should be removed until midsummer, after which the flowers will be much larger and better stems and form one of the finest cutting materials.

9. Scabiosa Caucasica (pincushion flower), from Latin scabies, the itch, which disease the common specie is said to cure, are very handsome border plants which produce a succession of flowers from June until frost that are very serviceable for cutting purposes.

10. Anemone Japonica (windflower), from Anemos, wind. The anemones divide themselves into the Alpine or spring and summer varieties, and the Japanese varieties, which is one of the most gorgeous of the hardy perennials as well as one of the most useful, as they bloom from August until frost kills them; these are of inestimable value as cut flowers. The Alpine varieties are also good for cutting, but quite short of stem and perhaps not so good as the Japanese in this respect.

11. Delphinium (larkspur), from Greek delphin, in reference to the resemblance of the flower to a dolphin. The delphinium is one of the lovliest blue flowers in existence; its range of shades and throat markings are unapproached by any others ranging from the palest blue to the darkest indigo and violet. They are of the easiest culture, being very hardy. The spikes are superb for cutting purposes, and if cut to within a few inches of the ground immediately after blooming another bloom may be obtained at the end of the summer.

12. Helianthus orgayalis (willow leaved or sky rocket sunflower), so called from the brilliant color of the flowers. This is probably one of the finest of the sunflowers. It is rather tall growing, ranging from six to 10 feet, but a specimen plant. Has all the appearance of a fountain of yellow flowers, which are cosmos like in appearance and three inches across and lasting well as cut blooms in September and October.

OVAL BASKET OF DAHLIAS.

FLORISTS' PALMS.

Spring Care of the Stock.

The Easter rush of 1917, having now become a part of history, it is a good time for the palm stock to be thoroughly inspected and worked over, for in many establishments space is decidedly at a premium until the Easter trade has removed some of the flowering stock. And at the time of this overhauling of the palms, it is very much in order to clean any of them that may be in need of it, for the spring months are an especial breeding season for insects, and if the grower can make time to dip, or spray, or clean all such stock at this season there will be much less trouble from these pests later on.

It is understood that the majority of growers are confronted with the labor problem at the present time, and this will affect the thoroughness with which some of these ordinary operations of the grower's year are performed, but in the palm stock an effort must be made to keep the plants clean, for otherwise the results of the season are likely to prove a loss rather than a gain.

Imperfect leaves, spotted foliage, and other blemishes are the results secured by allowing the insects to have their own way, and although these warnings have been offered many times before, yet there are still lots of such stock to be seen. Thrips are among the most insidious insects the palm grower has to contend with, for they are so small that one has to look quite carefully to find them, unless they are already in quantity, and the injury they do to leaves by their punctures is usually a permanent one. Nicotine and soap in solution form probably the best and safest remedy for thrips, and may be used with a spray pump as a preventive measure at regular intervals. Sulphur and soap form a good mixture for the spray pump in case any appearance of red spider is found on the palms, the solution being made in the proportion of half an ounce of whale-oil soap and a quarter-ounce of sulphur to one gallon of water, the mixture being boiled together long enough to dissolve the soap, and then cooled off before using. Some palms will stand a stronger solution than that above noted, but for general use it is safer to keep within these limits.

The question of potting soil is also of some interest at this time, and the best foundation for this is found in rotted sod, just as it is in the case of many other plant families. As all palms do not grow under precisely the same conditions, it is up to the grower to note the individual characteristics of the various species he handles, and to govern himself accordingly in his soil problems, but among the few species that are grown commercially there are not very many special soils required, and for many of them a simple mixture of rotted sod and stable manure will prove sufficient, provided, that proper growing conditions and reasonable care are given after the potting.

The first light shading applied to the glass in the latter part of February may not prove sufficient in the brilliant sunshine of the month of May, and to keep the plants in color a fresh coat may be needed, this second shading usually sufficing for the season.

The older stock having been repotted and spaced out, and so far as possible the house or houses in which they are grown being cleaned, and all rubbish removed, in short, a clean job having been made of the larger plants, we now get to the young stock, and seedlings in particular.

Generally speaking, palm seedlings are potted off into 2-inch or 2¼-inch pots when they have the first leaf fully formed, though on account of unavoidable delays, such as lack of space, or lack of labor, or something of that character, the seedlings sometimes have to wait their turn. It is unfortunate when these delays occur, for the young plants are likely to have overgrown roots, and in such a case the roots are frequently broken in potting, this breakage resulting in a serious increase in the infant mortality in the palm stock. Broken roots cause more loss among the young plants than anything else, so it is surely worth while to be careful in the potting.

With the world-wide disturbances of trade conditions and shipping facilities, owing to the great war, the question of palm seeds and import supplies of these plants seems problematical, and if such conditions prevail much longer it may mean a considerable shortage in some lines. And as we do not produce these seeds to a marketable extent in the United States, it is no use to pat ourselves on the back and say we will grow our own supply, for the tropics have our noble country beaten to a frazzle in the matter of producing a regular crop of palm nuts, be it ivory nuts, cocoanuts, or simply kentia nuts, and even more unfortunately, we have not the merchant marine to go after them with.

W. H. TAPLIN.

JAPANESE VASE OF ASSORTED DAHLIAS.

Horticultural Society of New York.

An exhibition of plants and flowers will be held, in co-operation with the New York Botanical Garden, Saturday and Sunday, May 12-13, in the Museum building, New York Botanical Garden, Bronx park. The exhibition will be open free on Saturday from 1 to 5, and on Sunday from 10 to 5. Schedules are now ready for distribution, and will be sent on application to the secretary, George V. Nash, Mansion, New York Botanical Garden, Bronx park, New York.

GEORGE V. NASH, Sec'y.

Flowering Shrubs.

Paper by Julius Luck, Montreal, Que., read at a meeting of the Montreal Gardeners' and Florists' Club, March 5, 1917.

The varieties of flowering shrubs that can be grown successfully and those that are perfectly hardy in the vicinity of Montreal are not very many. When we compare our nurserymen's lists with those from countries favored with a milder climate, we note the absence of some very useful and beautiful sorts. The varieties that can be successfully planted and are perfectly hardy are, however, quite numerous enough to fill our requirements.

Our public parks have not planted shrubs as extensively and with the same system as those of some countries situated in a milder clime, and private parks are, so to speak, non-planted; there are some natural ones with a few shrubs put in at random, therefore flowering shrubs are mostly used for the ornamentation of city and suburban homes. For this purpose more shrubs are used than any other, and if the proper varieties are chosen, the grouping properly executed and the coloring of the foliage, flowers and berries considered, a very unsightly building can be made to look very attractive at least from the outside.

Ornamental and, to a certain extent, shade trees can be used in conjunction with flowering shrubs; also perennials and vines, if properly grouped so as not to interfere with one another, will greatly enhance the whole appearance of the planting.

To properly arrange the plants requires an intimate knowledge of the shrub or tree; whether they will put up ultimate height, habit and color of the with some shade or require the full sunlight; if they are adaptable for grouping or for single specimen or hedges. To describe all this goes beyond the scope of this paper, but any gardener with a knowledge of plant life, if given a free hand, would hardly fail to make the planting a success.

Flowering shrubs will grow in almost any kind of soil, and there are enough varieties which will grow in almost any position if the right ones are chosen. There are no diseases or insect pests which are not easily combated by the average gardener. Green fly or aphis are kept down by nicotine extracts applied with a fine spray in liquid form, and any leaf-eating bug, grub or caterpillar can be gotten rid of by spraying with either Paris green or arsenate of lead. If a shrub is badly diseased it does not pay to doctor with it; throw it out and plant a healthy one. The above remarks apply not only to flowering shrubs, but also to trees, roses, vines and perennials.

PROPAGATION.

The majority of the varieties of flowering shrubs are propagated from cuttings, either soft or hard woods, according to the variety. This was done entirely in France or Belgium for this country's trade, but since transportation difficulties have increased a good beginning has been made here. Soft wooded cuttings are made either in the cutting bench or in frames and hard wood cuttings in the nursery. Some varieties, like the lilac or snowberry, are best propagated from suckers. Thorns, flowering crab, prunuses and named lilacs are sometimes budded or grafted. The berried varieties, like the barberry, buckthorn and elderberry are best grown from seed.

FEEDING.

No growing plant benefits and appreciates a good fertilizer more than the flower shrub. It is wonderful how, in a few inches of earth, they will grow and flower if given an annual top dressing of well-rotted manure applied in the fall and dug in the spring. This, if given several good soakings during the dry season, will keep them in good condition.

PRUNING.

The early flowering varieties should be pruned immediately after flowering. Cut out all the wood that has flowered and cut out entirely some of the old and weak wood. This will give them a chance to make young and strong wood immediately, which will flower the next season. Flowering shrubs should never be pruned to globular or any unnautral form; neither should they be pruned more than once the same season, for, as a rule, early flowering shrubs will flower on the current year's growth.

Late flowering shrubs can be pruned either in the fall or early spring. Fall pruning is preferable. Prune severely; the less wood they carry the less they will suffer from snow breakage. Severe pruning will also cause them to break away stronger, which will produce stronger and larger flowers.

Pruning lilacs is somewhat different. Remove right after flowering all spent flowers and remove some old wood and suckers. No heading back is advisable.

The most useful varieties to plant in this locality are:

Althea Rose of Sharon, not always hardy.
Berberis vulgaris, common barberry.
Berberis Japonica, fine for hedging and edging.
Berberis purpurea.
Cydonia, Japan quince.
Deutzias gracilis, Lemoinei and Pride of Rochester.
Hydrangea paniculata grandiflora.
Hydrangea arborescens.
Lilac, common purple and white (Syringa).
Lilac, named varieties. The best known are: Charles X, purple; Mme. Lemoine, double white; Mme. Le Graye, single white; Mme. Casimir Perier, double white; Pres. Grevy, double blue; Louis Spath, double red.
Lonicera Tartarica (Honeysuckle).
Lonicera rosea.
Lonicera Japonica Morrowii.
Philadelphus coronarius (Mock Orange).
Philadelphus coronarius aurea, yellow leaves.
Philadelphus Lemoinei erecta.
Prunus triloba, double flower plum.
Spirea Van Houttei.
Spirea Anthony Waterer.
Spirea opolufolia, best hedge plant.
Symphoricarpos racemosus (Snowberry).
Symphoricarpos vulgaris (Indian currant).
Weigelia rosea.
Viburnum Opulus (high bush cranberry).
Viburnum Opulus sterile (Snowball).
Viburnum Lentago.
Viburnum plicatum (Japan).
Caragana (Siberian tea).
Cornus red dog wood.
Forsythia (Golden Bell).
Ligustrum (privet).
Pyrus (flowering crab).
Rhus Cotinus (Smoke bush).
Ribes (flowering currant).
Rosa Rugosa and rubifolia.
Sambucus (Elderberry).
Cratægus (flowering thorn).
Daphne Purple Fringe.

Chicago Posterette Publicity.

The first co-operative florists' advertisement is off the press—it will occupy full page space in the Literary Digest, issue of May 5, 1917. A copy of the magazine containing this advertisement will be mailed to every one who has purchased posterettes and posters issued by the Chicago Florists' Club. This campaign of advertising involved a great deal of expense, and as same is for the general good of the trade at large, every one should subscribe towards this campaign. Florists who have purchased other Mothers' day posterettes should also contribute as our national magazine advertisement combines with every special form of Mothers' day advertising, consequently every one in the trade will profit thereby, and therefore every one should subscribe. Growers, wholesalers and retailers who have not as yet sent in their contribution, should do so promptly. Make all checks payable to O. H. Amling, Treasurer, and forward same to F. Lautenschlager, 440 West Erie street, Chicago, chairman.

F. LAUTENSCHLAGER,
Chairman Posterette Committee.

American Institute Chrysanthemum Show.

The annual chrysanthemum exhibition of the American Institute of the City of New York will be held in the Engineering Society building, 25-33 West Thirty-ninth street, New York, November 7-9, 1917. Wm. A. Eagleson, 322 West Twenty-third street, is secretary of the board of managers.

Detroit.

SPECIAL CLUB MEETING.

A special meeting of the florists' club was held April 26 for the purpose of discussing fully Mothers' day advertising, and to receive the report of the committee appointed at a previous meeting to solicit subscriptions to a fund for that purpose. This committee, with their assistants, in six autos during the day covered the entire city, and also Mt. Clemens, and no florist escaped the earnest solicitation of the energetic committee, full of determination to raise the largest sum for advertising in a co-operative way ever before collected, here or possibly elsewhere. The six divisions of collectors were headed by leaders, designated captains. They were Thomas Browne, A. J. Stahelin, Robt. Jean, E. A. Fetters, J. K. Stock and J. F. Sullivan. The exact amount collected and subscribed was $1,081.50. Herman Knoble and Mrs. Ella Grant Wilson, Cleveland, had been invited to address the meeting, and this feature had the effect of bringing out a big attendance, which included many ladies. The committee in charge had the clubroom handsomely decorated with flowers and American flags; the dining tables were heavily laden with the finest flowers of the season, and music added completeness to the largest and most important meeting the club has held for a very long time.

Herman Knoble, whom the retail trade of the country seems to regard as authority on the art of advertising as it should be applied to retail florists, addressed the meeting at great length, relating the experience of the trade in Cleveland in their efforts to successfully reach the buying public to the maximum limit. His able presentation of the subject left no doubt in the minds of his hearers as to his accurate knowledge of the most successful methods of advertising florists' stock to the general public. The discussion following his address led to a disclosure of the loose system or, rather, lack of system, practiced by too many florists. Mr. Knoble stated that he considered eight and a half per cent of the average florist's gross sales should be spent for advertising, and this item, together with other overhead expenses, would reach to fully forty per cent, or more, with most florists situated in large cities, where the delivery item alone will reach as much as 38 cents for each package sent out. Great applause greeted the conclusion of Mr. Knoble's address, replete as it was with food for thought and analysis of the retail end of the business. Mrs. Ella Grant Wilson then addressed the members on the same subject. She displayed upon the walls of the room over fifty pages of the daily papers of Cleveland devoted entirely to flowers, their diversified use, the latest styles of arrangement, and description of plants and cultural instructions on the same. These, she said, she succeeded, after many difficulties, in having published in the interests of the trade in that city. These write-ups on floral subjects, she said, were most important in developing publicity that results remuneratively for the florists, but they can only be had in conjunction with display advertising and handled by clever teamwork of the advertisers themselves.

J. F. S.

Pittsburgh, Pa.

MARKET CONDITIONS SHOW IMPROVEMENT.

Friday and Saturday of last week proved somewhat different from the early part of the week. Stock was actually scarce at the end in comparison to what this market has been receiving. It looks as if prices will be much better from now on, as we all hope the awful glut is over. The growers will be better satisfied. Sweet peas are showing the effect of the warm weather, although some very good ones are coming to this market. Roses were never better and are bringing better prices than they were. Carnations are still good and clean up well each day. The market is overloaded with lilies, also callas. Greens seem more plentiful, except smilax. American Beauties are very much in demand at fair prices. Many outdoor daffodils are seen on the market at very low figures, mostly local stock.

NOTES.

Albert Brigg has been running a special sale every Saturday, which seems quite popular at his new North Side store.

A very interesting subject will come up before the florists' club on Tuesday. The officers request a large attendance.

Randolph-McClements had several large weddings last week, which kept the entire force working overtime.

Carl Voelker has the sympathy of the trade in the death of his mother, who died April 27.

Chas. Patton, of Sewickley, is cutting some very nice pink snapdragons and daffodils.

Dave Hill has discontinued his East Liberty branch. M.

Baltimore, Md.

WEDDINGS HELP WEAK DEMAND.

Business in the wholesale flower district is not very active, but a number of weddings are helping the demand somewhat. Carnations are arriving in large numbers with limited sales at from $1.50 to $2.50 per 100. In bulbous stock there are plenty of jonquils, a large supply of callas and a few Spanish irises. Tulips and hyacinths are about over, although a few are seen. In miscellaneous stock, there is an abundance of calendulas and antirrhinums and a moderate supply of white and yellow daisies. Asparagus continues scarce, but conditions are improving. Lily of the valley can be had in moderate quantities at from $4 to $6 per 100. American Beauty roses are seen in large numbers, which the present demand does not absorb. Special grades sell at from 10 to 35 cents per bloom. Short-stemmed roses are glutting the market, but longer stock is moving in very good shape. The first peonies of the season have arrived and are offered at $1 per dozen.

NOTES.

Assistant Secretary of Agriculture Carl Vrooman at a meeting here April 27, which was attended by many men and women of this city who are seriously dealing with the matter of food conservation, made an earnest plea for war rations to make the food supply go as far as possible.

The street fakirs seem to be having a hard time of it. They are allowed to stand on Lexington street only on market days, for which they have to pay $2.50 per day, due to the new minor privilege tax ordinance.

Local newspapers and others throughout the state are conducting an earnest campaign to get men to go to the farms.

Joseph J. Gowdy, representing Henry A. Dreer, Inc., Philadelphia, Pa., called on the trade recently.

Miss White is now connected with the Flower Mart on Madison avenue.

Edwin A. Seidewitz has resigned as president of the Rotary Club.

Some very fine snapdragons are being cut by M. Richmond.

John Simon has added a new auto to his delivery service.

C. C. S.

St. Louis.

BIG SUPPLY, MUCH OF POOR QUALITY.

The market during the past week was very poor. Flowers of all kinds were piled on the counters and the supply seemed to continue to increase until Friday when there was some relief, due to dark weather. Roses alone seem to hold up in good shape. Sweet peas are getting shorter with the exception of Yarrawa, which is fine. The quality of Spanish iris is exceptionally good. Lily of the valley has been quite poor but commands the same price as first-class stock. Bulbous offerings are of poor quality with the exception of Darwin tulips. Lilies sold as low as $2 and $2.50 per 100. Fancy ferns are scarce, high in price and poor in quality. Other greens are plentiful enough to meet requirements.

NOTES.

Grimm & Gorly, the Mullanphy Florists, and Fred Foster had sales on carnations last week. There was a heavy supply on the market, selling at prices as low as $2.50 per 1,000. Geo. Brenner, who succeeded Alex. Siegel, also had sales on carnations, sweet peas and jonquils.

Arthur Beyer has been busy getting a junior florists' club started. This is to be a social auxiliary of the St. Louis Florists' Club.

A number of the stores had reduced prices on funeral work; as it is easy to make clean-up sales with the present price of flowers.

With the advent of warm weather the boys at the wholesale houses are beginning to think of Sunday fishing trips.

The prospects for Mothers' day are good and all of the trade anticipate good business.

Visitor: Morris Levine, New York.

J. J. W.

Rochester, N. Y.

HEAVY SUPPLY, WITH WEAK SALES.

Stock of all kinds is very plentiful, but trade appears to be at a standstill which compares with the lethargy of midsummer. Outdoor work is rushing, but there is very little counter trade. Violets have disappeared, but excellent orchid sweet peas have come on to take their place. Snapdragons are very good, as are yellow daisies. The assortment of flowering plants is very limited.

NOTES.

J. B. Keller Sons had a very handsome table decoration in their window last week, dinner novelties being displayed. A fountain banked with pot roses added to the general attractiveness, and the display was much admired.

The Lamberton conservatory at Highland park is ablaze with color, flowers of many varieties in sharp contrast. The cactus house is very interesting. In the park the floral display is also very attractive.

Seth T. Bush, president of the Western New York State Horticultural Society, has been elected director of food and machinery of the state.

Salters Bros. have decorated the Hotel Powers with palms, ferns and tropical plants, the effect being very attractive.

Dewey Lester has resumed his duties at the Rochester Floral Co.

Visitor: Robert Shock, representing M Rice Co., Philadelphia, Pa.

CHESTER.

Kansas City, Mo.

MARKET WELL SUPPLIED WITH STOCK.

Stock on the market is changing daily in quantity and quality, with prices ranging from three to 12 cents, Ophelia leading in the demand. Carnations are very plentiful and the quality holds up very well. Sweet peas are also seen in numbers in all of the different grades and the Butterfly variety is playing a big part in made-up work. Lilies are plentiful and reasonable in price and the outside lilac now being received in quantity makes a new and very effective flower. Pot plants are becoming more scarce daily. While the trade is making preparations for a big business in spring bedding stock, they are at the same time getting ready for the largest Mothers' day sales in history.

NOTES.

H. Kusik & Co. are handling quantities of good roses, carnations, lilies, snapdragons and sweet peas. Green goods here are getting more plentiful and orders for wire work are on the increase.

W. J. Barnes reports funeral work somewhat heavier than in the previous week and his force has been busy getting ready for deliveries of bedding stock.

T. J. Noll & Co. are handling a full line of good stock. Supplies are moving well and the shipping trade is very satisfactory.

W. L. Rock Flower Co. reports excellent trade, with a good run on funeral work. Decorating is also showing daily improvement.

Samuel Murray attracted much attention to his window recently with a fine display of calceolarias.

E. J. B.

Oklahoma City.

BIG DEMAND FOR ROSES.

Business continues satisfactory both in cut flowers and bedding plants. There has been a great run on hardy roses this spring. The Stiles Co. has been making special efforts along the rose line and has disposed of a very large number. People here are beginning to appreciate the fact that roses can be grown outdoors and are buying accordingly. For a long time it was believed that roses could not be grown here on account of the hot dry summer, but all that nonsense has now been dispelled. Retailers are having difficulty in getting fresh carnations shipped to them. Arrivals show symptoms of age and will not last. Is it possible that carnations are being held up at this early date in order that there may be on hand a large supply for Mothers' day?

S. S. B.

The Late James McClane.

James McClane, one of Philadelphia's oldest retailers, passed away April 23. His store was at 2013 South Fifth street, which business will be continued by his sons. Mr. McClane was a florist of the old school. His specialty was funeral work. A man highly respected by all who knew him, he was a hard worker and one of the best-known buyers on the market. At his funeral, which was largely attended, there were great quantities of flowers.

K.

NEW ALBANY, IND.—Anders Rasmussen has placed a contract for a 110-foot tile stack and is planning to erect a 3,000-ton coal bin.

PORTLAND, ORE.—The Holden Floral Co. is planning to add one house to its range which will be devoted to roses exclusively.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.00 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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IT costs at least 30 per cent more to start a garden now than a year ago.

CAPE JASMINES from Texas, it is said, promise to be a short crop this season.

COAL contracts are being made in Illinois at an advance of 20 per cent over last year's prces.

Subscribers' Addresses.

In case of removal, please notify us promptly, giving old and new address, to safeguard against delay in delivery of your copy of THE AMERICAN FLORIST.

American Dahlia Society.

The American Dahlia Society, in conjunction with the American Institute of the City of New York, will hold an exhibition of dahlias in the Engineering Society building, 25-33 West Thirty-ninth street, New York, September 25-27. Further information may be had upon application to William A. Eagleson, Secretary, Board of Managers, 322 West Twenty-third street, New York.

American Peony Society.

The American Peony Society will hold its annual exhibition in conjunction with the Pennsylvania Horticultural Society in Horticultural hall, Philadelphia, Pa., June 7-8. All indications point to this being the largest and finest show of peonies ever held in the United States. The executive committee of the national society has held several meetings in Horticultural hall the present week, perfecting the schedule, adopting window advertising cards and other details of the show. The members of the committee are: James Boyd, Haverford, Pa.; A. H. Scott, Oak Lane, Pa., and E. K. Schultz, Philadelphia.

Plant Names Standardized.

ED. AMERICAN FLORIST:

In your issue of April 28 I note an editorial on the 1917 official code of standardized plant names prepared by the American Joint Committee on Horticultural Nomenclature. In this you state that a number of important trade bodies have been overlooked in the selection of the committee.

I would like to correct this statement and advise you that every effort has been made to have the Society of American Florists and the American Seed Trade Association join with the committee, and while they have been interested, they have not taken active measures to help in this work. The American Joint Committee on Horticultural Nomenclature will, I believe, welcome any horticultural organization willing to assist in this very important work. We have just begun and the greatest work of common names lies ahead of us. All assistance will be very welcome.

HARLAND P. KELSEY, Sec'y.

American Rose Society.

An executive committee meeting of the American Rose Society was held in New York April 24. Fourteen retailers exhibited at the Philadelphia rose festival, and their exhibits were so attractive and well put up that a special vote of thanks was passed to them. The gentlemen so represented were: Pennock Bros., Gude Bros., Chas. Henry Fox, Harry Betts, V. I. Ridenour, Julius Wolf, Jr., T. N. Geiger, J. J. Habermehl's Sons, Ira G. Marvin, John C. Gracey, John Kuhn, London Flower Shop, J. Wolf Moore, Chas. Grakelow.

The secretary reported a large number of complimentary letters received commending the excellence of the Rose Annual for 1917. L. J. Reuter reported progress in regard to the outdoor exhibition of roses to be held July 4 at Newport, R. I.

President S. S. Pennock appointed as rose garden committees the following: Central Committee — Admiral Aaron Ward, Roslyn, N. Y.; Louis J. Reuter, Westerly, R. I.; Geo. C. Thomas, Jr., Chestnut Hill, Philadelphia, Pa. Hartford, Conn., Committee —J. F. Huss, Hartford, Conn.; Alex. Cummings, Jr., Cromwell, Conn.; Wallace R. Pierson, Cromwell, Conn. Arlington Rose Garden—Robt. Pyle, West Grove, Pa.; F. L. Mulford, Washington, D. C.; Wm. F. Gude, Washington, D. C.; Dr. D. W. Shoemaker, Washington, D. C.; Mrs. C. W. Wetmore, president Capitol Garden Club, Washington, D. C. Ithaca, N. Y., Committee—C. A. Beals, Ithaca, N. Y.; Rev. E. A. Mills, Syracuse, N. Y.; Prof. E. A. White, Ithaca, N. Y. Minneapolis, Minn., Committee—Theo. Wirth, superintendent of parks; Olaf J. Olson, St. Paul, Minn.; Hugh Will.

The secretary reported several requests for medals for local societies, and it was suggested that a medal for this purpose, different from the official medal, be used, and the following committee was appointed to take charge of this: S. S. Pennock, J. Horace McFarland and Prof. E. A. White.

The question was discussed of making one uniform rate for membership, instead of the present associate and active members, so as to make it possible to keep up the publication of so good a book, and also occasionally send some other interesting matter to members.

A report on the Philadelphia exhibition was given in part, and a final accounting will be rendered shortly.

BENJAMIN HAMMOND, Sec'y.

Business Prospects.

Since the United States has entered the war, business has halted owing to fears of oppressive taxation. Previously there had been ideas of activity resulting from the inflation that always follows the financial measures necessary to carry on war. Such ideas were chilled, however, by the talk of carrying on the war cheaply, and what with the intimations about conscripting industries and so levying taxes as to pay as we go, there has been a pall of gloom thrown over business. Probably we have swung too far into pessimism, as previously we had done into optimism.

Now, no economist will pretend that war is ever inherently a benefit. If it were, we should be at war all the time. War may be a benefit for the correction of evil, just as is a surgical operation, but nobody submits himself to the latter unless he is obliged to, and either a war or a surgical operation is a costly thing which would be avoided unless something worse were likely to result. But in the case of war it has been the common experience that during the progress of it there has been great industrial activity and apparent prosperity.

As to what is going to happen to business in the United States in the immediate future, it is likely that out of the confusion of the moment some fundamental conditions will emerge. Common sense will prevail, as generally it does. This means that industries will not be so unduly throttled by taxation that they cannot be carried on, for if that were to happen, we could not carry on the war itself. The expenditure of large sums of borrowed money is bound to produce activity. There is no reason to foresee that we are going to reverse the experiences of the past. On the contrary, there is every reason to expect that business in the United States at war will follow the course of business in Great Britain at war, which has been active, as everyone knows. Inasmuch as our method of financing will probably be planned according to British precedents, it is likely that our industrial experiences will be similar. We are not to expect a boom, however, for our prices were already at a high—too high—level and readjustment downward was impending anyhow; but we may expect a continuance of activity and a high level of prices.—Chicago Association of Commerce.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Rose grower; good pay to right man. DUNBAR FLORAL CO., Alexandria, Va.

Help Wanted—Live men to sell greenhouse boilers in home territory. Exclusive territory, generous pay. Write for details. GIBLIN & CO., Utica, N. Y.

Help Wanted—Young gardener with experience to assist in care of grounds and drive automobile. References required. JAMES C. KIMBERLY, Neenah, Wis.

Help Wanted—Man to take charge of greenhouse for general retail trade. SCHILLER, 2221 West Madison St., Chicago. Telephone: West 822.

Help Wanted—Young man to assist in flower store: one who knows how and has experience. State reference and salary. Will wire acceptance. Steady place; no objections to honesty and reliability. W. G. MATTHEWS, Florist, Dayton, O.

Help Wanted—Experienced grower of roses, carnations, chrysanthemums and general greenhouse plants; permanent position for man who can produce first-class stock. Must be sober and good worker. Give references and state wages expected in first letter. T. NELSON, Morris, Ill.

Help Wanted—Can use one or two competent experienced salesmen in high-class retail store. Must have good address and personality plus. Must have knowledge of perennials, annuals shrubbery, etc., and be able to wait on customers intelligently and be able to make suggestions regarding plantings. Permanent positions with good chance for advancement to right men. In making application state experience, give names of firms where employed, age nationality, salary wanted and if convenient, send photo. Will be East shortly and could possibly arrange for interview. Address P. O. Box 1183, Los Angeles, California.

Situation Wanted—Experienced grower of commercial stock, plants and cut flowers. Single man. State wages and requirements. Address Key 782, care American Florist.

For Sale—84 foot corner with 4,200 feet of glass well stocked, including cottage. Must sell at reasonable price. ADDISON FLORIST, 4523 Addison St., Chicago, Ill.

For Sale—Special Bargain. An up-to-date place, four acres of ground, three greenhouses, fine dwelling and a large stable—Rowland Ave. and Rhawn St., Holmesburg, Philadelphia, Pa. Write to MICHELL'S SEED HOUSE, 518 Market St., Philadelphia, Pa.

Will Trade

Modern Chicago apartment buildings, valued at $25,000 to $50,000, for cleared greenhouses or farms. State full particulars in first letter to command attention.

Key 784, care American Florist.

HELP WANTED

Laborers to work around our greenhouses. Steady employment at $2.50 per day. Apply at

BASSETT & WASHBURN,
HINSDALE, ILLINOIS.

HELP WANTED

Several growers and helpers.
Good wages and steady job.

BASSETT & WASHBURN
HINSDALE, ILL.

WANTED

Experienced cut flower packer.
Apply
POEHLMANN BROS. CO.
72-74 E. Randolph St., CHICAGO

Situation Wanted

Expert grower now in charge of a large commercial place near Chicago will be open for engagement as superintendent and manager in the near future. Well versed in general line of cut flowers, particularly carnations, chrysanthemums, etc. State salary, location and full particulars in first letter.

Key 783, care American Florist.

For Sale or Rent

Well established greenhouse business; reasons for selling, wish to retire from business. Address

RUDOLPH KAISER
104 College Ave., Annapolis, Md.

FOR SALE

Complete greenhouse, consisting of 20,000 feet of glass, for sale cheap. Must be removed by purchaser. A big bargain at $1,500. Act quick. Present price of new material makes this an unusual buy.

Riverbank Greenhouses, Geneva, Ill.

GREENHOUSE MECHANIC

Wants position with retail florist where he can learn the florist business right. Can "make up" design work, wait on trade, sell and collect outside. Thoroughly understand steam, hot water heating, boilers, pumps, traps, water supply systems and the erection of modern greenhouses. Now employed as foreman steam fitter with greenhouse builder; want to settle down in permanent position as all-around man with some one who will appreciate his taking an interest in the place and his work. Age 34, married, temperate, American; will go anywhere for $30 a week. Address

Key 785, care American Florist.

LATEST EDITION

The American Florist Company's

Trade Directory

FOR 1916

Contains 546 Pages. **Price $3.00 Postpaid.**

THE AMERICAN FLORIST COMPANY'S Trade Directory for 1916, fully revised to date, with thousands of new names and changes of address, is now ready for distribution. It contains 546 pages, including complete lists of the Florists, Seedsmen and Nurserymen of the United States, Canada, Central and South America arranged both by states and towns and all names alphabetically. Also lists of Foreign Merchants, Firms Which Issue Catalogues, Horticultural Supply Concerns, Parks, Cemeteries, Landscape Architects, Experiment Station Horticulturists, Botanical Gardens, Seed Growers, and much other conveniently indexed and invaluable trade information.

PUBLISHED BY THE

American Florist Co.

440 S. Dearborn St., CHICAGO

WHAT J. J. OYS, WITH H. B. WHITTED, FLORIST, MINNEAPOLIS, MINN., WRITES ABOUT THE RAPID RAPPER:

MEMBER OF THE FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

34 SOUTH FIFTH STREET
N. W. MAIN 2417
TRI-STATE 31 956

H. B. WHITTED, FLORIST
Cut Flowers and Floral Designs

932 NICOLLET AVENUE
N. W MAIN 976
TRI-STATE 36 412

The Rapid Wrapper Co., *Minneapolis, Minn.* Apr. 12th, 1917.

56 E. Randol. St.,

Chicago, Ill.

Gentlemen:

We wish to thank you for your promptness in delivering to us wrappers ordered a few days before Easter. We have found your wrappers to do all that you claim they will, a Time and Money saver. It has been a great satisfaction and we do not believe that any Florist should be without them.

Yours very truly,

H. B. Whitted,

By Jos. J. Oys.

JJO*EMP.

RAPID RAPPER

Pat. May, 1916—Trade Mark Registered.

California orders filled direct from branch office, 448 Bush St., San Francisco, Calif.

The Rapid Wrapper Co.,

56 East Randolph Street, Chicago.

The Florists' Supply House of America

Memorial Day Bulletin

Are you preparing for Memorial Day? **If not, why not?**
Get our ready-made **Magnolia Wreaths,** just as you would make them; buy them and save time and money. Our new **Patriotic Baskets,** red, white and blue in color, fine for filling with flowers for soldiers' graves.

MOTHERS' DAY

Don't forget to order your white or pink **Carnations** in our near-to-nature make. The demand last season was immense; they look just like the fresh flower but never go to sleep. Don't wait until the last minute; order now, they will keep.

Don't forget to send for our illustrated combination folders, containing full list of Memorial and Mothers' Day novelties. Also May and June Wedding Accessories. It is free for the asking.

H. BAYERSDORFER & CO., 1127-1129 Arch Street, PHILADELPHIA, PA.

Providence, R. I.

EXCEPTIONAL CALL FOR FLORAL WORK.

Business has been rushing all week with floral work in exceptionally heavy demand at all the shops. Stock is plentiful and the supply is about equal to all demands. Asparagus plumosus is a short item at present although several growers have good crops coming on which will be ready in a short time.

Henry M. Robinson & Co., of Boston, are touring the New England states with an auto carrying samples of Memorial day stock.

The Cassidy Co., in its new store on Dorrance street, is doing a fine business. The window displays here are very attractive.

T. J. Johnston & Co. recently arranged a very attractive bird window which attracted general attention.

Joseph Kopelman is back at work, much improved after his recent illness.

H. A. T.

AUTOMOBILE SUPPLIES

Have you received our catalogue?
Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.
1349-51-53 S. Michigan Ave., CHICAGO, ILL.

Mention the American Florist when writing

The Presence of War

and military preparations everywhere in the country will recall to all Americans the memory of our own soldier dead this coming Memorial day. Patriotic devotion will stir everyone to greater generosity than ever before in the decoration of soldier graves.

Florists will do a record-breaking business this year **if they prepare adequately for it.** Let the trade know what you have to offer them for this great day's business by advertising in the

MEMORIAL DAY NUMBER

—— of ——

THE AMERICAN FLORIST

which will be dated

MAY 19

The early ad gets the most attention from publisher, printer and reader.

Send us yours now.

AMERICAN FLORIST COMPANY

440 So. Dearborn St., Chicago.

For Mothers' Day

We will have a Good Supply of Roses.

Following is what we specialize in:

RUSSELL BEAUTIES ORCHIDS

VALLEY CARNATIONS LILIES

SWEET PEAS MINIATURE ROSES SNAPDRAGONS

HOOSIER BEAUTY OPHELIA WHITE KILLARNEY

RICHMOND SUNBURST KILLARNEY BRILLIANT

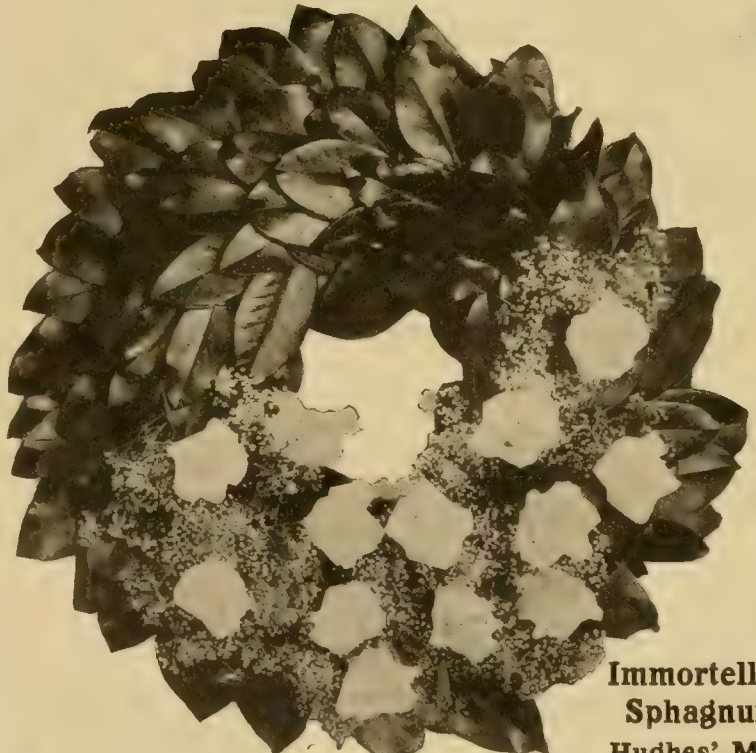
MILADY AARON WARDS KILLARNEY

Ferns Adiantum Farleyense Smilax Plumosus

Galax Leucothoe Mexican Ivy Sprengerii

Our Roses consist of all grades, Short, Medium, Long and Specials

Price List Mailed Weekly; if you are not on our list let us know.



Poehlmann Bros. Co.'s Supply House

(Annex to Cut Flower Department

A complete line of supplies always on hand. Have your goods shipped with your Cut Flowers and save unnecessary express charges

Memorial Day Wreaths

SPECIAL INTRODUCTORY OFFER

12 Assorted 21-inch Wreaths like the accompanying illustration for **$15.00**

If you desire to make up your own wreaths bear in mind that we have the materials you need and can supply you with what you want at the most reasonable prices

MAGNOLIA LEAVES

15-lb. Carton, ... $0

Immortelles, Cape Flowers, Prepared Lycopodium

Sphagnum Moss, per bale, $1.35; Doz., $15.00

Hughes' Mothers' Day Boxes, 24 x 5 x 3½-inch, 50c

POEHLMAN

72-74 E. Randolph St.,

OSE PLANTS, GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

FTED—2½-inch Russell ....$150.00 per 1000
s of 5000 or more.................................. 145.00 per 1000
FTED—2½-inch Ophelia, Aaron Ward, Milady, Killarney,
ite Killarney, Brilliant, Cecile Brunner, Richmond..... 120.00 per 1000
s of 5000 or more.................................. 110.00 per 1000

These prices are absolutely net cash.

'or 3½-inch stock an additional $50.00 per 1000 will be charged.

OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner.. ....$7.00 per 100; 65.00 per 1000

Lots of 5000 or more.................................. 62.50 per 1000

Sunburst, own root.....................$10.00 per 100; 90.00 per 1000

Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

CHRYSANTHEMUMS

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
LLOW—					
n Glow	October 1	$2.30	$20.00	$3.00	$27.00
olora	October 14	2.30	20.00	3.00	27.00
w Eaton	November 1	2.30	20.00	3.00	27.00
n Chadwick	November 7	2.30	20.00	3.00	27.00
Morgan (Improved low Eaton)	October 25	6.00	.....	7.00	.....
NK—					
tain	October 24	2.30	20.00	3.00	27.00
n	November 2	2.30	20.00	3.00	27.00
	November 13	2.30	20.00	3.00	27.10
bardt	November 2	2.30	20.00	3.00	27.00
' Late Pink	November 7	2.39	20.00	3.00	27.00

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
WHITE—					
Early Frost	October 26	$2.30	$20.00	$3.00	$27.00
Oconto	October 19	2.30	20.00	3.00	27.00
Smith's Ideal	November 2	2.30	20.00	3.00	27.00
White Chieftain	October 24	2.30	20.00	3.00	27.00
Eaton	November 1	2.30	20.00	3.00	27.00
W. H. Chadwick	November 7	2.30	20.00	3.00	27.00
Chas. Razer	October 29	2.30	20.00	3.00	27.00
Elise Papworth	November 2	2.30	20.00	3.00	27.00
BRONZE—					
O. H. Kahn	November 2	2.30	20.00	3.00	27.00

POMPONS

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
LLOW—					
Gabel	October 16	$3.00	$27.00	$3.50	$32.00
e	November 1	3.00	27.00	3.50	32.00
yke	November 9	3.00	27.00	3.50	32.00
la	November 16	3.00	27.00	3.50	32.00
Yellow	November 10	3.00	27.00	3.50	32.00
Baby	October 31	3.00	27.00	3.50	32.00
K —					
Marie	October 25	3.00	27.00	3.50	32.00

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
WHITE—					
Alva	October 21	$3.00	$27.00	$3.50	$32.00
Helen Newberry	November 16	3.00	27.00	3.50	32.00
BRONZE—					
Madam La Porte	November 9	3.00	27.00	3.50	32.00
Skibo—Bronze Button	October 16	3.00	27.00	3.50	32.00
RED—					
La Gravere	October 31	3.00	27.00	3.50	32.00

Palms Western Headquarters Palms

Largest and most complete stock offered in the West in a healthy, strong and clean condition.

ENTIA FORSTERIANA SINGLE PLANTS

ch pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
h tubs	6-7	42-46 inches high	$ 4.00
h tubs	6-7	48-50 inches high	5.00
h tubs	6-7	50 inches high, heavy	7.00
h tubs	6-7	8 feet high, heavy	40.00
h tubs	6-7	9-10 feet high, heavy	50.00

NTIA FORSTERIANA MADE UP PLANTS.

	Plants		
h tubs	4	72-78 inches high, heavy	$30.00
h tubs	4	75-80 inches high, heavy	35.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots			$1.50	$12	$100
3 inch pots	5	10-12 inches high	2.50	18	150
					Each
4 inch pots	5-6	16 inches high	5.00	40	.45
6 inch pots	5-6	26-28 inches high			1.50

Specimen plants, 15 inch tubs, $75.00 each.

ARECA LUTESCENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high	$1.25

PHOENIX ROEBELENII.

5 inch pots..................................$1.00

ASPIDISTRAS.

5 inch pots, 10-12 leaves, vari................. 1.50

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, 90c per doz.............$7.00 per 100

LIVISTONA ALTISSIMA.

2¼ inch pots, $1.00 per doz...........$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots.................................50c each

STEVENSONIA GRANDIFLORA.

4 inch pots.................................50c each

DRACAENAS.

	Each	Doz.	100
5 inch Imperalis	$1.00	$12.00	
4 inch Terminalis	.40	4.20	
3 inch "	.25		$22.00
5 inch Lindenii	.80	9.00	
3 inch Margaret Storey	.30	3.25	

MISCELLANEOUS PLANTS

Y RAMBLERS—35c, 50c, 75c and $1.50 each.

AMERICAN BEAUTY ROSES in pots—35c to 50c each.

CROTONS.

l colored, 4-inch, $4.80 per doz.; 5-inch, 60c 5c each.

PANDANUS VEITCHII.

	Per doz.
	$ 4.20
	7.20
	12.00
	18.00
	$24.00 to 30.00

RUBBER PLANTS. Per doz.

5-inch pots	$6.00
6-inch "	9.00
7-inch "	Each $1.50 to 2.00
Larger plants	Each 2.50 to 3.00

TABLE FERNS. Per 100

2½-inch pots	$4.00
3 -inch "	8.00

PTERIS ASSORTED. Per 100

4-inch pots ....$15.00 to $20.00

ASPARAGUS PLUMOSUS. Per 100

2¼-inch pots	$4.00
3 -inch "	8.00
6 -inch "	Each .35

ASPARAGUS SPRENGERI. Per 100

2¼-inch pots	$ 3.50
3 -inch "	7.00
4 -inch "	12.00

HOLLY FERNS. Per 100

4-inch pots ....$15.00 to $20.00

A Nominal Charge is Made for Packing.

N BROS. CO.

ong Distance Phone, Randolph 35.

CHICAGO, ILL.

Beauties, Roses, Fancy Russell, Carnations. Prices Are Much Lower.

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

CURRENT PRICE LIST

AMERICAN BEAUTIES

Specials, extra long stems	$4.00 to $5.00
Stems 30 to 36 inches	2.50 to 3.00
Stems 18 to 24 inches	1.50 to 2.00
Stems 12 to 15 inches	1.00
Shorter lengths	.50 to .75

RUSSELL—The best in this market. Per doz.

Specials, extra long	$2.00
Long	1.50
Good medium	1.00 to 1.25
Good short	.50 to .75

RED ROSES

Rhea Reid, Richmond and Hoosier Beauty	Per 100
Long	$8.00 to $10.00
Good medium	5.00 to 6.00
Good short	3.00 to 4.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$8.00 to $10.00
Good medium stems	5.00 to 6.00
Good short stems	3.00 to 4.00

Pink and White Killarney, Brilliant	Per 100
Long	$6.00 to $8.00
Good medium	5.00
Good short	3.00 to 4.00

OUR SELECTION: Assorted Roses, our selection, in lots of 300 or more, at the rate of $2.50 per 100.

CARNATIONS

Red, extra fancy **Belle Washburn**	$4.00
Pink and White, extra fancy	4.00

PRICES FOR MOTHERS' DAY

Carnations, our selection of colors, but we guarantee at least one-third white, at	**$6.00 per 100**
Roses, our selection, in lots of 300 or more	4.00 per 100
VALLEY	$5.00 to $6.00

GREENS

ASPARAGUS SPRENGERI	Per 100 $2.00 to $3.00
GALAX, Green or Bronze	Per 1000 1.25
CHOICE COMMON FERNS	Per 1000 3.50

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

MARKET CLEANS UP FAIRLY WELL.

Business has been very good the past week and the market was fairly well cleaned up in all lines, Saturday, April 28. American Beauty roses are in good demand owing to being in shorter supply and the fancy grades are now selling at $4 per dozen and up. Roses in general are selling much better, especially in the short and medium grades, which is due principally to the fact that they are gradually going off crop. The fancy grades are moving well but are not bringing the prices that they should. Carnations are in good supply and while they are moving nicely, prices are not as high as one would expect considering the advance on other items. Tulips are about done and there is very little call for what few are arriving. Sweet peas are selling quickly at greatly advanced prices and there is hardly ever a surplus when the stores close at night. Lilies and callas are still in oversupply but the receipts are gradually diminishing and another week will find quite a change in regard to these two items. Violets are practically off the market but what good stock there is offered finds ready buyers. Pansies have sold nicely the past week and the same holds true for daisies, especially in the longer stemmed grades. Orchids and lily of the valley are holding their own and at times are found to be very scarce. Miscellaneous stock is in better demand and at times certain items are scarce. Iris, calendulas, home grown and southern gladioli, jonquils, sweet alyssum, lupines, anemones, cornflowers, ranunculus, feverfew, forget-me-nots, narcissi, freesias, gardenias, snapdragons, strawflowers, stocks, lilac, trailing arbutus and other seasonable flowers are included in the many offerings which give the buyer a large variety to select from. Greens are in good demand, especially smilax, which has not been any too plentiful for some time. The early demand for Mothers' day, Sunday, May 13, is very heavy and from present indications stock in general will be in short supply on this occasion. All the buyers who have not yet arranged for their supply will do well to place their orders immediately, otherwise they are likely to meet with disappointment. Do it now.

NOTES.

Kyle & Foerster received a shipment of peonies, Monday, April 30, consisting of Old Rose and Festiva Maxima, which to the writer's knowledge were the first to reach this market this season. The stock was of fine quality and found ready buyers.

CUT FLOWERS=SUPPLIES

Everything you need in both at reasonable prices. Place your orders with us.

O. A. & L. A. Tonner

WHOLESALE CUT FLOWERS AND SUPPLIES

30 East Randolph Street, CHICAGO, ILL.

SPHAGNUM MOSS

Wisconsin burlaped bales perfectly dry, $1.50 each.
Full line of Supplies and Wire Work.

All Cut Flowers in Season

The Cleveland Florists' Exchange, 660 Huron Rd., CLEVELAND, OHIO

Mention the American Florist when writing

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches. .	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,
Wholesale Florist
1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing.

LARGE CUTS OF ROSES FOR Mothers' Day, May 13

Exceptionally fine White Killarney, Killarney, Killarney Brilliant, My Maryland, Richmond, Sunburst, Ophelia, Mrs. Chas. Russell, Milady and Champ Weiland.

CARNATIONS

Good Supply of White, Pink and Red.

While we will have a good supply of Carnations, there will not be enough flowers to supply the demand so push roses on that day. You will find that the public in a great many cases prefer them to carnations, so make allowance for the scarcity of carnations and substitute roses. They will move just as quickly. Make up your order for us today.

When Ordering Remember White Flowers Stand for Mothers' Memory and Colored Flowers for Mothers Living

Buy Direct From The Grower. **Mothers' Day Price List** Subject to Change Without Notice.

AMERICAN BEAUTIES	Per doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

MRS. CHAS. RUSSELL	Per 100
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

RICHMOND	Per 100
Specials	$10.00
Select	8.00
Medium	6.00
Short	$4.00 to 5.00

MILADY	Per 100
Specials	$10.00
Select	8.00
Medium	6.00
Short	$4.00 to 5.00

Champ Weiland.. Killarney ..... White Killarney. Killarney Brilliant Sunburst ..... My Maryland.... Ophelia	Per 100
Specials	$10.00
Select	8.00
Medium	6.00
Short	4.00 to 5.00

	Per 100
ROSES, OUR SELECTION	$4.00
CARNATIONS—Fancy white	$7.00
Assorted, one-third white	6.00
Harrisii	$12.50 to 15.00
Jonquils	3.00 to 4.00
Sweet Peas	.75 to 1.50
Tulips	3.00 to 4.00
Valley	6.00
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Galax, bronze and green, per 1,000	$1.25
Ferns, per 1000	$3.50
Leucothoe Sprays	75c to 1.00
Smilax	per doz. strings 2.00 to 2.50

PETER REINBERG

WHOLESALE FLORIST

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 CHICAGO

Everyone Is Enthusiastic Over The Very Bright Outlook For

MOTHERS' DAY

Everything points to a record breaking demand, which means that you must have plenty of stock on hand to meet it.

Carnations

Notwithstanding the report that Carnations will be scarce, we will have a large supply and will gladly book your orders if placed before Sunday, May 6, at following price:

Assorted, One-Third White, $6.00 per 100.

Also Large Quantities of

Roses, Sweet Peas, Daisies, Valley, Pansies, Snapdragons

and all other miscellaneous seasonable stock, including a complete line of Greens.

Don't worry about prices, we will give you the benefit of the most reasonable prevailing Chicago market quotations and you can rest assured that the quality of the stock we ship you will be in keeping with the best obtainable in the World's Largest Wholesale Cut Flower Market.

PEONIES! PEONIES! PEONIES! PEONIES!

Our supply of Peonies for Memorial day will be extra heavy and are now booking advance orders for same.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good.

Heavy Supply for Mothers' Day

CARNATIONS

Large Quantity of Fancy White, Pink and Red

Special Fancy White, - - - - $7.00 per 100
Assorted, one-third White, - - - 6.00 per 100

ROSES, BEAUTIES, VALLEY, ORCHIDS, CALENDULAS, IRIS, DAISIES, SNAPDRAGONS, SWEET PEAS, TULIPS, MIGNONETTE, JONQUILS, DAFFODILS.

TRY US FIRST—We have what you want if it is obtainable in the World's Largest Cut Flower Market and can fill your orders where others are liable to fail. Most for the least is what you get when you order here.

MOTHERS' DAY PRICE LIST— Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	1.00 to 1.50
Short stems	100, 4.00 to 6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES.	
Richmond, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Milady, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Killarney Brilliant, special	$10.00
" " select	8.00
" " medium	6.00
" " short	3.00 to 4.00
Ophelia, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	6.00
" " short	3.00 to 4.00
Killarney, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Mrs. Ward, special	$10.00
" " select	8.00
" " medium	6.00
" " short	3.00 to 4.00
Sunburst, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Cecile Brunner	3.00
Elgar	3.00
Baby Doll	3.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Special fancy white	$7.00
Assorted, one-third white	6.00

ORCHIDS.	Per doz.
Cattleyas	$7.50 to $9.00

EASTER LILIES.	Per 100
Select	$8.00 to $12.50

MISCELLANEOUS.	Per 100
Valley	$6.00
Spanish Iris, per doz.	$1.00 to 2.00
Calendulas	3.00 to 4.00
Daisies	.50 to 2.00
Snapdragons, per bunch	.75 to 1.00
Mignonette	4.00 to 8.00
Callas, per doz.	1.50 to 2.00
Sweet Peas	.75 to 2.00
Jonquils	2.00 to 4.00
Tulips	2.00 to 4.00
Daffodils	2.00 to 4.00

GREENS.	
Asp. plumosus, per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Adiantum, per 100	1.00
Smilax, choice, per doz.	1.50 to 2.00
Fancy ferns, per 1,000	3.50
Galax leaves, per 1,000	1.25
Wild Smilax, per case	5.00
Boxwood —per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

EXTRA HEAVY SUPPLY

Roses and Carnations

For Mothers' Day

Place your orders with us and you will get the best stock obtainable for the least money.

MOTHERS' DAY PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
48 to 60-in. stems	$5.00
36-inch stems	4.00
30-inch stems	3.00
12 to 24-inch stems	$1.00 to 2.00

MRS. CHAS. RUSSELL.	Per 100
Fancy	$12.00 to $15.00
Good	8.00 to 10.00

MINIATURE ROSES.	Per 100
Baby Doll	$3.00
Elgar	3.00

WHITE AND PINK KILLARNEY, OPHELIA, SUNBURST AND RICHMOND.	Per 100
Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy White	$7.00
Fancy Colored	6.00
Assorted	6.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	3.50
Smilax, per doz. strings	$2.50 to 3.00
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.25

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

H. B. Kennicott and J. E. Pollworth, of Kennicott Bros. Co., made a trip to the southern part of the state this week to look over the peony situation. Mr. Kennicott brings back the report that the crops in the district they visited are not a bit backward and that the cuts promise to be fully as large if not greater than last season.

The Chicago Flower Growers' Association is more than pleased with business the past week and is looking forward to the best ever Mothers' day trade. Manager Klingsporn is somewhat handicapped owing to the absence of his able assistant, Michael Fink, who is temporarily looking after the late John Fink greenhouses.

The John C. Moninger Co. is furnishing the material for four new vegetable houses, 34x400 feet, for M. F. Cutting, of Cleveland, O. The contract includes everything but the glass. The Moninger Co. also supplied the material for Dr. Eiche's new range at Lincoln, Neb., consisting of seven houses, 35x200 feet.

Miss Adele Block, of Milwaukee, Wis., and Sidney Buchbinder, sales manager for Buchbinder Bros., manufacturers of florists' refrigerators and store fixtures, will be married in the Cream City Sunday, June 10. Their engagement was announced six months ago.

Edward Schulz, of the Weiland & Risch force, has joined the colors and will leave for Jefferson barracks, near St. Louis, Mo., this week, to receive the necessary training with other infantry before starting for the firing line.

Peter Nepper has placed an order with Kroeschell Bros. Co. for a new Kroeschell hot-water boiler to be installed in his range in Murphy avenue, now being operated by Pyfer & Olsem, of Wilmette.

Roses==Lilies

Fine Stock in Large Supply at Reasonable Prices.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 **CHICAGO**

Mention the American Florist when writing

H. E. Philpott, of Winnipeg, Can., was a visitor at A. T. Pyfer & Co.'s store Monday, April 30. He left the following day for Minneapolis, Minn., where Mrs. Philpott continues to be seriously ill.

Wm. F. Schofield, 734 North State street, celebrated his thirty-eighth birthday Saturday, April 28. Mr. Schofield has been engaged in the retail business in this city over 20 years.

August Dresel, of Graff & Dresel, 2135 Clybourn avenue, is able to be about again after undergoing an operation at the German-American Hospital.

A. E. Turner, of Rosin & Turner, Mosinee, Wis., called on the trade here this week. He reports a heavy snowfall in his district, April 25.

The Chicago Florists' Club will meet at the Briggs hotel, 188 West Randolph street, next Thursday evening, April 10, at 8 o'clock.

Henry C. Dunn is opening a new store this week at 807 North State street under the name of Dunn's Flower Shop.

O. A. & L. A. Tonner are having a good call for iris in blue, white and yellow, which they are handling in quantity.

Ed. Vilter of the J. A. Budlong force, says that he has enlisted in the First Cavalry of the Illinois National Guard.

Arthur Chaplin Eichel, 4226 North Crawford avenue, is the proud owner of a five-passenger Ford.

HANGING BASKETS

Enameled Green
Extra well made.

8-inch	$1.00 per doz.
10-inch	1.35 per doz.
12-inch	1.75 per doz.
14-inch	2.25 per doz.
16-inch	2.90 per doz.
18 inch	3.70 per doz.

GREEN MOSS

Fancy sheet 3-bu- sack well filled.
XXX quality.

$1.50 per sack

Pittsburgh Cut Flower Co.
116-118 SEVENTH ST., PITTSBURGH, PA.

Mention the American Florist when writing

My Friend Bill

Says:

To Those

who only make an effort to help their fellow men when assured of an immediate profit, to those who absolutely refuse to grant any favors or extend any courtesies except for a consideration.

Take a Chance

If it is not in your heart to do a fellow a good turn simply for the pleasure of doing good, and without hope of reward, —Then—

Be a Gambler

and do something for somebody anyway, and pray that your investment will prove a good one.

But; Do Good

Everyday you hear of some one being most handsomely rewarded for some kind deed which he had long forgotten and for which he had not expected to receive payment.

Of Course

The real men in our business never think of the reward, their greatest pleasure in life is doing good; they always know of something good about the other fellow when he is mentioned instead of knocking him, and they

Always

do their utmost to give their Growers and Customers

100%

"Service"

Van

CUT FLOWERS

P. S. It is wonderful indeed. Each day it is a greater pleasure to be engaged in a business where so many men are always striving to better conditions and it is remarkable to note their success. Everybody feels it.

PERCY JONES, Inc.
Chicago.

ZECH & MANN

For Mothers' Day

Heavy Supply

Russell-Ophelia

and all the other leading varieties of Roses.

Sweet Peas, Carnations, Valley, Lilies, Daisies, etc. Complete line of Greens.

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

30 E. Randolph St., L. D. Phones Central {3283 3284 Automatic, 42-965 Chicago

Mention the American Florist when writing

Percy Jones, Inc., is busy packing shipping orders everytime one visits this establishment and no complaint is ever heard from Manager Van Gelder in regard to the war affecting their wholesale cut flower business. The outlook for Mothers' day never was so good as this year and while the reports are to the effect that stock in general will be scarce this firm expects to fill all its orders in full.

Peter Reinberg is having a tremendous call for stock for Mothers' day, according to Felix Reichling, with carnations as usual, having the call. Roses are also in good demand at this house and will no doubt clean up early, owing to the general scarcity of carnations.

Dr. J. B. Buchbinder has enlisted in the army and will have charge of a hospital base. He is brother of Sidney Buchbinder, of Buchbinder Bros.

Erne & Co. have booked many nice advance orders for Mothers' day for carnations, which are in exceptionally heavy demand, and, as in former years, the call is strong for white.

Nate Lewis has opened a wholesale and retail establishment on North Wabash avenue in the quarters formerly occupied by George Fischer & Brother. Irving Stein is manager.

Frank Oechslin has returned from an eastern business trip. His chauffeur, Frank Mac Farland, has resigned his position to join the marine corps.

FINE SUPPLY

ROSES FOR MOTHER'S DAY

Ophelia, Sunburst and Richmond, $6.00 to $8.00 per 100.
Pink and White Killarney and Killarney Brilliant, $4.00 to $6.00 per 100. Specials Billed Accordingly.

Fancy Carnations, $6.00 to $8.00, 100.

DAISIES, SCHIZANTHUS, WALLFLOWERS, JONQUILS, DARWIN TULIPS, GREENS, Etc.

A. T. PYFER & CO.

—Wholesale Florists—

30 E Randolph St., CHICAGO, ILL.

Long Distance Telephone—Central 3373.

John W. Fink, 2632 Herndon street, died suddenly in New York last Thursday, April 26, his brother, Michael, being called east to identify the body. He was engaged in the growing business and operated a range of greenhouses on Herndon street for many years, the output of which was consigned to the local market. He was a member of the Chicago Florists' Club and was well and favorably known to many of the local trade, who were greatly surprised as well as grieved to hear of his sudden death. He was 34 years of age and leaves a wife and three children, Joe, Helen and Walter. The funeral, which was held Wednesday, May 2, from the late residence to St. Joseph's church, Belden and Southport avenues, was largely attended and the floral tributes from the trade and friends of the family were many and beautiful. Burial was at St. Adalbert's cemetery.

Mrs. J. A. Budlong has returned from a most pleasant visit at Miami, Fla., and Miss Schupp is home from a delightful stay at Lake Geneva, Wis. Miss Schultz has kindly tipped the writer off to the fact that she is not the only one in the trade that is going to take a matrimonial voyage, and while she does not mention any names it is someone who has visited the well-known Florida resort recently.

Poehlmann Bros. Co. has noticed a great increase in its supply sales since the opening of its new salesrooms adjoining the cut flower department. Otto W. Freese says that some action ought to be taken by the wholesalers whereby it would be impossible for the department stores to offer roses at such ridiculously low prices as they did last week.

Wietor Bros. are busy planting and have their Ophelia and Sunburst all benched. Seven houses of American Beauty roses are in and all their Mrs. Chas. Russell are practically planted. Four houses each of Killarney and White Killarney have been benched and one house has been planted to carnations.

Bassett & Washburn report business so brisk this week that they are having trouble in filling all their orders in full. Mr. Washburn says that a few sunshiny days will relieve the situation to a large extent and that the shortage is due more to unfavorable weather than to the increased demand.

John Sinner is now devoting most of time at Sinner Bros.' greenhouses, which have needed his attention for some time. He will devote his entire time to the growing business if he can dispose of his lease on his downtown store, which is one of the best located wholesale stands in the city.

A. L. Vaughan & Co. are receiving their share of orders for Mothers' day and from present indications the demand on this occasion will be the heaviest ever. Stock of all kinds is in large supply at this establishment, particularly iris, which is meeting with very good sale.

R. E. Kurowski, general manager of the John C. Moninger Company, through the Illinois Manufacturers' Association offered to build a government greenhouse free. He said the prospect of a food stringency prompted the offer.

Zech & Mann have had a very busy week with a heavy out-of-town call for stock. Orders for Mothers' day are plentiful, especially for carnations and roses. Lilies are in exceptionally large supply at this establishment.

C. W. Johnson gave a talk on "Home Gardening" at the Morgan Park Methodist Episcopal Church, April 26. A pageant of flowers represented by children was a feature of the evening.

Max Awizzus is back on the job at E. C. Amling Co.'s store, after being on the sick list for several days with a sore throat.

Raymond Gottry, of the staff of THE AMERICAN FLORIST, enlisted and left for Jefferson barracks, St. Louis, Mo., April 30.

Gustave Raedlein, of the Raedlein Basket Co., has been on the sick list for nearly a month with stomach trouble.

H. E. Humiston, of the Chicago Feed & Fertilizer Co., leaves this week to call on the trade in the east.

Visitors: Walter Mott, representing Benjamin Hammond, Beacon, N. Y.; Samuel Seligman, representing Wertheimer Bros., New York.

INDIANAPOLIS, IND.—Numerous improvements are being made at the A. Wiegand's Sons Co's. farm.

MEMPHIS, TENN.—Local florists furnished flowers free on May 1, which were sold by young ladies in a buttonhole bouquet campaign to aid the third annual city beautiful campaign of the Ninteenth Century Club.

Cincinnati.

Business is much better than last week. Stock has shortened somewhat, while the demand is steady. Shipping business, particularly in greens, wirework and supplies, is very active. The rose supply has shortened very considerably and now is not very much more than is necessary to take care of present daily wants. The daily cut of carnations, too, has shortened. Easter lilies continue plentiful and include some excellent stock. Some splendid callas may also be had. Sweet peas are plentiful. The first peonies are in the market. They were from South Carolina. Snapdragons are in a good supply. Other offerings include irises, gladioli, Poeticus, outdoor tulips, lilac, lily of the valley and orchids.

NOTES.

To L. H. Kyrk belongs the honor of having the first peonies of the season. They came into his place last week from South Carolina and found a good market.

E. G. Gillett is again back at his business, having recovered fully from his recent illness.

C. E. Critchell has been having an unusually strong call for ferns.

Visitors: Sam Seligman, New York; Norval Kiger and wife, Marietta, O.; Wm. Rodgers, Dayton, O., and Martin Weber and wife, Brookville, Ind.

H.

Chicago Bowling.

The A. L. Randall Co. trimmed the J. A. Budlong force in a special bowling contest last week. The Budlong boys were a little off form and are willing to gamble that the Randall five cannot repeat in another contest. The scores are as follows:

A. L. RANDALL CO.

	1st Game	2d Game	3d Game
Lorman	182	236	149
Mausch	179	154	149
Hendel	123	143	129
Guya	158	161	124
Altmeier	130	206	124
Totals	772	900	675

J. A. BUDLONG.

	1st Game	2d Game	3d Game
Vilter	137	125	152
Gale	125	163	143
Hauk	112	148	163
Bill	103	102	116
Price	153	145	165
Totals	600	683	739

For Mothers' Day

If you want good stock and good treatment

Send Your Orders to us. Do it Now.

ROSES, CARNATIONS,

Valley, Sweet Peas, Lilies, Callas, Snapdragons, Stocks, Tulips, Mignonette, Daisies, Pansies, Forget-me-nots and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood. We have home grown Asparagus—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE.

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Mention the American Florist when writing.

Now is the Time to Prepare For

MOTHERS' DAY--MAY 13

The early buying indicates that the demand will be heavier than ever this year. Place your orders well in advance with us and you will not be disappointed. Our leaders are Roses, Lilies, Carnations and Sweet Peas, but we will have a good supply of everything else in seasonable Cut Flowers and Greens.

WHITE FLOWERS FOR MOTHERS' MEMORY;
BRIGHT FLOWERS FOR MOTHERS LIVING.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph St., L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Mention the American Florist when writing.

Marked Copy

For the Retailer or for the Grower

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President. J. E. POLLWORTH, Sec'y and Gen'l Mgr.

FOUNDED BY FLINT KENNICOTT 1st IN CHICAGO

CAPE JESSAMINES, THE QUEEN OF ALL FLOWERS

Better place your orders early for Memorial Day, as the crop promises to be short.
Will begin shipping about May 15th. Beg to quote as follows:

Long Stems	12 to 18 in.,	$1.75 per 100;	$15.00 per 1000
Medium Stems	8 to 12 in.,	1.25 per 100;	10.00 per 1000
Short Stems	4 to 8 in.,	.75 per 100;	6.00 per 1000

Terms Cash or C. O. D.

THOS. C. EDWARDS, ALVIN, TEXAS.

Cleveland, O.

SHORTENED SUPPLY BENEFITS MARKET.

The supply of stock has shortened considerably. Particularly was this true of sweet peas and carnations. Roses of all kinds continue to arrive in quantity sufficient for all demands. There are a few outdoor daffodils and Darwin tulips arriving daily. Snapdragons, although not quite so plentiful as last week, still arrive in good supply, and the demand is good, the stock being the best varieties and colors, and considerable quantities are sold cheap for window displays. Easter and calla lilies are still plentiful, but mostly short stems, while the demand is not over-brisk. Violets have about run out and a few more days will see the last of the doubles for this season. Lily of the valley has been more plentiful with a good demand. Calendulas are good stock. Daisies, irises, stocks, bachelor buttons, nasturtiums and ageratums are part of the daily receipts. Orchids are not very plentiful. Greens of all kinds are sufficient.

NOTES.

J. W. Stranahan, 10312 Euclid avenue, manager of The Studio Flower Shoppe, is having difficulty in carrying on his business. His liabilities after one year's operations are $2,500, with no assets worth mentioning. At a meeting of the creditors Monday, April 23, a new company was proposed, which would pay Stranahan's indebtedness by a 365-day note for 50 per cent of claims with interest at six per cent; also, the creditors are supposed to extend the new company credit and co-operation. The creditors have so far not accepted the proposition.

Miss Christine Cliff, perhaps the youngest woman florist in the city, began selling flowers when a mere slip of a girl and was familiarly known among her customers as "The Flower Girl." From delivering her own flowers in a basket she has built up a business consisting at the present time of three stores with automobile delivery. She owns and operates the Penn Square Flower Store at Fifty-fifth street and Euclid avenue, a stand in the East Forty-sixth street market and the Christine Floral Co. at 7720 Hough avenue.

"What effect will the war have on the florists' business?" was discussed at the last meeting of the florists' club. All seemed optimistic and predicted continued prosperity. At the next meeting Monday evening, May 7, H. P. Merrick, of the Lord & Burnham Co., will give a talk on "Greenhouse Construction." Mothers' day business will also be discussed and a large attendance is looked for.

If the "vegetable war garden" craze continues it is bound to cause a shortage of outdoor flowers, particularly among the amateur growers of sweet peas, etc.

GARDENIAS

Choice buds (Jasmine Grandiflora) with an abundance of bright, fresh foliage from strong, vigorous plants.

Class X, 12 to 18 inch stems	$1.75 per 100;	$15.00 per 1000
Class A, 8 to 12 inch stems	1.25 per 100;	10.00 per 1000
Class B, under 8 inch stems		6.00 per 1000

F. O. B. Alvin. C. O. D. or Cash.

YARD & YARD

P. O. BOX 201 ALVIN, TEXAS

Mention the American Florist when writing.

New Crop Plumosus Sprays

Now Ready

Write for special prices.

L. A. FLORAL CO.

407 So. Los Angeles St., Los Angeles, Calif.

Joseph E. Wiltgen Michael F. Freres

Wiltgen & Freres

WHOLESALE FLORISTS

Long Distance Phone, Randolph 1975

173 N. Wabash Ave., CHICAGO

Mothers' day orders and inquiries point to a big day for florists this year, many advance orders being booked already with prices left open.

C. F. B.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978.

ZECH & MANN

Wholesale Florists

30 East Randolph St., - - Chicago

Telephone Central 3284

A. L. Randall Co.,

RANDO BRAND Wabash Ave. and Lake St., CHICAGO, ILL. RANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

WEILAND & RISCH

GROWERS AND SHIPPERS

SHIPMENTS EVERYWHERE — CUT FLOWERS — IMMEDIATE DELIVERIES

154 NO. WABASH AVE. CHICAGO

PHONE CENTRAL 879

HOERBER BROS.

Wholesale Growers of Cut Flowers

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. Store: 162 N. Wabash Ave. Chicago

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$5 00
" " 36-in.	4 00
" " 30-in.	3 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short, per 100.	6 00@ 8 00
" Mrs. Chas. Russell.	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	3 00@12 00
" Killarney	3 00@12 00
" White Killarney	3 00@12 00
" Richmond	3 00@12 00
" Prince de Bulgarie	3 00@12 00
" Rhea Reid	3 00@12 00
" My Maryland	3 00@12 00
" Mrs. Geo. Shawyer	4 00@12 00
" Milady	4 00@12 00
" Sunburst	4 00@12 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	4 00@12 00
" Ophelia	4 00@12 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	4 00@12 00
" Tipperary	4 00@12 00
" Francis Scott Key	4 00@12 00
" Bayard Thayer	4 00@15 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	4 00
Cattleyas, per doz.,	9 00
Gardenias, $4 00 per doz.	
Sweet Peas	75@ 1 50
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons, $0.50@$0.75 per doz.	
Lilium Harrisii	10 00@12 00
Valley	4 00@ 6 00
Jonquils	2 00@ 4 00
Daffodils	2 00@ 4 00
Mignonette	4 00@ 6 00
Pansies, per bunch, 10c@15c	
Adiantum Croweanum	1 00
Ferns, per 1000,	3 50
Galax, "	1 00@ 1 25
Leucothoe	75
Mexican Ivy, per 100,	5 00@6 00
Plumosus Strings, each,	60@ 75
Smilax, per doz.,	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case.	8.00
Wild Smilax, per case,	$5 00

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

HUCKLEBERRY FOLIAGE

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.

Evergreen, Ala.

Huckleberry Foliage

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

D. E. FRERES R. J. WINDLER

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

We Are Booking Orders Now for

NEW DAGGER FERNS

For delivery May 20th. The best ferns you have ever used so early in the season.
Near-by stock, not southern grown.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

HEAVY RECEIPTS AND LIMITED MOVEMENT.

The week of April 14-21 was thought to be about the limit, but the past six days shaded it a trifle. The early part, or the first four days, kept everyone busy on the receiving end, but the sales people, strive as they might, found it very hard to move anything. The stock was of good quality but it could not be sold. On Friday and Saturday there was a little stir, but taken altogether the results were anything but satisfactory. American Beauty roses are now off crop and will be a bit scarce for a couple of weeks. All other roses are somewhat limited in supply, but there is still more than enough to go around. Prices are fairly well maintained, although quantity lots are offered low. There has been a great plethora of carnations; the ice boxes were emptied out on Saturday and sold by the wagon load to the hucksters at merely nominal prices. Southern lilac and peonies from North Carolina are in. One of the commission men, in speaking of his great stock of snapdragon, said the growers were afraid the rust would carry off their plants. "I almost wish it had," he added, "for we get about four times as much now as we can handle." Easter lilies and callas are also suffering from overproduction. Cattleyas are more plentiful, but command high figures, selling at 50 to 75 cents, while lily of the valley is all sold long before it is received. There will be very little lily of the valley in this market during May, and after the June weddings, likely none at all.

CLUB MEETING.

The May meeting of the florists' club was quite well attended, the feature being the paper of W. K. Hardt, vice-president of the Fourth Street National Bank. The essay was very comprehensive, explaining in detail the system of bank credits and the necessity of a good and true trial balance in securing recognition at the bank. The great necessity of getting a correct account of overhead charges to enable one to know the proper percentage to add to the invoice cost of goods was considered by the speaker as most important. Double entry bookkeeping, Mr. Hardt stated, was just as simple as single entry, infinitely better, and absolutely necessary in modern storekeeping. This valuable paper will appear in an early issue. Each member was presented with a copy of a pamphlet, "A System of Accounts for Retail Merchants,' issued by the Federal Trade Commission of the government, which Mr. Hardt stated was one of the most valuable papers ever published by the government.

NOTES.

Arthur Niessen, in speaking of the hysteria due to the present war conditions, in which so much is said about economizing, thinks it a great mistake to uphold such a movement. Newspapers are giving columns to such matter, and yet are soliciting advertisements from the very firms from whom, in an indirect way, they are asking the people to withdraw support. There are certain things classed as luxuries, such as flowers, flower beds and beautiful lawns, that have grown to be a part

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

Wholesale Flower Markets

CINCINNATI, May 2.	Per 100
American Beauty, per doz.,..	75@ 5 00
Roses, Killarney....	2 00@10 00
" Mrs. Chas. Russell.....	8 00@15 00
" Ophelia.....	4 00@15 00
" Richmond.....	2 00@10 00
" Sunburst.....	3 00@10 00
Carnations.....	2 00
Lilium Giganteum	8 00@10 00
Lily of the Valley.....	6 00@ 7 00
Orchids.....	6 00@ 7 50
Sweet Peas.....	25@ 50
Jonquils and Daffodils.....	2 00@ 3 00
Tulips.....	3 00

BOSTON, May 2.	Per 100
Roses Beauty.....	10 00@25 00
" Killarney Queen.....	2 00@ 8 00
" White and Pink Killarney.	2 00@ 8 00
" Double White Killarney...	2 00@ 8 00
" Killarney Brilliant.....	4 00@10 00
" Hadley	2 00@ 8 00
" Cardinal.....	2 00@ 8 00
" Mock.....	4 00@12 00
" Mrs. Chas. Russell.....	2 00@ 8 00
" Sunburst.....	2 00@ 8 00
" Taft.....	4 00@ 2 00
" Milady.....	2 00@ 8 00
" Ward and Hillingdon	2 00@ 8 00
" My Maryland.....	2 00@ 8 00
Cattleyas.....	35 00@50 00
Lily of the Valley.....	4 00@ 6 00
Sweet Peas.....	1 50@ 2 00
Carnations.....	1 50@ 4 00
Paper White.....	2 50@ 3 00

BUFFALO, May 2.	Per 100
Beauty Special.....	20 00@25 00
" Fancy	15 00@20 00
" Extra.....	10 00@12 00
" 1st.....	6 00@10 00
Roses, Killarney.....	3 00@ 8 00
" My Maryland.....	3 00@ 6 00
" Sunburst.....	2 00@ 5 00
" Ward.....	2 00@ 5 00
" Ophelia.....	3 00@ 8 00
" Russell.....	8 00@12 00
" Stanley.....	6 00@10 00
" Mock.....	3 00@ 5 00
" Shawyer.....	3 00@ 8 00
Lily of the Valley.....	6 00@ 7 00
Lilies.....	6 00@10 00
Cattleyas.....	40 00@50 00
Carnations.....	1 00@ 2 50
Violets.....	30@ 40
Tulips.....	1 00@ 2 00
Asparagus Sprengeri... 35@ 50	
Ferns.....per 1000, 2 50	
Smilax.....	15 00@20 00

Wire Hanging Baskets

We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8-inch....	$1.10
10-inch....	1.35
12-inch....	1.60
14-inch....	2.10

(Special larger sizes made to order,)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer, Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for.....$ 1.25
5 Bales (25 bundles) for..... .... 6.00
10 Bales (50 bundles) for..... 11.00

H. G. BERNING,
1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RICE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, VIOLETS, EASTER LILIES
and other Seasonable Flowers.
Up-to-the-Minute Service. Satisfaction Guaranteed.
A good opening for a few more growers of cut flowers.
1615 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

W. Q. Potter Co.

(Successor to McCallum Co.)
—Wholesale Florists—
421 High St., Cleveland, O.
Manufacturers and Importers of Florists' Supplies.

Mention the American Florist when writing

Wholesale Florists' Supplies

THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Philadelphia, Pa.

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., **Milwaukee, Wis.**

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.
Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.
FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.
C. A. KUEHN, Wholesale Florist. **1312 Pine St., ST. LOUIS, MO.**

Wholesale Flower Markets

PHILADELPHIA, May 2.	Per 100
Roses, Beauty, special	20 00@25 00
" " fancy	10 00@20 00
" " extra	8 00@10 00
" " shorter grades	6 00@ 8 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	2 00@ 8 00
" White Killarney	2 00@ 8 00
" Liberty	6 00@15 00
" Hadley	6 00@20 00
" Sunburst	4 00@10 00
" Ophelia	4 00@10 00
" Hoosier Beauty	4 00@15 00
Carnations	1 50@ 3 00
Cattleyas.....each, $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	8 00@10 00
Calendulas	2 00@ 3 00
Daisies, yellow	1 00@ 2 00
Sweet Peas	50@ 1 50
Easter Lilies	6 00@ 8 00
Callas	6 00@ 8 00
Peonies	8 00@10 00

PITTSBURGH, May 2.	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	3 00@10 00
" My Maryland	3 00@10 00
" Sunburst	3 00@10 00
" Mrs. Aaron Ward	3 00@ 8 00
Cattleyas	50 00
Lilium Giganteum	12 00
Carnations	3 00
Lily of the Valley	5 00
Snapdragons	5 00
Spanish Iris	4 00
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, May 2.	Per 100
Roses, Killarney and W. Killarney	3 00@ 8 00
" Ward	3 00@ 6 00
" Mrs. Chas. Russell	5 00@25 00
" Ophelia	3 00@10 00
" Hoosier Beauty	3 00@10 00
Lilies.....per doz., 1 50	
Cattleyas.....per doz., 6 00@ 7 50	
Carnations	1 50@ 3 00
Rubrums	4 00
Valley	3 00@ 5 00
Violets	50@ 75
Sweet Peas	50@ 1 00
Tulips	2 00@ 3 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16-inch	2.90
18-inch	3.70

THE McCALLUM CO.
INC.
Pittsburgh, - Pa.

Mention the American Florist when writing

ST. LOUIS, May 2.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	4 00@10 00
Carnations	2 00@ 2 50
Valley	4 00@ 6 00
Lillies	10 00
Orchids	50 00@ 60 00
Ferns	per 1000, 3 00

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

of everyday life. To plow up these beautiful surroundings of the home and plant potatoes and other vegetables is the height of folly. There are thousands of acres of good tillable land within 50 miles of Philadelphia, which if it is necessary should be at once planted before disturbing the beautiful lawns of our parks and homes.

There is a rumor that Horticultural Hall has been sold for a sum of about $600,000. There have been several near sales reported of which Secretary Rush says this is another sample. From another source, it is said the sale is positive, only lacking the final papers.

A. Leuthy, of Boston, Mass., agreeably surprised his many friends in this city by a presentation of Mrs. Leuthy. Many have twitted him in former years on his lonesome state, but all is now well, and he appeared the happiest man alive.

When Edward Reid was asked for the good news his answer was, "No good news for this week; Friday and Saturday were better than the rest, but that is not saying much." Cattleyas and good sweet peas were features here.

There was lily of the valley at the Leo Niessen Co.'s, but all sold. Their grower is getting very low and it is almost being forced to order. All lines of stock were full. A good Saturday wound up a dull week.

Skibbage is a new one, not yet in Webster's. Clarence Watson says it covers the flowers, snapped off roses and carnations that accumulate and when gotten together are called "skibbage."

The Philadelphia Wholesale Florists' Exchange is strong on roses. Sweet peas and carnations are also quantity stock. They about managed to break even this week, is the report.

Nelson Geiger, the Thirteenth street retailer, has placed a new Rush car on the street—Rush in name as well as in service. He finds it a great time saver.

Preparations for a big Memorial day business are keeping things lively with H. Bayersdorfer & Co. Their tricolor novelties are taking all over the country.

Jos. G. Neidinger has been compelled to turn down orders, the press of work for Memorial day being the largest he has ever had.

Lots of stock but little demand at Eugene Bernheimer's. A few good flowers of the old Queen of Edgely were interesting.

Berger Bros. are strong on Easter lilies, carnations and snagdragons. Inquiries for Mothers' day flowers are coming in.

The Jos. Heacock Co. has had a lively sale on palms for spring delivery.

K.

MANHATTAN, KAN.—Henry Moore has disposed of his range to C. A. Scott, former state forester.

PETERBORO, ONT.—The Peterboro Floral Co. and Jordan Bros. report an excellent Easter business, the only disappointment being a limited supply in some lines. Everything of good quality met with ready sales, lilies being most in demand.

New York.

BUSINESS GOOD IN SPOTS.

Business in the wholesale district was very quiet during the past week. Saturday, April 28, was a fairly good day, but one swallow does not make a summer. The arrival of stock was not particularly heavy, but the demand was light. In American Beauties, the supply of good stock was small and good; special stock went up to 40 cents per flower. The market for tea roses and carnations was very weak. The best cattleyas brought from 50 to 75 cents each. Lilies were very slow, six cents being the best offering for choice stock. Lilac is now arriving from the south, and for the next few weeks will be a factor in the market.

April 30.—Business was very quiet today and the supply of stock keeps ahead of the demand. The southern lilac is now a factor in the market.

NOTES.

The Plant Market, which in past years has had a varied existence, is now well located under the Queensborough bridge, the entrance being on 60th street. A. F. Dwyer, well known through his connection with H. C. Steinhoff's range at West Hoboken, N. J., is superintendent. A number of years ago, the late John Birnie and others got permission to erect a large tent on Washington street, which for a time served as a plant market. Again, for a year or two, it had another location under the Queensborough bridge, from where is was removed to the old Fulton market, for two years. The market opens at 2 a. m. and business is about over by 6 a. m. Calling recently, we found a quantity of fine stock. Charles Hunt, of Port Richmond, Staten Island, is sending in exceptionally fine geraniums and fuchsias; he had for this spring 100,000 geraniums. Others who sell stock are Paul Reikert, North Bergen, N. J., who has pot roses; H. C. Steinhoff, West Hoboken, who has hydrangeas and other stock, and John Birnie, West Hoboken, with geraniums, English ivies and other plants.

The sympathy of the trade is extended to Miss Durkins, private secretary to Joseph S. Fenrich, who recently lost a sister by death. During Miss Durkins' absence from the store, Mrs. Fenrich ably assisted in the office work.

Joseph Vock, who for a number of years has sold stock for Wm. H. Siebrecht in the Cut Flower Exchange, has just recovered from a serious illness and will hereafter engage in outdoor work.

All the retail stores that we have noticed are displaying the national colors. On the Plaza hotel the Stars and Stripes, the British and the French flags are floating side by side.

C. A. Ladiges, who is the florist of Amsterdam avenue, advises us that war talk does not frighten him. He expects business to go on much as it has been going.

Peter Wagner, of Flatbush, in addition to his activities in ferns and flowering plants, has or had, 500,000 tomato plants for the spring trade.

At the Henry Hessian range, on April 24, we found great activity in planting carnations in the field and have never seen finer stock.

Mention the American Florist when writing

Orders taken now for 1917 crop

Valley

Chas. Schwake & Co., Inc.

90-92 W. Broadway, New York

Mention the American Florist when writing

—We are—

Wholesale Florists

Have twenty-two years' experience behind us, and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.

GUTTMAN & RAYNOR,

INC.

PHONES: FARRAGUT { 558, 2036, 2037 — 101 W. 28th St., NEW YORK

Mention the American Florist when writing

M. L. Vlachos, the Astoria Florist, of 2188 Broadway, recently arranged a $2,000 wedding decoration in St. Patrick's cathedral.

Traendly & Schenck, 436 Sixth avenue, are now handling good American Beauties, grown by the Madison, N. J., Cut Flower Co.

Percy Richster, head salesman for J. S. Fenrich, who has been seriously ill of pneumonia, is now believed to be out of danger.

The Kervan Company is now receiving large shipments of southern lilac.

A. F. F.

LOUISVILLE, KY.—Plans for the formation of a retail florists' organization in this city, which have been under discussion recently, have been abandoned.

SAN DIEGO, CALIF.—The tenth annual rose show of the San Diego Floral Association was held in this city April 28-29. The proceeds were given to the Red Cross Society.

PAUL MECONI
WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

J. J. COAN, Inc. Wholesale Florist
115 West 28th Street, NEW YORK
Phones 5413 5891 Farragut
EVERYTHING IN CUT FLOWERS

Riedel & Meyer, Inc.
Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
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Wholesale Commission Florist
Consignments Solicited
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Telephone No. 2264 Farragut.

Walter F. Sheridan
Wholesale Florist
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
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Telephones: Farragut 300 and 301.
Mention the American Florist when writing

John Young & Co.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone 7362 Madison Square
Mention the American Florist when writing

WILLIAM P. FORD
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Telephone 5335 Farragut.

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CONSIGNMENTS SOLICITED

Telephone Farragut 9761.
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WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York

Telephone Farragut 634, 3066
HERMAN WEISS
Wholesale Florists
106 W. 28th St., NEW YORK

Wholesale Flower Markets

	NEW YORK, May 2.	Per 100
Roses, Beauty, special		35 00@40 00
" " extra and fancy		25 00@30 00
" " No 1 and No 2		8 00@10 00
" Prima Donna		2 00@ 6 00
" Alice Stanley		1 00@ 6 00
" Mrs Geo. Shawyer		1 00@ 5 00
" Double White Killarney		1 00@ 5 00
" Killarney, Special		4 00@ 5 00
" " No 1 and No 2		50@ 2 00
" " Queen		1 00@ 5 00
" " Brilliant		1 00@ 5 00
" Aaron Ward		1 00@ 6 00
" Richmond		50@ 5 00
" Sunburst		1 00@ 6 00
" J L Mock		1 00@ 6 00
" Ophelia		50@ 6 00
" Mrs. Chas. Russell		1 00@ 5 00
" Hadley		2 00@30 00
" Hoosier Beauty		1 00@ 6 00
Cattleya Orchids, special		75 00
" " inferior grades		25 00@35 00
Rubrums		6 00@ 8 00
Lilies, Longiflorum and Formosum		4 00@ 6 00
Lily of the Valley		4 00@ 5 00
Carnations		75@ 2 00
Mingonnette	per doz	25@ 75
Gardenias	per doz.	1 00@ 4 00
Sweet Peas		25@ 50
Sweet Peas, Spencers		1 00
Snapdragons		2 00@ 4 00
Yellow Narcissus		50@ 1 00
Tulips		1 25@ 2 50
Adiantum Croweanum and Hpyridum		75@ 1 00
Asparagus Plumosus	doz. bchs.	2 00@ 3 00
Smilax	doz. strings,	1 25@ 2 00
Iris	per doz	25@ 1 00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, New York City
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.

Growers' Cut Flower Co., Inc.
E. J. VAN REYPER, Manager
Roses, Carnations, Violets
And all the NOVELTIES in the market.
LILIES AND VALLEY EVERY DAY IN THE YEAR
Consignments Solicited.
Phones: Farragut 6237 3563 129 W. 28th St., New York

PHONE—FARRAGUT 8913
JAMES COYLE
WHOLESALE FLORIST
64 West 26th St., NEW YORK
(Opposite Coogan Building)
20 years experience
Consignments Solicited and Prompt RETURNS GUARANTEED.
Mention the American Florist when writing

WM. KESSLER,
Successor to Kessler Bros.
113 W. 28th St., NEW YORK
CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut. Shipments Everywhere
Prompt and satisfactory. Consignments solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 26th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising
V. S. DORVAL, Secretary.

The Kervan Company
FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
Telephones: Farragut 2164-5893
119 West 28th St., NEW YORK

George B. Hart
Wholesale Florist
24-30 Stone St., Rochester, N.Y.

M. C. Ford
121 WEST 28th STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

BADGLEY & BISHOP, Inc.
Phones 1664—1665 Madison Square
34 West 28th Street, NEW YORK
Receivers and Distributors of Choicest Cut Flowers

Trade Directory
Containing the Names and Addresses of Florists of the United States and Canada.
PRICE: $3.00 POSTPAID
American Florist Co., 440 S. Dearborn St., Chicago

MOTHERS' DAY BASKETS

12 beautiful baskets with carnation decoration, the floral symbol of the day in the two tone colors with liners - - - - $6

25 Cut Flower Baskets in the popular two tone colors with liners - - $8.25

RAEDLEIN BASKET CO.,
713 Milwaukee Ave., CHICAGO, ILL.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,
1302-1308 W. Division St., CHICAGO

Wichita, Kan.

BAD WEATHER CAUSES DROP IN SALES.

The usual April conditions seem to have governed the trade during the month. Quite warm weather following Easter caused a little spurt in the demand for bedding stock, and raw, cold, rainy conditions during the last week caused a falling off in all lines. The general trade outlook is problematic. With the high cost of everyday necessities, the war agitation, and with the daily press full of plans for personal and domestic economy, there may result a breadth of retrenchment that may reach the florist, especially in the circles of the moderately circumstanced, and there are many such in the western florist's list of customers. Probably this possibility has had much to do with the lack of advance in the retail prices of bedding stock. However, everybody seems fixed to do business to full capacity and a fairly optimistic spirit seems to prevail. This is of course helped by the local conditions prevailing in the community's business and financial circles, which are very prosperous and growing rapidly. Wichita glass devoted to garden crops has, so far as known, paid quite well the past season, and more glass will probably be devoted thereto next season. The growth of the city is causing the erection of many new homes. Some are quite pretentious and have given opportunity for landscape work more or less extensive.

NOTES.

The nation-wide agitation to grow something to eat is succeeding to the extent that those florists who also supply vegetable garden plants have no trouble with a surplus. C. A. Rose, the dean of the trade in Wichita, still carries this line, as also does Roy Hanchett. Both have all they can do. Roy has lately joined the "Benedicts" with the approval and best wishes of his many friends in the trade and out of it.

The Baker Landscape Co. has had a very good season, having, in addition to the local business, some very nice contracts for the grounds of the United States government buildings in a number of cities in Kansas and Oklahoma.

The landscape department of Chas. P. Mueller has been busy taking care of quite an extensive job in Oklahoma, besides a good run of local work. W. H. Culp & Co. also have been quite busy with this line of work.

Chas. P. Mueller has installed a new flower case of large capacity in his Main street store.

Visitors: Frank Stuppy, St. Joseph, Mo.; John Stamm, Hutchinson, Kan.

C.

Fort Wayne, Ind.

TRADE GENERALLY SATISFACTORY.

A number of spring weddings occasioned an improved demand during the past week. Counter sales were also good and the call for funeral work was brisk. The supply of stock has shortened, due to dark weather, the receipts of carnations being particularly limited. Roses are moderately plentiful. Easter lilies and callas are the exceptions, being available in large numbers. Great preparations in advertising are being made by the florists' club for Mothers' day, and a big business is also expected for Memorial day.

NOTES.

A large shipment of orchid plants in 10 different varieties has been received by W. J. & M. S. Vesey from New York and will be added to this firm's already large collection. They will be grown for commercial purposes by S. Hudson, the orchid expert at the Vesey range.

The Flick Floral Co. is featuring some handsome mountain laurel plants at its retail store. This firm arranged more than 20 bouquets for the spring ballet dancers, April 27.

There will be an important meeting of the florists' club May 9, at the store of Ed. Wenninghoff, at which President W. J. Vesey, Jr., desires a large attendance.

The New Haven Floral Co., New Haven, Ind., is shipping excellent carnations. The callas from this establishment are also seen here.

The American flag designed in strawflowers was a prominent feature in the attractive window decoration of the Doswell Floral Co. last week.

H. K.

CUT FLOWER BOXES

Notice our prices on your **Most Popular Sizes** in that **Most Popular Mist Gray Shade** (Moisture Proofed Stock)

18x5x3, 3 in. Lid $28.00 per 1000
24x5x3½, 3½ in. Lid $39.00 per 1000

Other sizes in proportion. **Printed Free** in lots of 1000. We also carry a White and a Green Box in stock. Quality guaranteed—Service, the kind you want.

Lindley Flower Box Co., Marion, Ind.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857.

Wittbold FLORIST

745 Buckingham Place.

L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullanphy Florists (INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s
STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Albany, N. Y.

EYRES

Flowers or Design Work.
Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET.

Mention the American Florist when writing

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph Delivery Association.

THOS. F. GALVIN INC.

NEW YORK 561 Fifth Ave.
BOSTON 1 Park Street
799 Boylston Street

Deliveries to steamers and all Eastern Points.

Mention the American Florist when writing

Max Schling

NEW YORK.
No. 22 West 59th Street
Adjoining Plaza Hotel
Member of the Florists' Telegraph Delivery

Original Decorations a Specialty.
Branch:
THE VANDERBILT HOTEL
Main Phone, Murray Hill, 783
Branch " " " 1808
Park Ave. and 34th St.

Kottmiller

Member F. T. D.
426 Madison Ave.
And 49th St., NEW YORK

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

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Philadelphia, Pa.

J. J. Habermehl's Sons

THE BELLEVUE-STRATFORD — BROAD AND WALNUT STREETS

The Best the Market Affords.

We cover Eastern Pennsylvania, New Jersey and Maryland.

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Young & Nugent

Telephone 2065-2066 Madison Square.
42 West 28th Street,
To out-of-town florists: We are in the Heart of NEW YORK
And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

Member of Florists' Telegraph Delivery.

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Bangor, Me.

Adam Sekenger
FLORIST
No. 32 NEWBURY STREET
We cover all points in Maine.

Mention the American Florist when writing

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland
FLORIST
60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.,

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

Mention the American Florist when writing

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.
NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
Cable address: Alexconnell, Western Union Code.

Mention the American Florist when writing

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Ave., Chicago.

Largest and most centrally located store in the city. All orders given prompt attention.

Mention the American Florist when writing

Rochester, Minn.

Wire and Mail Orders Our Specialty.

Bragg's Flower Store

Successor to Rochester Floral Co.
RETAIL STORE. GREENHOUSES.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

W. J. PALMER & SON
Palmer's
304 MAIN STREET
BUFFALO, N.Y.
Members Florists' Telegraph Delivery Association

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
LARGEST FLOWER STORE IN THE CITY

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.

Established 1874.

DARDS

N. E. CORNER 44TH ST. AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson,

20-22-24 West Fifth Street.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET.

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America

Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop, Ltd.

1800 Chestnut Street

Members of Florists' Telegraph Delivery.

Syracuse, N. Y.

MILES S. HENCLE

FLORIST

536 SOUTH SALINA STREET

General designs—All flowers in season

Name Index to Retail Florists Filling Telegraph Orders.

Alfred Lozier Rosery, Des Moines, Ia.
Alpha Floral Co., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Archias Floral Co., Sedalia, Mo.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bragg's Flower Store, Rochester, Minn.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Broadway Florist, The, Los Angeles, Calif.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
California Florist, Tacoma, Wash.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave. and L, Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Quebec.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
Flick Floral Co., Fort Wayne, Ind.
Forter, Edward A., Cincinnati, O.
Foster, Fred, St. Louis, Mo.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs., J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Galvin, Thos. F., Inc., New York.
Gasser Co., J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hanft Bros., Madison and 62nd Sts., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., New York.
Hatcher, John C., Amsterdam, N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Hencle, Miles S., Syracuse, N. Y.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hessian, Madison Ave. and 76th St., New York.
Higgins, N. F., Springfield, Mass.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Howard & Smith, Los Angeles, Calif.
Huscroft's Flower Shop, Steubenville, O.
Jahn, Hugo H., Brooklyn, N. Y.
Johnston & Co., T. J., Providence, R. I.
Joseph's, 233-235 Grant Ave., San Francisco.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kerr Floral Co., Robt. C., Houston, Tex.
Kirchner, Chas. F., Cleveland, O.
Kottmiller, New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 25 E. Madison St., Chicago.
Leborius, J. J., Duluth, Minn.
London Flower Shop, Ltd., Philadelphia, Pa.
Mangel, Chicago.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McConnell, Alex., New York.
Metairie Ridge Nursery Co., New Orleans, La.
Miami Floral Co., Miami, Fla.
Mullanphy Florists, St. Louis, Mo.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
Palmer, W. J., & Sons, Buffalo, N. Y.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Philips Bros., Newark, N. J.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Pyfer & Olsem, Wilmette, Ill.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Saake, O. C., Los Angeles, Calif.
Schiller the Florist, 2221 W. Madison, Chicago.
Schling, Max, 22 W. 59th St., New York.
Schmidt, Chas. L., Harrisburg, Pa.
Sekenger Adam, Bangor, Me.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Van Meter Flower Shop, Springfield, O.
Walker Co., The F., Louisville, Ky.
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Only the Best **Dunlop's**

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We deliver anywhere in Canada and guarantee safe arrival.

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Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Mail or telegraphic orders promptly and most carefully executed.

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Quality Flowers
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Mail and Telegraph Orders carefully executed.
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Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.
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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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WE SOLICIT TELEGRAPH ORDERS.
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Orders Carefully Executed

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All Orders Promptly Executed

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Will fill orders for the West on short notice
Trade discounts. First-class. stock.

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BEST FLOWERS for EVERY OCCASION.

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Largest Growers in Central Pa.

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Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

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200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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and all NEW ENGLAND POINTS. T. J. JOHNSTON & CO. 107 WASHINGTON ST., PROVIDENCE

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The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

ST. PAUL, MINN.—L. L. May has been confined to his home the past eight weeks.

CHICAGO.—Prices for grass seed on the Board of Trade, May 2, were as follows: Timothy, $5.50 to $7.50 per 100 pounds.

PHILADELPHIA, PA.—W. Atlee Burpee & Co. have caught up on their orders and resumed the regular employes' Saturday half-holiday April 28. Howard M. Earl's two sons, John H. and Douglas, have joined the colors and expect to begin training this week.

MINNEAPOLIS, MINN.—The new warehouse of Northrup, King & Co., containing all the latest improvements for the handling and storage of seeds, is making rapid progress. President Massie's handsome new residence on Lake of the Isles boulevard is almost completed.

BALTIMORE, MD.—J. Bolgiano & Son, well-known seedsmen, have subscribed $1,000, being among the first contributors to a $10,000 fund to secure seeds which will be distributed to Maryland farmers unable to finance themselves, payment to be made when crops are disposed of.

THE Leonard Seed Co., Chicago, reports an unusually brisk season with a heavy demand for peas, beans and sweet corn. Peas are practically cleaned up and what surplus of corn and beans remain will probably be disposed of before the season closes. This firm reports that the canners have greatly increased their acreage this year.

Western Canners.

The Western Canners' Association held its annual meeting at the Hotel Sherman, Chicago, April 27-28, when the following officers were elected: W. J. Sears, Chillicothe, O., president; W. A. Miskimen, Hoopeston, Ill., vice-president; F. M. Shook, Columbus, O., secretary and treasurer. The meeting was well attended and plans for the coming year were discussed. The seed trade was represented by S. F. Leonard, Edward Leonard and Albert H. Smith, of the Leonard Seed Co., and Arnold Ringier, Chicago.

Commission Box Dealers Meet.

A meeting of the Commission Box Seed Dealers of the United States was held at the Sherman House, Chicago, May 1, to consider their interests for the coming season with relation to present strong demand and short supply. The firms represented included D. M. Ferry & Co., Detroit, Mich.; C. C. Morse & Co., San Francisco, Calif.; Northrup, King & Co., Minneapolis, Minn.; John A. Salzer Seed Co., La Crosse, Wis.; Farmer Seed & Nursery Co., Faribault, Minn.; S. M. Isbell & Co., Jackson, Mich.; M. G. Madson Seed Co., Manitowoc, Wis.

CONGRESS has under consideration the control of certain food crop seeds with a view to improve distribution.

California Seed Crops.

Los Angeles, April 23.—John Bodger & Sons Co. reports the crop prospects are not as good as they were a month ago. They have had no rain since the first of March, and the moisture has gone down so deep that it is hard to get stands, and they have had to irrigate before planting, which will bring the crop out very late, and unless they get very favorable growing weather from now on they can not look for a normal crop on a great many important items. Three or four days of severe winds have blown away large quantities of their best flower seed stocks.

Sweet peas have made very good growth and are looking well, but irrigation has already been necessary. The aphis has come again in large numbers and no idea of prospects on this crop can be had before the extent of the aphis damage is shown.

Asters are coming along all right, although a little late.

Seed Situation Committee.

A committee on seed stocks has been appointed by the secretary of agriculture to secure full information in regard to the available supplies of seed for staple food crops and to devise methods of meeting shortages in particular regions. The committee will inventory and ascertain the amount and price of the seeds available and will consider questions relating to the growing and distribution of seed stocks. Among the crops with which the committee will work are corn, wheat, oats, barley, rye, potatoes, flax, beans, peas, soy beans, kafir corn and sorghum.

The committee consists of the following members: R. A. Oakley, chairman, Agronomist, Forage Crop Investigations, Bureau of Plant Industry; L. M. Estabrook, Chief of Bureau of Crop Estimates; William A. Wheeler, specialist in marketing seeds, Office of Markets and Rural Organization; John E. W. Tracy, Assistant Superintendent of Testing Gardens, Bureau of Plant Industry; William Stuart, Horticulturist, Bureau of Plant Industry; C. P. Hartley, Physiologist in Charge of Corn Investigations, Bureau of Plant Industry; A. J. Pieters, Agronomist, Forage Crop Investigations, Bureau of Plant Industry; C. W. Warburton, Agronomist, Cereal Investigations, Bureau of Plant Industry.

Western Seedsmen's Association.

The annual meeting of the Western Seedsmen's Association was held at the Hotel Martin, Sioux City, Iowa, April 28. The attendance included H. A. Johns, of the Sioux City Seed & Nursery Co., Sioux City, Ia.; C. C. Massie and G. C. Thompson, of Northrup, King & Co., Minneapolis, Minn.; J. C. Robinson, of the J. C. Robinson Seed Co., Waterloo, Neb.; C. R. Chesmore, of the Chesmore-Eastlake Mer. Co., St. Joseph, Mo.; H. P. Webster, Independence, Ia.; H. W. Buckbee, Rockford, Ill.; Gurney, Jr., of the Gurney Seed & Nursery Co., Yankton, S. D.; Fred Windheim, of the Nebraska Seed Co., Omaha, Neb.; F. P. Quick, of the Griswold Seed Co., Lincoln, Neb., and A. Mangelsdorf, of Mangelsdorf Bros. Co., Atchison, Kan. Messages regretting their inability to attend were received from J. C. Vaughan, Chicago, and others.

Resolutions to co-operate in the plans to increase food crops this year were adopted. A movement was inaugurated to advise farmers and stockmen to plant early 90-day corn wherever suitable ground is available, this to be used for feeding hogs early in the fall. The plan is to let the corn grow until July 1 and turn the live stock into the field until the crop is consumed. The cost of this crop is about 30 cents a bushel, compared with waiting until October or November for the regular harvest, when the same crop is worth at least 60 cents a bushel.

Mr. Robinson reported that alfalfa and clover had been badly winter-killed in Nebraska and that the latter will be so scarce in the state this year that the florists will be using the flower as a great rarity in decorative work. In the absence of sorghum, which appears to be quite scarce, farmers are advised to replace the alfalfa with millet. This will afford a useful crop. About the first of August the land will be cleared and will be ready for another crop. Alfalfa or winter wheat can then be grown to good advantage on the same land, and thus the farmer derives the benefit of an extra crop.

The following officers were elected for the coming year: H. A. Johns, Sioux City, Ia., president; C. C. Massie, Minneapolis, Minn., vice-president; H. G. Windheim, Omaha, Neb., secretary; H. P. Webster, Independence, Ia., treasurer.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

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SEEDS AND BULBS

For the Trade

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Wholesale Seed Growers and Dealers

SPECIALTIES:

Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

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TOMATO SEED

Grown for the Wholesale Seed Trade.

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Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

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Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,

PEDRICKTOWN, N J.

Grass Mixtures

FOR

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,

CHICAGO, ILL.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Gladiolus Mixtures

For Planting Out During May and June or For Counter Trade

	Per 1000
Standard mixed, 7 kinds or more	$13.00
Extra fine mixed, 12 kinds or more	16.50

OTHER LEADERS

	Per 100	Per 1000
Mrs. Francis King, 1st size		$15.00
Europa, 1st size	$7.50	
Panama, 1st size	3.50	
Shakespeare, 1st size	3.00	
Mrs. F. Pendleton, 1st size	7.50	
Chicago White, 1st size	2.00	18.00
Augusta, 2nd size	1.50	13.00

New York Vaughan's Seed Store, Chicago

Our Spring "Book for Florists" should hang at your desk

ORDER SEED PACKETS NOW FOR 1918

Paper scarce. Requirements will be double.

THE BROWN BAG FILLING MACHINE CO.

FITCHBURG, MASS.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

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GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

The L. D Waller Seed Co.

Guadalupe, California

Wholesale Growers of

FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS

Correspondence Solicited.

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.

Rocky Ford, Colorado.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Lily Bulbs

Shipment from Storage

	Size.	Per Case.	No. in Case
Giganteum,	7- 9 in.,	$14.50	300
"	8-10 in.,	16.50	250
"	9-10 in.,	16 50	200
Multiflorum,	7- 9 in.,	15 00	300
"	8-10 in.,	17.50	250

Giganteum shipped from Chicago as well as New York.

McHutchison & Co. The Import House

95 Chambers St., NEW YORK

TUBEROSES.

Double Pearl.—Bulbs 4 to 6-in. in circumference. $1.00 per 100; $7.50 per 1000.

ARTHUR T. BODDINGTON CO., Inc.

128 Chambers Street, NEW YORK.

Mention the American Florist when writing

Holland Bulb Prices

Anthony van der Schoot

Formerly of R. van der Schoot & Son (Dissolved)

HILLEGOM, = HOLLAND

CABLES AS FOLLOWS:

My special offer with much reduced prices has been mailed to leading bulb importers. Do not order elsewhere until you see my prices.

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Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
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Mention the American Florist when writing

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER.

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

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SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.

EDGAR F. HURFF,

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KELWAY'S

SEEDS--Flower, Vegetable and Farm

For present delivery or on contract. Wholesale only.
Special quotations for next season and from 1917 harvest now ready.

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My Winter Orchid-Flowering

SWEET PEA SEED

have again received the highest honors by the New York and St. Louis flower shows. Over 8000 commercial growers are more than satisfied. If you are not already our customer, send your address and we will mail you our new price list in May or June; it will contain many splendid novelties.

Ant. C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

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WHOLESALE DEALERS IN
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Wyncote, Pa.

Grower of Kentias.

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THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
CONTRACT GROWERS OF
HIGH GRADE SEEDS

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Vick's Quality Flower Seeds

In All Leading Varieties.

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We carry a reserve stock of all the important varieties of

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HARDY LILIES and GLADIOLUS Are Midsummer Money Makers.

LILIUM SPECIOSUM RUBRUM.

Gladiolus Bulbs

	Per 1000
Mrs. Francis King, 1st Size	$15.00
Chicago White, First Early	20.00
" " Medium Size	15.00
Florist XXX Mixed, 1st Size	17.00
Standard Mixed, 1st Size	13.00
" " Medium Size	11.00
Extra Fine Mixed, 1st Size	18.00
Panama, 1st Size	30.00
Europa, best white, Per 100	$9.00
Mrs. F. Pendleton, Per 100	7.50
Myrtle, Per 100	10.00

See our Spring "Book for Florists" or Complete Named List.

Tuberoses

Excelsior Pearl

First Size, 4-6 inches, Per 1000	$8.00
OTHER SORTS	Per 100
Armstrong, Everblooming	$2.00
Variegated	1.75
Albino	1.75

Lilies—Hardy

Splendid Solid Bulbs

	Per 100	Per 1000
Lilium Auratum (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
Lilium Rubrum, 8-9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00
Lilium Tigrinum Splendens		30.00
" " Fl. Pl.		30.00

Lily Bulbs

FROM COLD STORAGE

Lilium Giganteum

	Per 1000
7- 9-in. (Case of 300, 15.00)	$45.00
8- 9-in. (Case of 250, 15.00)	58.00
9-10-in. (Case of 200, $16.00)	77.50

Caladiums

(Esculentum)

	Per 1000
7 to 9-inch	$30.00
9 to 11-inch	55.00
11 to 12-inch	85.00

NEW YORK **VAUGHAN'S SEED STORE** CHICAGO

Our Spring "BOOK FOR FLORISTS" Should Hang at Your Desk.

If you are interested in Mid-Winter

Blooming Plants

—or anything in—

Soft Wooded Plants

—Write—

Geo. A. Kuhl, Wholesale Grower PEKIN, ILL.

FIRST AID TO BUYERS

SPRING LIST **ROSES** 2¼ and 4-inch

400 Best Sorts—Old, New, Tried, True

THE LEEDLE FLORAL COMPANY SPRINGFIELD-OHIO

Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.

CYCLAMEN, our own selected strain.

APLENIUM NIDUS AVIS (Bird's Nest Fern

Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00	each
Pyramids, 2½-ft.	1.50	each
Pyramids, 3 -ft.	2.00	each
Pyramids, 3½-ft.	2.50	each
Standard Shape, 14x14 in.	2.50	each
Globes, 14x14 in.	3.00	each
Heavy Bushes, 2-ft.	1.50	each
Nice Bushes, 15-in.	.35	each

F. O. FRANZEN 5319 N. Clark St. CHICAGO

Carnation Cuttings

For Immediate Shipment

We can save you money on strong rooted carnation cuttings.

	100	1000
White Enchantress	$2.00	$17.50
White Perfection	2.00	15.00
Joy, red	2.00	15.00
Winsor, rose pink	$2.00	$12.00
Enchantress, light pink	2.00	12.00
Aviator	5.00	35.00
Nebraska	5.00	35.00

Look over your wants and send in your orders now while low prices are prevailing.

ROSES, GRAFTED STOCK, A1 QUALITY

	100	1000
Ophelia	$12.00	$110.00
Nesbit	$15.00	$125.00

2-year Double White Killarney Bench Plants, $6 per 100; $50 per 1,000

J. A. BUDLONG

184 North Wabash Avenue, CHICAGO, ILL.

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A. N. Pierson, Inc.

Wholesale Florists

CROMWELL, - CONN.

GERANIUMS

Rooted Cuttings	Per 1000
S. A. Nutt and Buchner	$10.00
Ricard and Poitevine	12.50

Grown right, rooted right, packed right. Quality is as important in summer as in winter. You get quality all the year buying my stock.

ALBERT M. HERR, LANCASTER, PA.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

DEDHAM, MASS.—The lawn in front of Henry B. Endicott's home here, comprising ten and one-half acres, will be transformed into a vegetable garden.

SHIPMENTS of strawberries from southern states for the period April 1-20 were 680 cars, as compared with 688 cars for the corresponding period of 1916.

THE standard barrel of the United States should contain 7,056 cubic inches, with 28½-inch staves and 17⅛-inch heads, head material not thicker than 2/5 of an inch.

PADUCAH, KY.—G. R. Noble, well-known florist of this city, has offered 10,000 tomato plants to be given to anyone in the city or county, through the board of trade, to aid in increased food production.

"CUCUMBER and Canteloupe Insect Control" is the title of Farmers' leaflet No. 17, issued by the extension service of the Alabama Polytechnic Institute, Auburn, covering three important types of pests that need to be guarded against.

Potato Crop in Canary Islands.

The winter potato crop in the Canary Islands, despite unfavorable planting conditions in November, has been gathered. Final returns indicate a yield slightly in excess of 5,000 tons with prices ranging as high as $2.10 per 100 pounds. The price for the past six months has been double that obtained for the 1915 crop.

Prices of Indoor Fruits and Vegetables.

CHICAGO, May 1.—Mushrooms, home grown, 50 to 75 cents per pound; lettuce, small cases, 15 to 17½ cents; radishes, 50 to 60 cents, dozen bunches; celery, $2.50, crate; tomatoes, six baskets, $3.50 to $4.50; cucumbers, per 2-dozen box, $1.00 to $1.50.

NEW YORK, April 30.—Celery, per crate, 50 cents to $1.50; cucumbers, 40 to 60 cents; mushrooms, 75 cents to $1.75 per 4-lb. basket; tomatoes, per lb., 20 to 35 cents; radishes, per 100 bunches, $1.00 to $2.50; lettuce, per strap, $1.50 to $3.50.

Vegetable Shipments from Southern States

The largest shipment of onions from Texas ever made in one day as far as known was on April 19, when 179 cars were sent out of that state. Altogether 1,367 cars of onions have been shipped from Texas during the present season.

Shipments of new potatoes from Florida during the week ending April 20 increased from 15 to 20 cars a day. The total shipments of both old and new potatoes during the period April 1-20 amounted to 5,072 cars. Tomato shipments from the same state during the same period were 225 cars, less than one-sixth of the number shipped for the same period in 1916.

Strawberry Acreage and Production.

Detailed estimates from eight states give a basis for the following forecast of strawberry production in 1917: Acreage to be picked, 62,700; condition, April 1st, 80 per cent; production, 4,606,850 crates. Production in 1916 amounted to 5,118,750 crates, the acreage picked being 65,900.

Miscellaneous Plants

Send your orders for the very finest hardened transplanted Tomato Plants obtainable, **Bonnie Best, Chalk's Jewel,** $5.25 per 1000. Same quality **Early Cabbage, Jersey Wakefield, Early Allhead,** $4.00 per 1000. **Sweet Peppers,** transplanted **Early Celery,** $5.25 per 1000. Cash with order. Prices f. o. b. Dunkirk, N. Y.

C. H. Richards, Dunkirk, N. Y.

Strawberry Growing

A practical guide to the culture and a history of this important fruit in America, by Prof. S. W. Fletcher, Pennsylvania State College. 325 pages, profusely illustrated, handsomely bound in cloth. Price, $1.75.

American Florist Co.
440 S. Dearborn St., CHICAGO

97th Year

J. BOLGIANO & SON,
Wholesale Garden and Field Seeds, Onion Sets, Seed Potatoes
Growers of Pedigree Tomato Seeds
Baltimore, Md.

HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.
Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.
Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.
Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.
Forcing Stock—Azaleas, Rhododendrons, Aucubus, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses, in large assortment, choicest quality, best commercial sorts.

Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.
Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.
Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.
Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

Wholesale price list will be mailed promptly on request.

Write for information and price today.

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EVERGREEN SPECIALISTS
LARGEST GROWERS IN AMERICA
Box 404, DUNDEE, ILL.
WHOLESALE GROWERS AND IMPORTERS

Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000
Thenanthos - -	**$12.00**	
White Enchantress,	**$3.00**	**$25.00**
White Wonder, -	**3.00**	**25.00**
Matchless, - - -	**3.00**	**25.00**
Peerless Pink, - -	**3.00**	**25.00**
Aviator, Best Money Maker,	**$6.00**	**$50.00**
Ward, - - - -	**$3.00**	**$25.00**
Washington, - -	**3.00**	**25.00**
The Herald, - - -	**3.00**	**25.00**
Victory, - - - -	**3.00**	**25.00**
Champion - - -	**3.00**	**25.00**

MISCELLANEOUS PLANTS

Wandering Jew, 5 varieties, **Lantana, Trailing Lantana, Sweet Alyssum, Ageratum, Feverfew, Dusty Miller, Salvia, German Ivy, Rose Geranium, Cupheas, Mesembryanthemums,** large flower, **Petunias,** double and single, **Snapdragons, Verbenas, Phlox Drummondi** (3 colors), **Coreopsis, Centurea Imperialist, Calendulas and African Marigolds.** All above 2½ in. stock, $3.00 per 100; $25.00 per 1000.

FUCHSIAS
2 in.....3c each 2½ in.....4c each
3 in.....6c each

BEGONIAS
Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

CALCEOLARIA HYBRIDUM
3 in.....10c each 4 in.....15c each

SCHIZANTHUS WISTONENSIS
3 in.....5c each

PRIMULA MALACOIDES
2½ in.....3c each 3 in.....5c each
5 in.....15c each

PRIMULA OBCONICA
4 in.....10c each 5 in.....15c each

YELLOW DAISIES
2½ in.....4c each

PYFER & OLSEM, Wilmette, Illinois.

Callicarpa Purpurea

A splendid berried Shrub, growing from 2½ to 3 feet high, with its branches gracefully recurving; these are covered in August with tiny pink flowers which are followed in September by great masses of violet-purple berries borne in clusters from the axil of every leaflet and remain on the plant a long time. It is not only a useful decorative plant for the lawn and garden in the fall, but the cut branches will be found most valuable material for the florist and decorator. Strong bushy plants, 15 inches high, which will fruit freely the first season.

$1.75 per doz.; $12.00 per 100.

HENRY A. DREER

714-716 Chestnut St., Philadelphia, Pa.

The above prices are intended for the trade only.

CALLICARPA PURPUREA.

Bedding Plants in Abundance.

Size of Pots	100	1,000
2¼-in. Abutilons, 6 varieties	$2.75	$25.00
2¼-in. Ageratums, 3 varieties	2.25	20.00
2 -in. Alyssum, double	2.25	20.00
2¼-in. Asparagus Sprengeri	3.00	25.00
3 -in. Asparagus Sprengeri	5.00	45.00
2¼-in. Aster, 3 varieties	2.25	20.00
2½-in. Begonia Vernon	3.00	28.00
3 -in. Begonia Vernon	6.00	55.00
3 -in. Cannas by the thousands.		
2½-in. Dusty Millers	2.75	25.00
2¼-in. Chrysanthemums, 28 varieties	2.75	25.00
2 -in. Coleus, any variety	2.50	22.50
2¼-in. Cupheas, cigar plant	2.35	22.00
4, 5, 6-in. Dracæna Indivisa, 15c, 20c, 25c per 100.		
2½-in. Heliotrope, 3 varieties	2.75	25.00
4 -in. Heliotrope, 3 varieties	7.50	70.00
2¼-in. Lantanas, 8 varieties	3.25	30.00
3½-in. Lantanas, 8 varieties	7.50	70.00
2 -in. Lobelias (Crystal Palace)	2.25	20.00
2½-in. Marguerites, 3 varieties	2.75	25.00
4 -in. Marguerites, 3 varieties	7.00	65.00
PANSY PLANTS	1.75	15.00
2¼-in. Petunias, double, 12 varieties	3.00	28.00
2¼-in. Petunias, single, finest mixed	2.50	22.50
2½-in. Salvia, Bonfire or Splendens.	2.75	25.00
3 -in. Salvia, Bonfire or Splendens.	5.00	45.00
2½-in. Stocks, Princess Alice or Beauty of Nice	2.50	22.50
2½-in. Verbenas, finest mixed	2.75	25.00
2½-in. Vinca Variegata	3.50	30.00
4 -in. Vinca Variegata	7.00	65.00
Rudbeckias (Golden Glow)	4.00	35.00
Funkia Variegata	5.00	45.00
2¼-in. Fuchsias, 12 varieties	2.50	22.50
4 -in. Fuchsias, 12 varieties	7.50	70.00
2¼-in. Geraniums, 20 varieties	2.50	22.50
4 -in. Geraniums	7.00	65.00

Also abundance of other stock, including millions of vegetable plants.

Correspondence solicited.

ALONZO J. BRYAN

Wholesale Florist, WASHINGTON, N. J.

Mention the American Florist when writing.

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1,000
Vinca Variegata, 2-in, $2.00 per 100	$20.00
S. A. Nutt, 2-in	16.00
Rex Begonias, 3-in per dozen,	1.00

Satisfaction guaranteed.

ELMER RAWLINGS,

Wholesale Grower

ALLEGANY, NEW YORK

DAHLIAS

For Florists

RUTH FORBES

A beautiful, clear pink, without shading; a strong vigorous grower, producing mammoth flowers in great abundance. For table decoration, especially under artificial light where the effect is indescribable, it has no equal. Distinctly in the Prize Medal Class it has won instant recognition, wherever shown **Divided field-grown roots, $15 per 100.**

The Denison

Originated by us and winner of Silver Medal at the Panama-Pacific Exposition; also awarded First-Class Certificates of Merit by the Massachusetts Horticultural Society and the American Institute of New York, is another splendid florists' variety. The pure rosy pink flowers are six inches in diameter, with sharp petals, long stems and light green foliage. It is an early bloomer, very floriferous, fine keeper, and does not show center. **Price, $4 per doz.**

Francis A. Butts Originated by us: a seedling of great possibilities: produces immense flowers seven to eight inches in diameter on exceptionally strong stems, over two feet long without a leaf; color, flesh white, with a delicate edge pure lavender, which as the flower opens bleaches to pure white, making it a flower of rare beauty. We consider this the best decorative seedling we have ever produced among the thousands we have grown. It was awarded a Silver Medal at the Panama-Pacific Exposition. **Price, $4 per doz.**

Write for our complete list of "Prize Medal Dahlias."

FORBES & KEITH, 299 Chancery St., New Bedford, Mass.

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F. DORNER & SONS CO.,

Lafayette, - - Indiana

CHAS. H. TOTTY

MADISON, NEW JERSEY

Wholesale Florist

Chrysanthemum Novelties my Specialty

HYDRANGEAS

In bud and bloom, choice stock, from 75 cents to $3 00 each.

GARDENIA VEITCHII

3½-inch pots: $15.00 per 100.

A. L. MILLER, Jamaica, N. Y.

ROSES, CANNAS

Shrubbery

THE CONARD & JONES CO.,

West Grove, Penna.

The Nursery Trade

American Association of Nurserymen.
John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.
Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

WELLINGTON, KAN.—Charles Worden, head of the well-known nursery firm of Worden & Co., died here recently.

LOUISVILLE, KY.—Mrs. Mary Hanselmann, wife of Joseph Hanselmann, well-known nurseryman of this city, died recently of heart failure, aged 68 years.

BOSTON, MASS. — A field class for those wishing a knowledge of New England trees and shrubs will be held at the Arnold Arboretum on Saturdays during this spring and summer. Applications should be made to J. G. Jack, East Walpole, Mass. The fee for the course is $5.

Holland Nursery Stock Shipments Delayed

Boskoop, March 24.—There has been no opportunity to ship nursery stock this winter, no cargo steamers having sailed from Rotterdam to New York since January 15, and it is doubtful if there will be a passenger steamer sailing in the near future. During the months of December and January the weather was ideal for shipping plants, but during February and until the middle of March severe conditions with about a foot of frost in the ground prevented digging and shipping in good time, even had opportunity offered.

Trees of Size.

Atlanta, Ga., April 22.—In a recent contest in which a prize was offered by the American Genetic Association for the largest shade tree in the United States the chief contestant from Georgia was a sassafras tree seven feet around. The prize was won by a valley oak in California 37 feet 6 inches in circumference and 126 feet high.

The largest living elm is at Wethersfield, Conn., 28 feet in circumference and 100 feet high. It is estimated to be 250 years old. A chestnut in North Carolina is 33 feet 4 inches; a white birch in Massachusetts, 12 feet 6 inches; a pecan in Louisiana, 19 feet 6 inches, and a catalpa in Arkansas, 16 feet. The tallest tree found was a yellow poplar in North Carolina, which is 198 feet high.

Pines.

Among the exotic pines the three Japanese species, Pinus parviflora, P. Thunbergii and P. densiflora, have all grown well here in this climate for nearly 30 years and are still handsome and attractive trees of much promise. The Scotch pine (Pinus sylvestris) and the Austrian pine (P. nigra) are perfectly hardy and grow rapidly in this climate, but they are comparatively short lived trees here and do not promise to be so valuable as the Japanese species. The white pine of the Balkan peninsula (Pinus peuce) is very hardy here, producing its cones freely, and now promises to be a large and valuable tree. The Swiss pine (P. cembra) is hardy but grows very slowly but it is possible that the form of this tree from central Siberia may prove more successful in this climate. The Asiatic representative of this pine, Pinus koraiensis, from eastern Siberia, Korea and Japan, grows well here and produces its cones freely. Of the pines of western America Pinus flexilis of the Rocky Mountain region grows slowly in the arboretum but is healthy and perfectly hardy, as are the two white pines, P. Lambertiana, the great sugar pine of California and Oregon, and P. monticola, which ranges from Idaho to the coast of British Columbia and to the high Sierras of California.—Arnold Arboretum Bulletin, November, 1916.

LENOX, MASS., April 21.—The Garden Club, which was organized to develop the esthetic element in gardening, has voted to turn its efforts to the practical side of gardening, and its members will grow flowers in small quantities and devote the remaining parts of their gardens to the production of vegetables.

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PAINESVILLE NURSERIES
Catalogues and Price Lists Free on Application.
PAINESVILLE, - OHIO

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied. Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

California Privet
Largest and finest stock of **California Privet** of any nursery in the world.
Polish or Ironclad Privet
Amoor or Russian Privet
Berberis Thunbergii
Very Attractive Prices on Carload Lots
J. T. LOVETT, INC.,
Little Silver, - New Jersey
The Original Growers of California Privet as a Hedge Plant

The Book of the Peony
The long and interesting history of the peony, charmingly written by Mrs. Edward Harding. Contains 259 pages with 44 illustrations in color and black and white. Handsome cloth binding.
PRICE, $6.00.
American Florist Co.
440 S. Dearborn St., CHICAGO

Reliably Hardy
Trees, Shrubs and Plants
for all purposes. Wholesale and Retail. Send for catalogs or special quotations.
THE NEW ENGLAND NURSERIES CO.
BEDFORD, - - - MASS.

Mention the American Florist when writing.

HOME-GROWN EVERGREENS
Medium to Large Sizes
TO those disappointed by the failure of importations to come through, we offer a fine stock of our own growing trees superior in every way to imported stock. A wide variety in sizes from two to ten feet. *Among others:*

Juniperus Virginiana Glauca	3 to 10 ft.
" Chinensis	3 to 7 ft.
" Schotti	3 to 10 ft.
" Pfitzeriana	1½ to 6 ft.
Cryptomeria Lobbi Compacta	3 to 10 ft.
Pinus Mughus	1½ to 2½ ft.
Picea Excelsa	2 to 6 ft.
Rhododendron Catawbiense (Specimen) Heavy	2 to 3 ft.
Retinospora Plumosa Aurea (Specimen)	4 to 10 ft.

Our Price List covers 300 acres of Evergreens
Andorra Nurseries
William Warner Harper, Proprietor,
Box 30, Chestnut Hill, Phila., Pa.

NURSERY STOCK

CLEMATIS PANICULATA

	Per 100	Per 1000
2 years, strong	$12.00	$100.00

BERBERIS THUNBERGII

	Per 100	Per 1000
24-30 in., bushy	$10.00	$90.00
18-24 in., bushy	8.00	55.00
12-18 in., bushy	5.50	40.00

CALIFORNIA PRIVET

3-4 ft., well branched	100,	$4.00;	1000, $35.00
2-3 ft., well branched	100,	3.00;	1000, 25.00
1½-2 ft., well branched	100,	2.50;	1000, 20.00

SPIRAEA VAN HOUTTEI

3-4 ft., heavy	100,	$12.00;	1000, $110.00
2-3 ft., strong	100,	9.00;	1000, 85.00
1½-2 ft., bushy	100,	7.00;	1000, 60.00

Send for complete list of other nursery stock. Use printed stationary. We sell to "the trade" only.
JACKSON & PERKINS CO., Newark, New York

The Sensational New Fern . .

NORWOOD

Has Made an Extraordinary Success

In only three weeks all of the large stock of **NORWOOD** that will be ready this spring has been engaged. Here are the facts:

Norwood—**A Distinct Novelty in Nephrolepis Ferns:**—The most beautiful of the crested type. The fronds are heavily crested, but do not unite as in many varieties of this class; each is held separate and apart by the strong and wiry midrib, which even in a small pot gives the plant a symmetrical and finished appearance. This is not just a variation of this very prolific family, but distinctly different, a very decided novelty that immediately attracts attention. It was one of the features of the New York Show, where it was awarded a Silver Medal as a new and meritorious variety.

Having booked orders for 50,000 plants for June delivery, we are now accepting orders for August 15 delivery. Strong plants out of 2½-inch pots, **$25.00 per 100, $200.00 per 1000.** We will fill orders in rotation as received.

ROBERT CRAIG CO.

Market and 49th Sts. Philadelphia, Pa.
Branch: Norwood, Pa.

The Chrysanthemum Manual

By Elmer D. Smith.

NEW AND REVISED EDITION.
Price 50 Cents. Cash With Order.
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For the Best New and Standar

DAHLIAS

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Peacock Dahlia Farms,
P. O. Berlin, N. J. Williamstown Junc., N. J.

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc
EUREKA, CALIFORNIA.

ROOTED

Carnation Cuttings

600,000 Ready for Immediate Shipment

Finest rooted cuttings obtainable at remarkably low prices until we are sold out. Peter Reinberg's stock is known for it's supreme quality everywhere and is the best kind for you to buy. Look over our list of offerings—all money makers, and order what you need immediately. Do it right now. **HURRY.**

	Per 100	Per 1000
White Enchantress	$2.00	$16.00
White Perfection	2.00	16.00
Rose Pink Enchantress	2.00	16.00
Ward	2.00	16.00
Beacon	2.00	18.00
Joy	2.00	16.00
Belle Washburn	4.00	30.00

OWN ROOT ROSES—2½ INCH

	Per 100	Per 1000		Per 100	Per 1000
Richmond	$3.50	$30.00	Pink Killarney	$3.50	$30.00
White Killarney	3.50	30.00	Maryland	4.50	40.00
Sunburst	5.00	45.00	Ophelia	5.00	45.00

White Killarney, 3 inch..... $5.00 per 100; $50.00 per 1000

SPECIFY PLANTS WHEN ORDERING.

Peter Reinberg

30 East Randolph Street, Chicago, Ill.

Rooted Carnation Cuttings

Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches, are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it, it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. **$6.00 per 100; $50.00 per 1000.**

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00

FLESH PINK.	Per 100	Per 1000
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00

RED	Per 100	Per 1000
Aviator	$6.00	$50.00
Champion	3.00	25.00
Philadelphia	2.50	20.00
DARK PINK.		
C. W. Ward	2.50	20.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

CHRYSANTHEMUMS

Novelties For 1917

The Best Of 1916 Introductions.

Standard varieties, both commercial and Exhibition.

NOW READY.

Also **Pompons, Anemones and Singles.**

Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.
Adrian, Mich.

500,000 PANSIES

Field-Grown—In Bud and Bloom—Mixed Colors

There is no better strain for commercial purposes than my **Superb Strain Pansies,** grown from seed of my own raising, and the result of over 20 years' careful breeding. Send a trial order and be convinced. Fine, large plants. $1.25 per 100, $10.00 per 1000. Some extra large plants, $15.00 per 1000.

Largest Grower of Pansies for the Trade in the United States.

Cash with order. By express only.

LEONARD COUSINS, Jr., Concord Junction, Mass.

Mention the American Florist when writing

FERNS IN FLATS

In Best Varieties For Fern Dishes.
$1.50 per 100. 100,000 READY NOW.

Write for Wholesale Catalogue of
FERNS, KENTIAS, ETC. to

H. PLATH
"THE FERNERIES"
Lawrence and Winnepeg Avenues.
SAN FRANCISCO, CALIFORNIA.

Mention the American Florist when writing

Orchids

If you want **Orchids** for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

ROSES

Grafted and Own Roots For Benching . . . .

Mrs. Chas. Russell, Ophelia, Hoosier Beauty, Killarney Brilliant, White Killarney, Pink Killarney, Richmond, strong plants from 2¼-inch pots; many other varieties on own roots.

For list of **DORMANT 2-YEAR CLIMBERS—H. T.** and **H. P. ROSES,** see our "Spring Book for Florists."

CROTONS

Now ready, an excellent lot—All good selling varieties, strong, 4-inch, **$5.00** per doz.; **$40.00** per 100.

Asparagus Plumosus Seedlings

Per 100, **85c.**; per 1000, **$7.00.**

CALADIUMS, Fancy Leaved (Bulbs)

Rare and new varieties, per doz., **$3.50;** per 100, **$25.00.**
Choice standard varieties, per doz., **$2.00;** per 100, **$15.00.**

CHRYSANTHEMUMS

New and standard varieties. "Pompon Specials" Ask for

TRADE DIRECTORY

PRICE, $3.00 POSTPAID

AMERICAN FLORIST CO., 440 S. Dearborn St., Chicago

Ready Reference Section.

10 CENTS PER LINE, NET.

ASPARAGUS.

Asparagus plumosus, 2¼-in., $4; 3-in., $8 per 100; 6-in., 35c each. Asparagus Sprengeri, 2¼-in., $3.50; 3-in., $7; 4-in., $12 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.00 per 1,000. VAUGHAN'S GREENHOUSES, Western Springs, Ill.

Asparagus Sprengeri, 3-in., 7c; 3½-in., 9c; 4-in., 12½c. HARRY HEINL, West Toledo, O.

3-in. Sprengeri at $5.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

ASTERS.

Henderson's Invincible, a fine aster for cutting and trade pullers for your customers' own planting; separate colors; strong, transplanted plants; prompt shipment. $5.00 per 1,000. Cash.
BRILL CELERY GARDENS, Kalamazoo, Mich.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BARBERRY.

100,000 Berberis Thunbergii, $1.00 per 100 and up. 2-year, 18 to 24-in., $2.50 per 100. Get complete list of florists' stock for spring. BENJAMIN CONNELL, Merchantville, N. J.

BEGONIAS.

NOW READY:

Begonia Glory of Cincinnati,
" Gloire de Lorraine.
" Melior.
" Mrs. J. A. Peterson.

Cyclamen seedlings, 4 to 8 leaves, ready for 3-in. pots (transplanted).
Price list on application.

J. A. PETERSON & SONS,
Westwood, Cincinnati, Ohio.

REX BEGONIAS, mixed varieties, 3-in., $10 per 100; 4-in., 15c to 25c each; 6-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BLEEDING HEART.

Bleeding Heart roots, $15 per 100. ERNEST ROBER, Wilmette, Ill.

BOXWOOD.

BOXWOODS.

PYRAMIDS. Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs. f. o. b., Dundee, Ill. Write for prices on larger sizes.

BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.

THE D. HILL NURSERY CO., INC.,
Box 404. Dundee, Ill.

BOXWOOD.

Boxwoods. Most beautiful stock. For varieties and prices, see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BULBS.

Bulbs. Caladiums, well cured with live shoots. Tuberoses—Dwarf Pearl. For sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Dwarf double pearl tuberoses. Caladium Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Lily bulbs. Giganteum and Multiflorum. For sizes and prices see advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALADIUMS.

Bulbs. Caladiums, fancy leaved. Rare and new varieties. $3.50 per doz., $25 per 100. Choice standard varieties, $2 per doz., $15 per 100. Vaughan's Seed Store, Chicago and New York.

CALCEOLARIAS.

CALCEOLARIA HYBRIDS.

2¼-inch	$ 6.00	per 100
3-inch	10.00	per 100

CINERARIA, COLUMBIAN MIXTURE.

2½-inch	$ 3.00	per 100
3-inch	6.00	per 100
4-inch	10.00	per 100

ERNEST ROBER, WILMETTE, ILL.

CANNAS.

CANNAS. 3½ and 4-in. pots. King Humbert, 8c; Florence Vaughan, C. Henderson, Louisiana, Austria, 7c—packing at cost. This stock will satisfy the most exacting customer. Don't hesitate to place the order if you want first-class stock.
KENNICOTT BROS. CO.,
163 N. Wabash Ave., Chicago.

Cannas. Dormant to close. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

Rooted carnation cuttings, A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

CARNATIONS FROM SOIL.

	100	1,000
Belle Washburn	$5.00	$45.00
Matchless	3.50	30.00

BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago.

CARNATIONS.

CARNATIONS.
Standard and New Varieties.
White.

	Per 100	Per 1000
Matchless	$2.50	$20.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
C. W. Ward	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Champion	3.00	25.00
Philadelphia	2.50	20.00

J. D. THOMPSON CARNATION CO.,
Joliet. Illinois.

ROOTED CARNATION CUTTINGS.

Large supply of extra fine stock ready now. Our carnation cuttings are recognized everywhere as the best obtainable and are big value at the prices quoted.

	100	1,000
Champion	$2.00	$18.00
Victory	2.00	18.00
Bonfire	2.50	20.00
Carnegie	2.00	18.00
Enchantress	2.50	20.00
White Enchantress	2.50	20.00
Alice	3.00	25.00
Rosette	2.50	20.00
Nebraska	5.00	45.00
Mrs. C. W. Ward	2.00	18.00

WEITOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

ROOTED CARNATION CUTTINGS. A1 STOCK.

	100	1,000
White Enchantress	$ 2.00	$15.00
Pink Enchantress	2.00	15.00
Aviator (best Red)	6.00	50.00
Superb (flesh Pink)	12.00	100.00

ZECH & MANN,
30 East Randolph Street, Chicago.

Carnation Cuttings. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Carnations, rooted cuttings, 600,000 ready for immediate shipment. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation Superb. Fine new flesh pink. Rooted cuttings. Delivery now. $12.00 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS

ROOTED CHRYSANTHEMUM CUTTINGS.
These are the very best commercial varieties. Prices, unless noted different, are $3.00 per 100.
White Varieties—Crystal Gem, Oconto, White Chieftain, Josephine Foley, per 100, $4.00; October Queen, per 100, $4.00.
Yellow Varieties—Golden Queen, Bonnaffon, Marigold, Mrs. Morgan.
Pink Varieties—McNiece, Wells' Lake Pink, Chieftain.
BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago

CHRYSANTHEMUMS. Leading commercial varieties, $3 per 100. Ask for list of varieties. HENRY SMITH, Grand Rapids, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS.

Immediate delivery.

CHRYSANTHEMUMS—ROOTED CUTTINGS.

Varieties listed in order in which they bloom.

	100	1,000
White.		
Crystal Gem	$2.50	$20.00
Oconto	2.50	20.00
V. Poehlmann	2.00	15.00
Alice Byron	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00
Yellow.		
Golden Glow	2.00	15.00
Golden Queen	2.50	20.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Odessa	2.50	20.00
Yellow Bonnaffon	2.00	15.00
Nagoya	2.00	15.00
Dolly Dimple	2.50	20.00
Pink.		
Amorita	2.00	15.00
Chieftain	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00
Red and Bronze.		
Shrimpton	2.50	20.00

Twenty-five at the 100 rate.
250 or more at the 1,000 rate.

J. D. THOMPSON CARNATION CO.
Joliet, Illinois.

CHRYSANTHEMUMS—ROOTED CUTTINGS.

Smith's Advance, Major Bonnaffon, Chieftain, Unaka Robt. Holliday and Chas. Razer, $15.00 per 1,000.

Early Frost, Smith's Sensation, J. Nonin, White Touset, Wells' Late Pink, White Chieftain, Dr. Enguehard, $18.00 per 1,000.

White Chadwick, $22.00 per 1,000.

Alex Guttman and Yellow Smith's Advance, $6.00 per 100.

Pompons: Western Beauty, Fairy Queen, Klondyke, Iva, Mrs. Frank Wilcox (Beu), Diana, Buckingham, Mensa, Baby Yellow, Minta, Zenobia, Nio, Cleo, Harvest Moon, Nola, Baby White, Lady Lou and other good varieties, $20.00 per 1,000.

A Winner—Yellow Smith's Advance. Same as parent, only a bright, clear yellow. Rooted cuttings now ready at $6.00 per 100.

W. A. ROWE FLORAL CO.,
Kirkwood, Mo.

CINERARIA.

CINERARIAS. COLUMBIAN MIXTURE.

2¼-inch	$ 3.00 per 100
3-inch	6.00 per 100
4-inch	10.00 per 100

CALCEOLARIA HYBRIDS.

2¼-inch	$ 6.00 per 100
3-inch	10.00 per 100

ERNEST ROBER, WILMETTE, ILL.

CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus in beauty as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it. $1.50 per doz., $10.00 per 100 from 2½-in., with plenty of fine cuttings on them.
C. Winterich, Cyclamen Specialist, Defiance, O.

COLEUS. Complete assortment of colors. Ready for shipment May 15. Trade paper quotations prevail.

KENNICOTT BROS. CO.,
163 N. Wabash Ave., Chicago.

Coleus, 3-in. stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

CROTONS.

Crotons, now ready, an excellent lot, all good selling varieties, strong 4-inch, $5 per doz.; $40 per 100. Vaughan's Seed Store, Chicago and New York.

Crotons, well colored, 4-in., $4.80 per doz.; 5-in., 60c and 75c each. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclamen giganteum, improved Wandsbek type, strong seedlings, in 8 varieties, equally divided, $4.00 per 100; $30.00 per 1,000; transplanted, $5.00 per 100; $40.00 per 1,000.

Rococo Erecta (new), finest ever introduced (not to compare with the old Rococo), to be well recommended for commercial growing. Strong seedlings, $5.00 per 100; $40.00 per 1,000; transplanted, $6.00 per 100; $50.00 per 1,000.

2½ and 3-in. stock ready May 15. Orders booked in advance. We grow over 350,000 and can show many testimonials as to the quality of our strain and stock.

Ernest Rober, Wilmette, Ill.

CYCLAMEN, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c; 6-in., 50c to 75c; 7-in., $1.00 to $1.50 each; full of buds and blooms. HENRY SMITH, Grand Rapids, Mich.

DAHLIAS.

Twenty Dahlia tubers, all different, correctly labeled, postpaid, $1.00. Six sets (120 bulbs), $5.00. Bulb and Seed catalog free. BUNGALOW GARDENS, Netcong, N. J.

Dahlias for florists. Ruth Forbes, $15 per 100; The Denison, $4 per doz.; Francis A. Butts, $4 per doz. Write for complete list. Forbes & Keith, 299 Chancery St., New Bedford, Mass.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DAISIES.

DAISIES. Mrs. F. Sanders, $3.00 per 100; $25.00 per 1000; 250 at 1000 rate. 2-in. pots. Good stocky plants. Cash with order. RIVERBANK GREENHOUSES, Geneva, Ill.

DRACAENAS.

DRACAENAS.

	Each	Doz.	100
5 inch Imperialis	$1.00	$12.00	
4 inch "	.40	4.20	
3 inch "	.25		$22.00
5-inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

DRACAENA INDIVISA, 6-in. pots, $25 per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 3-in., 7c; 3½-in., 10c; 5-in., 35c. HARRY HEINL, West Toledo, O.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

ECHEVERIAS.

ECHEVERIAS.

	100	1,000
Large size	$5.00	$45.00
Small size	3.50	30.00

Cash, please.
W. H. KIDWELL & SON,
3806 Wentworth Ave., Chicago.

ERICAS.

ERICAS—Young stock for growing on strong plants out of 2½-in., 3-in. and 3½-in. pots. Fragrans Melanthera, $15.00 per 100; Regerminans, $15.00 per 100; Cupressina, $20.00 per 100; Gracilis Autumnalis, $15.00 per 100; Globularia, $15.00 per 100; Persoluta Rosea, $15.00 per 100; Persoluta alba, $15.00 per 100. Cash with order, please. Anton Schultheis, 316 19th St., College Point, L. I., N. Y.

FERNS.

Hardy ferns, wholesale price.

	100	10	each
Adiantum pedatum, Maidenhair	$6.00	$0.70	$0.10
Aspidium cristatum, Evergreen	6.00	.70	.10
Aspidium goldiana	7.00	.80	.10
Aspidium spinulosum, Wood Fern	6.00	.70	.10
Asplenium felix foemina, hardy	6.00	.70	.10
Aspl. Thily. Silver Spleenworth	7.00	.80	.10
Dryopteris thelypteris, Shield	5.00	.60	.10
Onoclea sensibilis	4.00	.50	.10
Onoclea strutiopteris, Ostrich	7.00	.80	.10
Osmunda cinamomea	8.00	.90	.10
Osmunda claytoniana	8.00	.90	.10

Full 100 ferns, your selection, at 100 rate.

LUDWIG MOSBAK, OSKOV, MINN.

Ferns. New fern Norwood, a distinct novelty in Nephrolepis ferns. Orders accepted for Aug. 15 delivery. Strong plants out of 2½-in. pots, $25 per 100, $200 per 1,000. Robert Craig Co., Market and 49th street, Philadelphia, Pa.

FERNS.

Ferns in flats, in best varieties, for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

Ferns, 2½-in., good, healthy stock. For varieties and prices see advertisement on front cover nage of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

TABLE FERNS, best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

FUCHSIAS.

FUCHSIAS. Mixed varieties, 6-in. pots, 25c; 7-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

FUNKIA.

FUNKIA, undulata variegated, strong clumps, 8 to 15 eyes, $15 per 100. Ernest Rober, Wilmette, Ill.

GARDENIAS.

Gardenias. Choice buds with an abundance of bright, fresh foliage from strong, vigorous plants. For sizes and prices see advertisement elsewhere in this issue. Yard & Yard, P. O. Box 201, Alvin, Texas.

GERANIUMS.

GERANIUMS. 3½ and 4-in. pots. S. A. Nutt, Ricard, Grant and Poitevine, $10 per 100. Packing at cost. This stock will satisfy the most exacting customer. Don't hesitate to place the order if you want first-class stock.

KENNICOTT BROS. CO.,
163 N. Wabash Ave., Chicago.

Geraniums. Large 2 and 2¼-inch, ready to shift to 3½ or 4-inch pots. For varieties and prices see advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

Geraniums, 2-in., $2 per 100, $18.50 per 1,000; 3-in., $3 per 100, $25 per 1,000. Maryland, $4 per 100, $25 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLI.

GLADIOLI, 1st size, Niagara, Panama, Princeps, Lily Lehman, $3.00 per 100; Golden King, $4.50; Independence, $1.50; Myrtle and Meteor, $12.00; Bordeaux, $8.00; Empress of India, $6.00; Ida Van, $10.00 per 100.

THE WILMORE FLORAL CO.
412 Seventeenth St. Denver, Colo.

Gladiolus mixtures. For planting out during May and June. Standard mixed (7 kinds or more), $13.00 per 1,000; extra fine mixed (12 kinds or more), $16.50 per 1,000. Vaughan's Seed Store, Chicago and New York.

GREENS.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

HARDY PERENNIALS.

Hardy Perennials. Sweet Williams, Newport Pink and Scarlet Beauty, $4.00 per 100, mixed, $3.00; Irises, 10 varieties, $2.00; Achillea, $4.00; Columbine, Coerulea, $6.00; Golden Glow, $3.00; Hollyhocks, double, $3.50; Hemerocallis, $4.00 per 100.

THE WILMORE FLORAL CO.
412 Seventeenth St. Denver, Colo.

HYDRANGEAS.

HYDRANGEAS OTAKSA, 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

Hydrangeas, in bud and bloom, Mme. E. Mouillere, Radiant, E. G. Hill, etc., $1, $1.50, $2 and $3 each. F. R. Pierson Co., Tarrytown, N. Y.

Hydrangeas, in bud and bloom, choice stock, 75c to $3 each. A. L. Miller, Jamaica, N. Y.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

IVIES.

English Ivy, 3-in., 6c; extra strong, 3½-in., 8c; 2 to 3 vines, 2 to 3 ft., 4-in., 15c. HARRY HEINL, West Toledo, O.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

From Storage.

Lily of the Valley clumps. Special packed. Cold storage. Case of 25, $5.50. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.

Nursery Stock. For varieties and prices see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

KENTIA FORSTERIANA SINGLE PLANTS.

2¼-inch pots, $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
6 inch pots	6-7	30-32 inches high....	$ 1.50
8 inch tubs	6-7	42-46 inches high....	4.00
8 inch tubs	6-7	48x50 inches high....	5.00
9 inch tubs	6-7	50 inches high, hv...	7.00
15 inch tubs	6-7	8 feet high..........	40.00
15 inch tubs	6-7	9-10 feet high.......	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1.000
2¼ inch pots		....	$1.50	$12	$100
3 inch pots	5	10-12 ins. high	2.50	18	150

					Each
4 inch pots	5-6	16 ins. high	5.00	40.00	.45
6 inch pots	5-6	26-28 inches high........			1.50

Specimen plants, 15-inch tubs, $75.00 each.

KENTIA FOSTERIANA MADE UP PLANTS.

	Plants		Each
6 inch pots	3	26 inches high......	$ 2.00
15 inch tubs	4	72-78 inches high, hv..	25.00
15 inch tubs	4	75-80 inches high, hv..	30.00

ARECA LUTECENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high.	$1.25

ASPIDISTRAS.

5 inch pots, 10-12 leaves, vari............ 1.50

PHOENIX ROEBELENII.

4 inch pots, 50 cents each; 5-inch pots....$1.00

LIVISTONA ALTISSIMA.

2¼ inch pots, 90c per doz........$7.00 per 100

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, $1.00 per doz......$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots.............................50c each

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Morton Grove, Illinois.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

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200,000 large, stocky (September transplanted), field-grown, blooming pansy plants. Henry Mette's strain, all salable stock; satisfaction guaranteed; $1.25 per 100; $11.50 per 1,000. Cash. Prompt shipping. BRILL CELERY GARDENS, Kalamazoo, Mich.

PANSIES. Mammoth strain; transplanted plants in bloom, doz., 35c; 100, $2.50. Postpaid. DANIEL M. CLICK, Smoketown, Pa.

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Pandanus Veitchii, 4-in., $4.20; 5-in., $7.20; 6-in., $12; 7-in., $18; 8-in., $24 to $30 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

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PELARGONIUMS, mixed varieties, strong 4-in. stock, $15, 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PELARGONIUM. Easter Greeting, 4-in., in bud and bloom. A1 plants, just right for spring sales. FELIX KRAMER, Niles, O.

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Petunia. Single and double. Ready for shipment May 15. Trade paper quotations prevail.
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Peppers. Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.
Peppers. Celestial, 4-in., $12.00 per 100; $100 per 1,000.
Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.
PYFER & OLSEM, Wilmette, Ill.

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PHLOXES. Large divisions, named, $3.50 per 100; under color, $3.00. American Beauty, R. P. Struthers, Pantheon, Selma, Richard Wallace, Berenger, La Vogue, Prof. Schleiman, Lavender Queen, Eclarieruer; novelties, Dawn, Panama, Meredith, Mrs. H. M. Temple, Modesty, Melrose. All highly recommended, $6.00 per 100.
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PRIMULA MALACOIDES.

Extra fine stock	100	1.000
2-inch	$3.00	$27.50
2¼-inch	4.00	35.00
3-inch	6.00	50.00

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PRIMULA MALACOIDES, 4-in., pink, in bloom, $15, and extra select $20 per 100. Chinensis, 3-in., $6 per 100; in bloom, $8 per 100. Ernest Rober, Wilmette, Ill.

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California, Polish or Ironclad, Amoor or Russian Privet. Very attractive prices on carload lots. J. T. Lovett, Inc., Little Silver, N. J.

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ROSE PLANTS.

Grafted and Own Root.
The Poehlmann Quality, Known Favorably Throughout the Land.

GRAFTED—2½-inch Russell...$150.00 per 1,000
Lots of 5,000 or more........ 145.00 per 1,000
GRAFTED—2½-inch Ophelia, Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond....$120.00 per 1,000
Lots of 5,000 or more........ 110.00 per 1,000
These prices are absolutely net cash.
For 3½-inch stock an additional $50.00 per 1,000 will be charged.
OWN ROOT—2½-inch Killarney, White Killarney, Brilliant, Ophelia, Aaron Ward, Milady, Richmond, Cecile Brunner, $7.00 per 100; ....$65.00 per 1,000
Lots of 5,000 or more......... 62.50 per 1,000
Sunburst, own root, $10.00 per 100 .... 90.00 per 1,000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

ROSE PLANTS—2½-INCH STOCK.

	100	1.000
Pink Killarney	$4.50	$40.00
White Killarney	4.50	40.00
Ophelia	6.00	50.00
Sunburst	5.00	45.00
Richmond	4.00	35.00
American Beauty	6.00	55.00
Baby Doll	5.00	45.00
Baby Elgar	4.00	35.00

WIETOR BROS.,
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162 N. Wabash Ave., Chicago.

ROSE PLANTS—GOOD STOCK.
From 3-inch pots.

	100	1000
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Richmond	4.00	35.00

Two-Year-Old Richmond Bench Plants.
$6.00 per 100; $50.00 per 1000.
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Cecile Brunner ....$50.00 per 1000
Richmond .... 35.00 per 1000

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ROSES. American Beauty and other varieties, 6-in. pots, 35c and 50c each. Kaiserine, My Maryland and other varieties, 2¼-in., $4; 3-in., $8; 4-in., $12 per 100. HENRY SMITH, Grand Rapids, Mich.

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SALVIA, 3½ and 4-in. pots. Bonfire and Zurich, 7c. Don't hesitate to place the order if you want first-class stock.
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ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

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Spiraea, short, stocky plants, full of blooms, 35c to 75c each. Pyfer & Olsem, Wilmette, Ill.

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Navasota, Texas.

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Trees, shrubs and plants for all purposes. Wholesale and retail. Send for catalogue. The New England Nurseries Co., Bedford, Mass.

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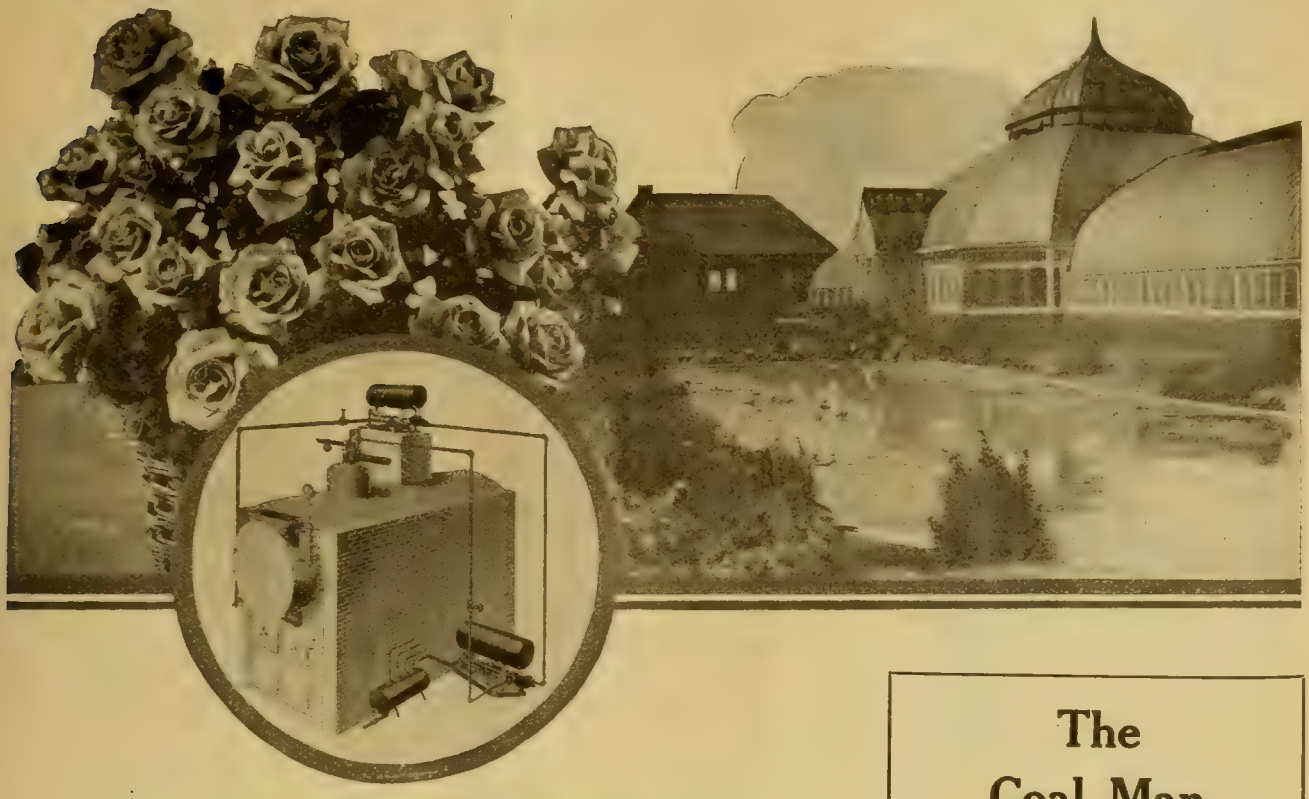

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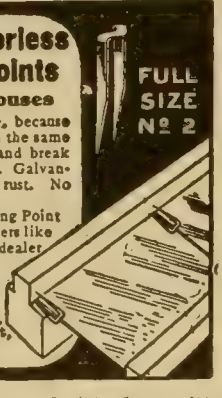

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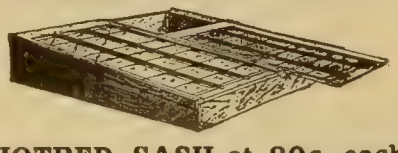

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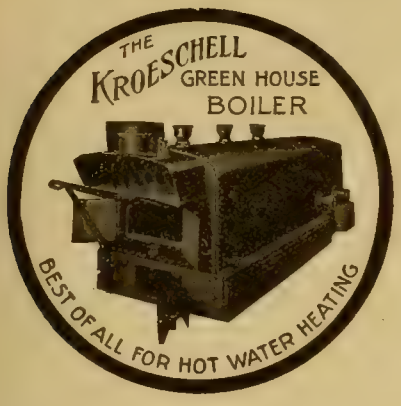

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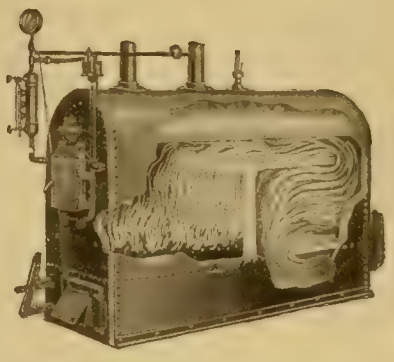

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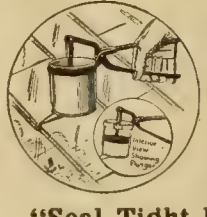

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Vol. XLVIII. CHICAGO AND NEW YORK, MAY 12, 1917. No. 1510

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR. Houston, Texas. President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., 1918. W. J. VESEY, JR., Ft. Wayne, Ind., President; CHAS. S. STROUT, Biddeford, Me., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition St. Louis, Mo., April 6-15, 1918. BENJAMIN HAMMOND, Beacon, N. Y., President; WM. L. ROCK, Kansas City, Mo., Vice-President; PROF. E. A. WHITE, Cornell University. Ithaca, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June, 7-8, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

HARDY PERENNIALS FOR AUTUMN.

Paper Read by Wm. Saville Before the Florists' Club of Philadelphia.

Some Good Things for Florists.

Before discussing the question of October glories in the hardy garden, I should like to claim a sort of "poetical license" as regards the exact time these plants are expected to be in bloom. Quite a number of subjects that one would expect to be still with us have, owing to the dry season, not had such a prolonged flowering period as usual; and, on the other hand, others are not so far advanced as might be expected. I take it that when Mr. Watson assigned this subject to me he was thinking of the autumn flowering herbaceous plants—and hardy perennials are the plants in which I am chiefly interested.

To obtain a grand effect with herbaceous plants, there is no better way of planting—to show their best form of growth and color—than the long double border, with, if possible, a grass path between, and it is this grass path that gives a greater additional charm, as not only does it make a splendid ground work for the plants, but it is always restful to the eye, and comes as a relief, on a hot summer day, from hard, sun-baked gravel. To have small beds of herbaceous plants is, as a rule, unsatisfactory; it is difficult to cover up plants that are past their best. To have the same border always bright—as well as a blaze of color—from April to October is impossible. The only way to have continued bloom in the garden is to provide separate borders for different seasons; and I think it much better not to destroy the beauty of the main border by trying to get it in partial bloom spring, summer and autumn.

When being shown around a friend's garden, one is so often told "You should have been here two weeks ago! or in a month's time." It is a curious fact—never mind what time of year one is in that garden—there is always some excuse. The reason is, too much has been attempted. The border may look fairly well in May and June; it has a hard struggle in July; and in August it "throws up the sponge" and decides not to try any more. To obtain success in the border, one must take particular care to have the ground well-prepared. If this is done properly at first, the border will last for several years, though it will, of course, require a top dressing every year, and the dividing and replanting of some of the stronger perennials. It is extraordinary how plants that have been split up each year will withstand a drought, whereas those that have been left in position several years and have grown into hard clumps, show very early in any drought that they are in trouble.

The planting is one of those things that cannot be done in haphazard style, and before this is begun it is far better to work out a proper plan than simply to put the plants in, regardless of time of flowering and color; and, what is still more important, to choose those plants that will hide others whose period of bloom is over. Allow some of the tall plants to come boldly to the front, bearing also in mind that it is more effective to plant in long, irregular clumps than in the round clumps generally seen. The constant repetition of the same kind of plant should be avoided as much as possible. One generally has a particular favorite and likes more than one clump of it; but, as a general rule, plant a generous patch and be done with it. Plant thickly—no ground should be visible when the border season is on. In a thickly-planted border weeds have a poor chance.

It should be the aim in starting (as you enter the border from either end) to have flowers of light coloring and foliage plants of grey-glaucous or bluish leaf. As one passes to the center the color is allowed to become stronger and stronger, until in the center position we have one strong color vieing with another. There is a craze (which I have not seen successfully carried out) to have borders all blue; or graduated from white to pink; to golden; to bronze and up to crimson;

but, in my opinion, a mixed border is preferable.

September and October are suitable months for planting if the soil is light and friable, but in heavier land, it is safer to prepare the ground now and plant in the spring, as winter mellows the surface and enables soil to be more closely and firmly pressed around the roots and collars of the plants. In planting it is important that the roots should be put down to full length and not be curled to fit the hole prepared for them, as it is upon these main roots that the plants rely to stand the summer drought.

We will now presume that the border has been planted. Weak growths have been thinned out, the depredations of slugs and cut-worms have been forgotten, and the plants have been properly staked at the right time. What have we to show for all this work?

The large family of Phlox decussata one might describe as opening the season of fall-flowering plants, and there is no other family that gives such tone to the border. A few of the best varieties are: Europa, W. C. Egan, Elizabeth Campbell, Gefion, Rynstrom, Rhinelander, Tragedie, Wanandis, Baron von Dedem, Frau Anton Buchner and Rosamundi. These would make a good dozen. The dahlias and hardy chrysanthemums have a wide popularity. I will speak of these later.

In yellow-flowering plants we have Anthemis Kelwayi, with Helenium pumilum magnificum, Cupreums, Riverton Gem and Riverton Beauty and the large family of helianthus, taking multiflorus fl. pl., Wooley Dod, and the stately Orgyalis, with its medium sized golden yellow flowers as examples. The red cardinal flower and tritomas, the deep blue of Echinops Ritro, the light blue of Salvia azurea, the graceful white flowers of Anemone Japonica and the various-colored giant marsh mallows (showing wonderful improvement in the size of the flowers and intensified coloring over the native rose mallow) all help to give the border that charming effect we desire. The best results are obtained with the deep blue Plumbago Larpentæ by planting it in poor soil, in a position facing south, and it is, perhaps, curious that this is not more often grown. The blooming period of the border is carried on with the help of such plants as Sedums spectabile, brilliant and atropurpureum. Penstemon Sensation, a beautiful plant bearing spikes of large gloxinia-like flowers in a great variety of bright colors, including rose, cherry, crimson, purple, lilac, etc., blooms until frost, but the plant must be given protection in winter; also Penstemon barbatus Torreyi. The newer varieties of anemones, such as Alice, Geant des Blanches, Whirlwind, Rosea Superba and Lorely (a neat semi-double flower, three inches in diameter, of a bright silvery pink) should not be forgotten. The plants best suited for the front row are many of the silvery artemesias, the silvery foliage of Santolina incana, the grey foliage of Stachys lanata, and the glaucous leaves of Elymus glaucus (blye lyme grass).

The most precious, perhaps, of the hardy autumn flowers are the asters of our American woods, and the improved European varieties. The best of these give a delightful mass of bloom, impressive in September and October. Include the light and deep purple and pink of the amellus varieties; the white, lilac and lavender of the graceful, feathery-flowered cordifolius family; the small many-colored flowers of the heath-like ericoides section; the tall varieties of Aster Novæ Angliæ; the numerous varieties of Nova Belgii (included in which are the semi-double Beauty of Colwall, the perfect form of Feltham Blue and the soft pink of St. Egwin). If the border be properly planted and staked, a sea of bloom is visible when viewed from either end, enabling us, in the dull winter months to come, to look back with satisfaction on the closing scene of autumn flowers.

To those of you who grow and retail your own plants and flowers and have little ground around your houses to spare, I would suggest that you will find it profitable to pay more attention to perennial plants. But do not treat perennials as left-overs from spring sales and expect to make a profit; because if you do you will be disappointed and apt to say "Oh, I don't see anything in growing perennials!" Give them the same attention that you do your field-grown carnations, asters, vincas, ivies or other plants from which you expect to make a profit. You know if you do not give the necessary attention to carnation plants in the field you will have very few Beacon to retail at $2.50 a dozen December 24. I believe perennials will pay you as well as asters have paid you—this year, at any rate—but you took a chance on the asters, prepared the ground for them, kept them cultivated and clean. Why not plant a piece of that ground to peonies or delphiniums now; and when the asters are going off at the neck and the beetles are busy next summer, you can go out and cut Bella Donna or other delphiniums on three-foot stems, and you will find that your customer will take them, and also, in many cases, leave an order for plants, at least a quarter each time.

Do you know that on August 20, this year, some spikes of delphinium were sold in the New York market at $2 a dozen? They were fine spikes, I admit, but did you get the same price for Lilium speciosum at the same time? I have had 'phone calls from the wholesalers in this town; also from Atlantic City, offering me $25 for 250 spikes of Bella Donna delphinium, which convinced me that the demand was there, waiting to be supplied. I replied that we were not in the cut flower business, and diligently set to work to harvest all the seeds possible, so that you could have a chance. I read with interest the items discussing whether a four-inch geranium can be sold profitably at 10 cents straight or a dollar a dozen. Sow digitalis and campanula about a month

DELPHINIUMS IN VARIETY.

THE HERBACEOUS GARDEN.

earlier than you put your geranium cuttings in; get them into 3½-inch pots by fall; keep them in a frame all winter, with a few dry leaves over them as a protection for the foliage; give them air early in the spring; keep them nice and stocky, and hand them out to your customers at $1.50 a dozen —they will get a lot of satisfaction and you will get a better profit. Get acquainted with some of the plants I shall mention, and make your customers feel you are giving them intelligent advice when they ask for suggestions. Your customers are taking a greater interest in outdoor gardening than they ever did before. They are not going to Europe in such large numbers every year, and many of them are using the time to beautify their own grounds.

Look up some of the magazines devoted to outdoor life and country pursuits and note the number of garden clubs that have been formed. See the number of demonstrating lessons that are being given actually in the gardens of the members. Result? I will venture to say that many of the stocks of hardy plants in the larger nurseries are lower at the present time than they have been for many years. If you do grow a few more hardy plants than you dispose of in the spring, plant them out; they will give you flowers that will be acceptable before the newly-planted carnations have begun to bloom and when the first crop of roses opens up too quickly on you. They will also give you a greater variety—and one sale leads to another.

In the autumn you will have noted the flowers that have been in demand. Increase your planting by division in October or early spring. To-night I am to speak only for fall flowers, but a good plant catalogue and your own good judgment will suggest plants that you can profitably use all through the summer months. During the past few weeks, I have noted the following hardy plants, in addition to those already mentioned, and most of them are suitable for cut flowers or decorations.

Aconitum Wilsoni is a strong, stately plant, growing five feet high, with large violet blue flowers and is the latest flowering aconite. The new Anemone hupehensis, a recent introduction of merit from China, grows one foot high and produces flowers of a pleasing pale mauve rose one and one-half inches in diameter, from August until late autumn. The beautiful Artemesia lactiflora, four feet high, clothed with elegantly cut dark green foliage and terminated by panicles of hawthorn-scented creamy white spirea-like light and graceful flowers, is unlike any other plant in bloom at this time. The native boltonias, with single aster-like flowers, give a showy effect in the fall and produce literally thousands of flowers. The buddleia (or butterfly bush, as it is called) is deservedly popular with the florist. This shrub, from a young plant set out in May, will mature to full size the first season. It produces long, graceful stems which terminate in tapering panicles of beautiful lilac-colored flowers that are of miniature size and borne on a flower head which is frequently ten inches long. The second year it generally commences to flower in June and continues until nipped by severe frosts. I venture to predict that the buddleias will become one of the most popular plants ever introduced.

The shrubby Caryopteris mastacanthus (or blue spirea) is a handsome plant, about three feet high, carrying its rich lavender-colored flowers the whole length of its branches. Chelone Lyoni, with heads of purplish flowers and the white variety, glabra alba, are both useful. The free-flowering Shasta daisies, and the varieties Arcticum, Alaska and Vermorense are among the freest flowering plants of September and October. The dense white spike of Cimicifuga simplex is appreciated, and when cut lasts in perfection a long time.

Coreopsis lanceolata, with its rich golden-yellow flowers, is invaluable for cutting and succeeds everywhere. The globular deep metallic blue heads of Echinops Ritro remain attractive a long time in a dry condition; and the finely-cut spiny foliage and beautiful amethystine blue heads of the sea holly are most ornamental. Eupatorium ageratoides, a strong, free-growing plant, with minute white flowers in dense heads, is splendid for cutting; and the pretty Eupatorium coelestinum, with light blue flowers, similar to ageratum, is in flower from August until frost. The common native purpureum maculatum (or Joe Pye weed) is useful in low ground. The gorgeous colored Gaillardia grandiflora succeeds in any soil, in a sunny position, and is in flower all the time from June on. The ornamental grasses can be used with telling effect in autumn borders. Erianthus Ravennæ grows 10 to 12 feet high, and throws up numerous plumes, resembling pampas grass, and does not need the same winter protection. Eulalias, planted singly where the soil is rich and deep, take care of themselves, and grow rapidly into large specimens. All the grasses do best in a heavy soil, enriched with manure and an abundant supply of water. Among the small growing kinds, Festuca glauca has no equal

and the giant reed, Arunda donax, will grow 12 to 20 feet high.

Similar in general habit to the helianthus, but commencing to flower earlier, is the heliopsis. It rarely exceeds three feet in height and is very valuable for cutting. Pitcheriana, scabra zinniaflora and the new variety, Excelsa, are some of the best sorts. The golden yellow Hypericum Moserianum is a most desirable border plant of graceful habit, with stems drooping apparently from the weight of the flowers and buds. The new variety, Hypericum patulum, var. Henryi promises to be a very desirable addition to our yellow-flowered shrubs. Lobelia cardinalis and Syphillitica hybrida (a selection of our native lobelia) if planted in a moist, deep loam, are effective in September.

Lythrum alatum, a compact plant, with crimson purple flowers, has just finished blooming. Montbretias are among the brightest of the late summer flowering bulbs, and deserve to be planted extensively and protected in winter. Platycodons (blue and white) with cupped, star-shaped flowers, are closely allied to the campanulas, and when they are established each plant will have 10 or 12 stalks of lovely flowers and remain in bloom a month.

Pyrethrum uliginosum, the giant daisy, has flowers of glistening white on stems four to five feet high, and is most useful for cutting. The Golden Glow are about gone, but Rudbeckia purpurea, Morganrote, and the new variety, tubiflora, with their peculiar reddish purple flowers with remarkably large cone-shaped centers of brown, are still in their autumn glory. The Rocky Mountain Salvia azurea, with sky-blue flowers, and the much-admired variety Pitcheri, which has larger flowers of a rich gentian-blue color, also the new Salvia uniginosa, a stronger grower than the blue color, also the new Salvia uliginosa, a stronger grower than the previous ones (growing five to six feet high and producing freely flowers of a cornflower blue, with a white throat) are all splendid acquisitions in the autumn border. The carmine-colored flowers of Salvia Gregii (a native of the mountains of Texas) are particularly bright from August on.

Senecio pulcher forms a neat tuft of foliage, from which spring up—from July to October—stems carrying clusters of rosy purple flowers. To those of you who have grown the large round-leaved senecios of heavy stem and have, after a trial, consigned them to the bog, or the border of a lake, I would recommend this variety. Silphium perfoliatum, with its large single yellow flowers, is a good subject for the shrub border. Solidago (or golden rod) has finished blooming. I also hope the ragweed and hay fever have gone. The graceful pretty-flowered thalictrums, with finely-cut foliage, are great favorites, and the new variety dipterocarpum, growing about four feet high and carrying flowers of lilac-mauve, brightened by the yellow stamens and anthers in September, is a novelty that merits its increasing popularity. There are few flowers that are more suitable than the tritomas (call them red hot pokers, flame flowers, torch lilies or what you will). The ever-blooming Tritoma Pfitzeri, in bloom from August to October, produces a grand effect in rich orange-scarlet, planted either singly or in masses. Probably most of you will think the best effect is produced in the retailer's store, when milady exclaims "What wonderfully gorgeous flame flowers!" and immediately places an order.

If the characteristics of a popular garden plant are hardiness, dwarfness of habit, freedom of flowering, usefulness as a cut flower, and a range of coloring embracing every shade except blue and intense scarlet, then the early flowering chrysanthemum may lay claim to the distinction of being an almost perfect plant, because it possesses these qualities in a remarkable degree. It is an open question as to when the real early flowering chrysanthemum made its appearance, but there is no doubt that it was in the form pompon section, and that from this class, by judicious hybridizing and selection, the present high standard has been obtained.

Early flowering in chrysanthemums may be taken to relate to those varieties which come into bloom outdoors in a natural way by the middle of October at the latest. In 1846 a pompon variety was introduced from China, and this became the basis upon which the French raisers carried on their great work. About 1860, the late Shirley Hibbard mentions some 20 varieties mostly French grown. Afterwards came Little Bob from Cannell of Swanley, Lyon and Mme. Jolivart from France and St. Crouts from Guernsey, a white with pink tinge, which I remember seeing as a boy in full bloom early in August. The first of the large flowered or Japanese varieties is said to have been raised in Lyons about 1875-6. Mme. C. Desgranges was sent to England as a gratis plant by Lemoine in 1876. It was an excellent variety in its way, and large quantities were grown in five-inch pots for Covent Garden market 15 to 20 years ago. Sports of this variety were Gustave Wermig, Mrs. Burrell and Mrs. Hawkins, varieties also of equal importance.

This marked quite a new era in the cultivation of the early flowering chrysanthemum, and gave a great stimulus to the raising of new varieties, and such enthusiastic cultivators as Nonin, Cannell, Davis, Godfrey, Goacher, Holmes, Wells and Totty will be ever associated with this flower. While the pompons held the field for many years, it was certainly the introduction of the large-flowered varieties that popularized the outdoor early flowering chrysanthemum. Mme. C. Desgranges and its sports have been referred to, but the introduction of Mme. Marie Masse about 1891 brought about quite a revolution in the growing of this plant. A new era has dawned upon it, because we had in this an introduction of wonderful constitution, a perfect habit, and most profuse in its blooming qualities, and today it is one of the most popular varieties in general cultivation; and with its sports, Ralph Curtis, Horace Martin, and Crimson Masse, covers quite a range of coloring.

The cultivation of the early flowering chrysanthemum is of the simplest kind, and I think that the best results are obtained on moderately rich land. This quality, in addition to the fact that it succeeds in a smoky atmosphere, makes it available alike for the garden of the suburbanite and the mil-

PHLOX ELIZABETH CAMPBELL (Pink).

lionaire. A mistaken impression has been given with regard to outdoor chrysanthemums, which is, that all one has to do, is to simply plant them in a bed and they will continue to improve from year to year without any further care. That they are entirely hardy and will come up in the spring in most sections is perfectly true, but the best way to produce the greatest quantity of flowers, is to take cuttings from the young plants every spring, and as soon as they are rooted, plant them out in good soil in rows about two feet apart. These can be pinched back several times to make them bushy, and then in the fall they will produce large quantities of long stemmed beautiful flowers, much superior to old stalks that have been growing for several years, and which are consequently to a greater or less extent exhausted.

PLANT NOTES.

Peonies.

The peony is one of the most important flowers to the florist during the early part of summer, and they are used in large quantities for decorations and other floral work. In cutting peonies for market, especially those that are to be shipped, it is best to cut them when the first petals unfold, and allow them to open in water. They ship much better in this condition and also last much longer. Where they are allowed to remain on the plant until open the flowers not only bruise more or less in transportation, but the petals drop more easily when the flowers are unpacked if they are open when cut and made ready for shipment. In cutting the flowers from the plant, many growers make the mistake of cutting too low. The demand of the customers is of course for long stems, but for the good of the plant there should be left two well-formed leaves upon the stem when the flower is cut off. This will allow enough foliage for the plant to continue its growth and thoroughly ripen off. Where the plant is cut back too severely the root action is injured and a diminished number of flowers will be the result in the succeeding year. Keep the plants tied up by stakes and strings outside of the row; a heavy rain when the plants are heavy with buds will often knock them down and ruin many of the flowers.

Dahlias.

Although the dahlia is of very robust growth and comparatively easy of culture, yet it is one of the most tender plants and will not stand any cold treatment, for the slightest frost will check the growth and almost invariably kill the plant back. It is, then, too early yet to plant the clumps except where all danger of late frosts has passed, but the eyes may start into growth during the warm days of May, so they should be kept in safe and warm quarters. Where the grower has a good, tight frame that is frost-proof the clumps can be taken from storage and placed in the frame and the tubers will grow plump and the eyes break ready for planting as soon as the weather grows warm enough. The place selected for growing them the coming season should, however, be prepared, the ground spaded deeply and, if not manured last fall, some well-rotted manure spaded in. Many growers do not advise heavy manuring when the clumps are planted, and especially no fresh manure, much preferring to get a fair supply in the ground the previous fall, so that the rankness will be dissipated in the soil, for too strong manure causes a rank growth and the plants do not bloom as early. With enough manure incorporated in the soil to produce a good hard growth, and not too soft, and then mulch with manure when the buds begin to set, is the manner of some of the most successful growers. The young stock that was propagated from clumps started in March should now be good, stocky little plants, and the last of the propagating should be done early in May to have good stock for June planting. Keep the young plants under safe cover and plunge the pots in soil to keep them moist and not require too frequent or too heavy watering.

PHLOX FRAU ANTON BUCHNER (White).

Callas.

As the summer weather approaches the callas will cease producing flowers and will require a rest to prepare them for another year. They should be dried off gradually until they become "dust dry," when the roots will be thoroughly ripened. If watered, the calla will grow all the year around, but plants grown in this way will not produce as many flowers as those that are rested. Those grown in pots can be laid on their sides in the greenhouse until all danger from freezing weather is passed, when they can be removed outdoors, still placing the pots on the side in full sunlight. Those grown on the bench can be lifted with as much soil as possible and placed under the bench, where they will dry out gradually, and later planted in the full sun outside in a dry location, and as soon as thoroughly ripened shaken out and stored until wanted to start for another season. The yellow calla, Richardia Elliottiana, is being grown more largely and the blooms have been used the last winter in many elaborate decorations. The culture of these is in pots and similar to the older varieties.

Ficus Elastica.

While the rubber plants do not enjoy the popularity that they did 10 or more years ago, yet there is always more or less demand for good small plants every fall, and cuttings rooted now and given good culture can be grown to fine stock at that time. Every plantsman will have plants of Ficus elastica that have outgrown the salable size or have lost many of the lower leaves, and the tops of these can

be propagated during the warm weather. The best way to root the young plants is on the plant by mossing the cut. Make an incision in the stem about half way through, in which insert a small stick about the size of a match stick to keep the cut open. Bind around the cut wet moss, which should be firmly tied on with raffia and kept wet constantly. The plant should then be placed in a warm, moist house, kept fairly close, and in two or four weeks the roots will be seen protruding from the moss. The top should then be cut off and potted in a 4-inch or 5-inch pot and grown in a warm, close house until the roots have become established in the soil. If a number of these plants are being grown, a mild hotbed can be made up outside, built up with boards so as to allow 18 inches of room between the soil and glass, and covered with a shaded sash. Plunge the pots in the soil, and if the frame is kept close, allowing air only on the warmest days, the plants will grow rapidly. As fall approaches more air can be admitted and the plants gradually hardened off, and splendid stock will be the result.

Marguerites for Winter.

To have good marguerites for winter flowers, the plants must have a good start in the spring. For large plants the stock should now be in 2½ or 3-inch pots and growing vigorously, but if the cuttings have not been made they can now be propagated in a cool bench and good-sized plants grown, or stock should be secured at once. Do not allow these plants to become pot-bound, but shift them into 4-inch pots as soon as they require it and pot very firmly. Keep the plants pinched back, that they may branch more freely, and keep all flowers and buds picked off. For many years these plants were grown in the open ground, but in some localities they have been attacked with a club root in field culture, and inside culture has become necessary for success. A cold frame in which the pots are plunged is the culture successfully practiced by many growers. In late summer they should be potted in large pots, 8-inch or 9-inch, or planted in the bench in good, rich soil, so that they will be well established for fall and winter flowering. The plants grown in pots are more prolific in flowering, and the size of the flowers can be maintained with liquid manure. Aphis should be kept down by fumigation, while the leaf miner is a very destuctive insect if once firmly established, but persistent spraying with a strong nicotine solution will eradicate this pest.

Pierson's Prize Window.

The illustration shown herewith is of a window decorated by F. R. Pierson, Tarrytown, N. Y., the pottery accessories used therein being the product of the Fulper Pottery Co., the arrangement receiving first prize awarded by that company in a competition in which there were many excellent entries in various parts of the country. The larger pieces in the picture were used in the splendid display of roses from the F. R. Pierson establishment at the recent New York exhibition, as were also the two garden vases, a beautiful shade of cucumber green, which were much admired in the F. R. Pierson rose garden, which was awarded first honors at the New York show.

Publicity Pointers for Florists.

One of the greatest factors for success in any line of endeavor is publicity. An ancient receipe for making hare soup began with, "First catch the hare." So that is a good axiom for this year of 1916 to have even a measure of success, one must have the goods, and in the line he carries, the best the market affords.

The production of plants and cut flowers in the United States has grown to such an extent and is rapidly assuming an importance that 25 years ago would not, even in the wildest imagination, have been thought possible. At various times in the past decade, conservative men of the trade, whose standing and opinions carried weight and were always respected, alarmed at the rapid strides as seen in the erection of great ranges of glass in different parts of the country, areas that kept increasing in frequency and size, tried to call a halt. The great danger of overproduction and its results on the markets at times forcing prices to ruinous sacrifices, was to them, ominous. They believed it was best to wait a year or two and let demand catch up with supply. As to any increase in their places, it was not to be thought of. Good advice, possibly, but the expansion bug always buzzing around, soon found a lodging in their bonnets, and as a result the largest and most up-to-date additions were added by these very conservatives and doubled the production of their plants. Keeping pace with this rapidly increasing supply, were new agencies for its disposal. It was soon found that growing cut flowers for the market was a distinct and different vocation from handling them to the best advantage when placed on sale. The records show that since the introduction of the commission merchant and his progressive methods in finding new markets for the stock, that he has been one of the most important factors in

ARTEMISIA LACTIFLORA.

F. R. PIERSON'S PRIZE WINDOW DISPLAY.

the expansion of the industry. Their business has grown by leaps and bounds, some firms having established well equipped branch houses in other quite distant cities, which, working in conjunction with their home office, are thus much better able to serve their many clients. The volume of sales with some of these large houses is said to be over a million dollars a year. Very large producers have found it advantageous to have similar organizations of skilled salesmen, men whose energies are alone given to finding markets for and getting the best price possible for the stock.

"Now then come the fellows
Who behind the counters stand,
And pour such heaps of dollars
Into the growers' hands."

The retail men, through whom all this great production must pass—what about them; have they kept the pace, hard at times, but always forward? The various other agencies of the business, who have had to depend on their patronage have at times of great stress found much fault with their methods; they were the ultimate salesmen; it was their work to handle the surplus. They should go at it in the many ways open to them; carrying larger stocks with lower prices; week-end sales; get the flowers before the people at the reduced prices in every possible way; the street men did it and there was no reason why men trained in the business, of much superior ability, should not be able to compete with them and get at least the major part of this business.

Very few men succeed in the carrying on of any line of endeavor; not one in 20 has the business instinct that is necessary to insure success. There is no exception to this rule in the flower business; it requires almost no capital to start operations as a wholesale or retail merchant. One of the largest commission florists in this country started selling flowers carrying his entire stock around in a basket. Quite a number of the most successful retailers had their first experience as street men. Where they succeeded however, hundreds have failed. There are thousands of small stores, and a great many others of long business experience, who just manage to make both ends meet. Many, from time to time, drop out on account of inability to acquire even money enough to keep their heads above water. Lack of experience, indolence, poor location and bad business methods are mainly contributory to above results.

The great majority of the retail stores of the large cities and those who grow and sell their own products at retail and who are a great factor in the final distribution, could have their business largely increased by the adoption of up-to-date methods. The question is how best to wake them up; how to open their eyes to the great possibilities that are theirs by just a little additional effort. This we think is where modern publicity methods should be introduced. The various large interests in other lines spend millions of dollars in publicity; their window cards and handsome showy lithographic figures, which together with their goods, are arranged to the best advantage in store windows all over the country by trained decorators, or are sent with minute instructions to be arranged by the local men, are away ahead of anything possible by the ordinary storekeeper in the display of the goods to be sold.

Some such methods as these, made to conform to the needs of the plant and cut flower business, would be of great assistance in awakening an interest and putting new life in many of the stores and avenues of the retail trade that sadly need them.

Take the holidays for instance. How many of the smaller dealers, yes and the larger ones too, will be found to have circularized their customers, featured the event with window cards or special decoration, calling the attention of the buying public to the occasion's observance. "Mothers' day" has the possibilities of being our greatest flower day. In some communities the trade have awakened to its importance and possibilities, but in the great majority of stores, while they are glad to get what business comes to them, no effort whatever is made to popularize it or announce its coming, by means of window cards or display of any kind. It is the same with Halloween, Washington's birthday, Valentine's day and for Paddy's day, all of which should be featured in appropriate and showy window displays, which could not but have a direct effect in the much larger use of flowers at these seasons. In times of great production, if suitable window displays were made impressing the public, with the good quality and quantity that could be had for

so little money, much of the surplus would be handled and many new faces seen in the flower stores. There are a number of instances where retailers were induced to try week end and reduced price sales, where the quantity sold was extremely satisfactory; a new outlet was secured for the wholesale dealer and greatly increased business resulted for the retailer.

With a well planned national campaign of this kind, augmented with literature showing the best selling methods, suitable window cards or stickers for the glass, the price at which stock could be had in quantity, and the best way to display it, would induce many to take it up and give it a trial. Plants could be handled by much the same plan at certain seasons. With the way pointed out and some literature or show cards sent along, a trial might be obtained, which would, in some cases, prove successful and new avenues of trade opened for this branch of the business.

To be effective, such a publicity campaign should be national. Standard window cards and illustrations, long band price stickers for the windows, and literature on care of cut flowers and house plants should be gotten out in the best style in quanty. Such a movement as this is quite possible by the tax or contribution of a small amount on the business of the grower and commission or other producer or handler of plants and flowers, those particularly interested in the founding of a larger market. A half, or possibly a quarter per cent on the hundred dollars worth of business would provide a sufficient fund. Matter relating to interesting facts about plants and flowers, if properly prepared, would get access to newspapers through the various syndicates and published broadcast at no expense other than its preparation. Such literature could not help but be very advantageous to business.

Here is an opportunity for the live men of the trade to get together and boost the business. Who will take the initative? K.

Pot Making Up-to-Date.

Florists handle thousands of pots, some of them hundreds of thousands a year, but few know how they are made. The Peters & Reed Pottery Co., of South Zanesville, O., has an ideal plant, employing over 80 people. They make a specialty of florists' red pots. A walk through their extensive warehouses shows the magnitude of their business; there, hundreds of thousands in various sizes stand stacked on a floor with a slight incline, which keeps them in position; they keep much better this way than laid down. The clay is obtained from a hill in the rear, where they have an inexhaustible supply, which is brought down in cars by gravity and dumped into pits. This is mixed with water and run over wire mesh bolting cloth, size 60 and larger, which removes all stones and other impurities. It is then in a creamy, liquid state, forced into a series of presses which extracts all the water, leaving the clay firm. Mixing machines then, by the addition of water, give the necessary flexibility for handling through the moulds. It is then run through a press from which it emerges in rolls three inches in diameter. These are cut in the lengths necessary to make a four, five, six or larger sized pot. These short sections, or lumps of clay, are piled alongside the presses, and just before being placed in the mould, are dipped in oil. At each movement of the plunger, which is continuous and speeded to suit the operator, a pot is made and placed on a board which holds a dozen or more. These are dried for a time and then all mould edges made perfectly smooth. In burning they are stacked in a kiln and subjected to a heat of 2,100 degrees. This comes through an inside wall to the top of the kiln, is drawn down to the bottom, and passes out from there through a center stack. Both natural gas and coal are used as

Some Southern Scenery.

President R. C. Kerr, of the S. A. F., and P. J. Foley, with the Gulf of Mexico for a Background.

fuel. It requires from 36 to 50 hours to properly bake the ware, some pieces with glaze requiring more than others.

In addition to the plain red pots, there is also a large line of ornamental, glazed and figured ware with embossed surfaces, of various graceful designs. Also, the popular shallow rose bowls, perforated flower holders, and other fancy vases, pottery, etc., that are now an indispensable feature of the retail shops.

While many pieces of ware are made in plaster moulds with the aid of a jigger, or shoe, which, as the mould turns on a revolving wheel, forces the clay into the pattern and removes the surplus from the center, there are many other designs, such as vases, formed in sectional plaster moulds, into which the liquid clay is poured. The dry plaster absorbs the water from the clay next the mould; when the proper thickness has hardened, the balance is poured out, leaving a lining attached, which, as the mould absorbs the water, gets hard and firm. The mould is then opened and the vase or other form, with a little finishing, is ready for burning.

The various processes of coloring, mat and glossy glazing, are very interesting and some of them quite intricate, requiring several firings. To get the antique effect an even color is given, and then much of it rubbed off, which gives the two-toned shading. Some glaze is put on with an air brush, as is a portion of the color, but most of it is done by hand. What appears to be and gives an inlaid mosaic effect, is done by glaze applied carefully to portions of the surface by hand. This, when fired, changes color and has the appearance of two entirely different clays, that appear inlaid together. All pieces of fancy or glazed ware for firing have to be placed in a sagger. This is of cylindrical form in two sections, into which the pieces to be fired are placed; they must not touch one another or the sagger. All are placed on small pointed triangles of burnt clay. When the bottom portion of the sagger is filled, the top section is placed in and united with a band of clay so as to keep out the gases of the fuel. They are then piled one on the other until the kiln is full. When firing is completed the kiln must cool gradually, as if not "tempered" in this way, the ware would crack.

The establishment is fitted with the latest machinery for all phases of the work. All iron moulds and dies are turned in their own machine shop. Each season new designs in form and coloring are gotten out to meet the ever increasing demand for novelty, quite a number of which in recent years have become standard in the trade.

San Francisco.

SUPPLY HEAVY, BUT LIGHT DEMAND.

Business has been on the quiet side since Easter. There has been no let up in the supply and stock is moving rather slowly. There has been a grand cut of Russell roses arriving daily. Most of the stock is, of the very best quality. There is ample supply of Hadley and Ophelia. American Beauties have not been in oversupply, but there is quite enough for the present demand. The cut of indoor roses now has a competitor in outdoor stock, which of late has arrived freely. Cecile Brunner is in large supply, principally outdoor stock, and is selling very low. Fine Ulrich Brunners and Frau Carl Gruschki can also be had, all fine, strong outdoor stock. Very few Baby Doll or Tipperary are coming in. There has been somewhat of a curtailment in the carnation supply owing to a large number of growers being off crop. At that, prices are low for good stock. Violets have about disappeared from the market after a long season. A large cut of sweet peas is coming in daily. The quality of the stock has been poor until recently, but is improving rapidly, owing to warmer weather. Large quantities of outdoor grown lilac are to be had. This red favorite has lost none of its popularity and sells readily. There is a large supply of ranunculus and anemones, also. Peonies have been very fine this season at good figures. There seems to be enough orchids to supply the rather limited demand. The same is true of gardenias. Plenty of Darwin tulips are available, but it is doubtful if the growers are finding the crop profitable this season. There is a large supply of pot plants of every description. Snapdragons are coming in and meeting with ready sale. They are bringing $3 per 100. Plenty of lilies of all grades are to be had and at very reasonable prices. The supply of greens has increased rapidly during the past few weeks, so that there is no longer a shortage in this stock.

NOTES.

The first bulletin of the Dahlia Society of California has appeared and does much credit to N. Vanderbilt, its editor. The society has planned to

give two fall shows this year, with a few weeks' interval to allow for the different dahlia seasons about the bay region. The first will be virtually a San Francisco "back-yard gardeners'" show and the second will include all sections. A. J. Rossi and Leslie Doolittle have been selected as show managers. The first show will be held in the Palace hotel, September 3-5, and the second will be held at the Hotel St. Francis, September 27-29. The society now has a membership of 144. It has established a dahlia testing garden at San Rafael and has affiliated with the American Dahlia Society.

A large number of the progressive florists have started a co-operative advertising campaign in the daily papers. They have divided the city into districts and give the name and address together with the telephone number of the leading florists in each district. They have called the districts as follows: Mission, Downtown, Western Addition, Polk Street, Hoight Street and Oakland. The "Directory of San Francisco's Reliable Florists," as it is called, has 19 members at present contributing to this method of publicity. There is no doubt but they will find this to be a very profitable as well as a convenient way to keep their name before the flower buying public.

At the regular meeting of the Menlo Park Horticultural Society it was decided to hold the spring show early in June. As the growing season is somewhat backward this year, it was thought that the sweet peas would be at their best at that time. As the American Sweet Pea Society will hold no show in this city this year, all exhibitors are looking forward to the Menlo Park show. It was voted at the meeting, upon motion of Percy Ellings, to donate all money received from the show, after paying expenses, to the Red Cross Society. The members have been commended for this patriotic offer and we all wish their efforts every success.

During a recent visit to the greenhouses of the Mac Rorie-McLaren Co., we found Andrew McDonald, superintendent of the greenhouses, very busy potting cyclamens. These were all grown in benches instead of pots and all the stock showed up splendidly under this method of growing. They had about 14,000 plants shifted into 4-inch pots. The trade in general is well aware of Andrew's ability as a plantsman, and we can look forward to seeing some splendid stock from this establishment next fall.

The wild flower show held at the Fairmont hotel during the past week, proved to be a great success. A bewildering array of the state's most beautiful wild flowers was on display. The bureau of forestry also made a very fine and instructive showing. The show proved to be a financial success and was largely attended by the trade in general.

Emile Serveau is sending some very fine outdoor snapdragons to his Fillmore street store from his country place at Redwood City. They are unusually fine for this time of the year. Mr. Serveau is also growing some fine Spencer sweet peas and expects to be among the winners at the Menlo show, which will be held in his home town.

The Lynch Nursery Company, of Menlo Park, is supplying the bulk of the snapdragon supply just now. Their cut of Nelrose is about over, but their Keystone stock is excellent. They intend to plant this variety much more extensively next season as it has certainly made good with them.

J. A. Axell, of the E. W. McLellan Co., reports having a large shipping trade the past week. Large quantities of stock were expressed to distant points. He is gratified at the large volume of Easter business done by his firm.

M. H. Ebel was a visitor from Sacramento during the week, with the news that he has just passed through his most successful Easter. He had plenty of stock and the demand proved unusually heavy.

Henry Avensino, of Avensino Bros., has been using snapdragons to great advantage last week in his store. He says funeral work has been an important item with them for the past week.

Emerson Knight, from the landscape department of Mark Daniels, is engaged on a very elaborate piece of work at Easton. It will probably take several years to complete the work.

Luther Burbank, of Santa Rosa, accompanied by his wife, was an interested visitor at the wild flower show and spent several days here calling upon friends in the trade.

G. N.

Washington, D. C.

BUSINESS CONTINUES VERY SATISFACTORY.

Business continues good and there is no complaint from the retail shops. The supply has been ample and prices satisfactory. Carnations are offered as low as $1.25 per 100 and roses are quoted at from $2 to $10 per 100. Gladiolus America is coming in from the south and finds ready sale.

NOTES.

With the British and French commission here there have been some very elaborate entertainments which have called for many handsome decorations and the florists have all had their share of this work.

A new retail firm, known as The American Florist Co., has opened for business with Miss Julia Ballinger as manager. Business is reported as good, if not better, than was expected.

The S. S. Pennock-Meehan Co. is receiving the first chrysanthemums in the city. Those that arrived May 5 were quickly disposed of.

Geo. C. Shaffer has an especially good wedding window that attracted much attention by its artistic arrangement.

Frank Bros. are supplying this market with extra fine irises and baby gladioli.

Some very fine window displays have been noticeable during the past week.

O. A. C. Oehmler is enjoying a short visit with his mother in Pittsburgh.

The florists' club has subscribed $100 to the American Red Cross.

G. C. D.

Kansas City, Mo.

CUT FLOWER SUPPLY VERY LIMITED.

The dark and rainy season of the past two weeks has caused a great shortage of cut stock, and with what arrives from outside points, the supply does not go very far in filling the demand. Roses are not plentiful and have advanced in price. Carnations are slowing up and miscellaneous stock is playing a big part in making up designs.

NOTES.

For a recent funeral Arthur Newell made a wreath 10 feet in height and five feet in diameter. Lilies, white carnations and lavender sweet peas, in cascade, were the flowers used with the base of campanulas, lilies and greens. It was the largest design of this kind turned out in the city for some time.

The Wm. L. Rock Flower Co. reports business holding its own, with orders for funeral work the leading factor. Cuts at the greenhouse are just about sufficient for their own trade.

T. J. Noll & Co. report satisfactory trade considering market conditions. Roses are scarce, carnations are slowing up, with the supply of sweet peas, lilies and lily of the valley about normal.

The Amateur Gardeners' Association will give its second annual spring show at the Hotel Muehlebach, May 26. Three awards will be offered in each of the 38 classes.

H. Kusik & Co. report a limited supply of stock at prices somewhat advanced, but expect a big supply for Mothers' day. Orders for wire work are coming in fast.

W. J. Barnes has started several of his large planting orders in locations somewhat protected from the cold.

E. J. B.

The Late James Hassett.

James Hassett, of Davenport, Ia., well and favorably known as the proprietor of the Davenport Nursery, passed away at Mercy hospital in that city May 3, following an operation for gall stones. He leaves a widow and five children, who together with a host of friends mourn his loss.

The Tri-City Florists' Club attended the funeral in a body, and at a special meeting a committee appointed for the purpose presented the following resolutions:

Resolved, Whereas, our fellow-member, James Bassett, has passed from our midst, and in his death we have lost not only a good valued member and the public a man whose place it will be hard to fill, a loss that will be felt by all who knew him, to whom he gave readily of his advice, made valuable by long experience, be it therefore,

Resolved, That the members of the ber, James Hassett, has passed from our midst, in his death we have lost not only a good and valued member and the public a man whose place it will be hard to fill, a loss that will be felt by all who knew him, to whom he gave readily of his advice, made valuable by long experience, be it therefore

Resolved, That the members of the Tri-City Florists' Club express their deep regret at his early demise, a loss that will not only be felt by this organization but by all who had the beautifying of the city of Davenport at heart, and be it further

Resolved, That these resolutions be spread upon the minutes of the Tri-City Florists' Club, a copy sent to the family of the deceased, and to the trade papers.

WM. GOOS,
C. J. REARDON,
C. O. E. BOEHM.

WOONSOCKET, R. I.—The Woonsocket Nurseries report excellent spring business.

STERLING, KAN.—L. D. Fisher has added 1,200 feet of glass to his establishment.

WINNETKA, ILL.—The summer show of the New Trier Horticultural Society will be held here on July 12.

PETERSBURG, VA.—William S. Young is erecting a range of five houses comprising 25,000 feet of glass at his new location, Walnut Hill.

STERLING, ILL.—The International Harvester Co. has laid out a large amount of ground in flower beds, under the direction of Cap. Fry, the company's florist.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.00 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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A FACTORY price on tin foil in quantity at Chicago of about 14 cents is made. Jobbers will likely add two cents profit.

THE Massachusetts senate has ordered passed to the third reading a bill to allow the incorporation, without stock, of horticultural associations.

Licenses for Florists.

The authorities of Newport, R. I., have passed a measure requiring out-of-town florists doing business in that city during the summer months to pay a license of $50 or $75, according to the length of their stay.

Pittsburgh Flower Show Abandoned.

Due to circumstances at present affecting the country, the plans to hold a flower show in Pittsburgh, Pa., June 13-16, under the auspices of the Garden Club of Allegheny County, have been abandoned.

PITTSBURGH FL'R. SHOW COMMITTEE,
Per Arthur Herrington.

Chicago Club's Publicity Success.

Through the activities of its posterette committee the Chicago Florists' Club has been enabled to insert a full page Mothers' Day advertisement in the Literary Digest of May 5. This announcement was delivered to almost 700,000 families representative of the best homes throughout the nation. Everyone in the trade should be benefited by this advertisement.

This campaign of advertising was a mighty task. First of all, we made a very late start because we felt that the National Publicity Committee of the Society of American Florists should carry on this work, and as this body met in executive meeting at New York March 20, our club did not wish to steal the national society's thunder by promoting a national campaign. A further delay was incurred by the absence of the writer who was in direct charge of this work on account of making an eastern trip just at that time. Another obstacle was encountered in a commercial Mothers' day advertising venture, and this combined with a lack of real interest increased the difficulties of the work.

The obstacles mentioned should and will be easily overcome in the future and if we all get together co-operative national advertising will become a regular fixture just as much as any other item of our business. It is the opinion of our committee that a movement of this kind should be controlled by the leader of our trade organizations, the Society of American Florists, or the Florists' Telegraph Delivery. Either of these bodies could devise ways and means for carrying on active campaigns periodically, and if the plan used by us is adopted, co-operative advertising could be made self-sustaining, likewise it would cover local advertising effectively, which would connect up with the national campaign. Our committee has learned considerable in handling this work, and we will be more than pleased to give others the benefit of our experience.

On behalf of the Chicago Florists' Club we wish to thank each and every one who so kindly contributed towards this movement, as we sincerely appreciate the willing co-operation extended.

F. LAUTENSCHLAGER,
Chairman Publicity Committee.

Daffodils Misnamed.

ED. AMERICAN FLORIST:

I have noticed this spring, and in previous years, that daffodils when displayed in the florists' windows in Chicago, are in almost every instance, labeled jonquils. This is wrong and misleading to the general public, and from the seedsman's point of view must be a source of many complaints and unnecessary correspondence, for this reason: People who buy what they understand to be jonquils in the florists' stores (which are really varieties of large Trumpet daffodils, such as Golden Spur, Emperor, etc.), wishing to have these flowers in their own garden the following year, go to the seedsmen in the fall and purchase jonquils, and are disappointed in the spring, although not entirely dissatisfied, to find that they have received the true jonquils, which are entirely distinct from the large Trumpet daffodils.

I have read in a recent issue of the Countryside Magazine, a splendid article on some of the popular varieties of daffodils by that eminent horticulturist, Horace McFarland, and, although his article is very interesting, (he does not claim to be an authority on daffodils) he attempts to explain the difference between a jonquil and a daffodil, but does not make himself thoroughly clear.

The writer's understanding of a true jonquil is that the length of the trumpet is half as long as the length of the perianth segment. The flowers, two or three to a stem, have a distinct perfume of their own, but the real distinction lies in the foliage, which is rushleaved; that is, the cross section of the leaf will appear hollow and more or less circular (I quote from "The Book of the Daffodil," by the Rev. E. S. Bourne, one of the greatest authorities on this subject). The large trumpet narcissi are usually considered true daffodils. Their foliage is broad and flat with a distinct mid-rib.

Would it not be a benefit to everybody if florists would try to label these flowers in a manner that would not be confusing? I suggest the following terms to be the most appropriate: Call all the large Trumpet varieties, daffodils; designate the incomparabilis, such as Sir Watkin, Stella and Barri Conspicuus, as chalice flowers, chalice-flowered narcissi, or simply narcissi; and call all poeticus types, Pheasant Eyes; the Von Sions, Sulphur and Orange Phoenix, etc., simply, double daffodils. I think these terms would soon be easily understood, both by seedsmen, florists and the general public.

Perhaps some of your readers would be glad to give their opinion on the subject, and it may be a matter worthy of consideration at future florists' meetings.

E. A. HARTLAND.

Removal Notice.

Smith & Hemenway Co., Inc., well known manufacturers of "Red Devil" tools, announce the removal of their executive offices to 130-132 Coit street, Irvington, N. J., thus combining the office and factory forces. For the New York and export trade a sales office will be maintained at Room 1012, 261 Broadway, New York.

Ladies' Society of American Florists.

Miss Perle B. Fulmer, president of the Ladies' Society of American Florists, has appointed Mrs. Frank H. Traendly chairman of the New York city and also the state ladies' committees. President Fulmer's other appointments will be announced later. Members are asked to please make it a point to read the trade papers from now on.

MRS. CHARLES H. MAYNARD, Sec'y.

Gardening "Blue Laws."

Mayor Curley of Boston, Mass., is making a strong effort to have the old blue law repealed which makes it a misdemeanor for persons to work in their gardens on Sunday and will retain an attorney for any person arrested by the police on such charge. Governor McCall, it is said, is in favor of legislation to permit certain forms of gardening on Sundays as a necessity due to war conditons and high prices. Necessary labor is exempted in the provisons of the old "blue laws."

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By good grower of chrysanthemums, carnations, pot plants and general stock. Single man.
Key 789, care American Florist.

Situation Wanted—Experienced grower of commercial stock, plants and cut flowers. Single man. State wages and requirements. Address
Key 782, care American Florist.

Situation Wanted—As foreman or manager; have unusual ability as a grower of roses, carnations chrysanthemums and general stock, a life experience; fine credentials. Address
Key 788, care American Florist.

Help Wanted—Live men to sell greenhouse boilers in home territory. Exclusive territory, generous pay. Write for details.
GIBLIN & CO., Utica, N. Y.

Help Wanted—Young gardener with experience to assist in care of grounds and drive automobile. References required. JAMES C. KIMBERLY,
Neenah, Wis.

Help Wanted—Experienced grower of roses, carnations, chrysanthemums and general greenhouse plants; permanent position for man who can produce first-class stock. Must be sober and good worker. Give references and state wages expected in first letter.
T. NELSON, Morris, Ill.

Help Wanted—Can use one or two competent experienced salesmen in high-class retail store. Must have good address and personality plus. Must have knowledge of perennials, annuals, shrubbery, etc., and be able to wait on customers intelligently and be able to make suggestions regarding plantings. Permanent positions with good chance for advancement to right men. In making application state experience, give names of firms where employed, age nationality, salary wanted and if convenient, send photo. Will be East shortly and could possibly arrange for interview. Address P. O. Box 1183,
Los Angeles, California.

For Sale—84 foot corner with 4,200 feet of glass well stocked, including cottage. Must sell at reasonable price. ADDISON FLORIST,
4523 Addison St., Chicago, Ill.

For Sale—Florists' store, modern, fitted, good stock of supplies, etc.; 40 miles from Chicago, in city of 60,000; good connection and living. Owner has other interests and must sell at once.
Key 786, care American Florist.

For Sale—Special Bargain. An up-to-date place, four acres of ground, three greenhouses, fine dwelling and a large stable—Rowland Ave. and Rhawn St., Holmesburg, Philadelphia, Pa. Write to MICHELL'S SEED HOUSE,
518 Market St., Philadelphia, Pa.

Will Trade

Modern Chicago apartment buildings, valued at $25,000 to $50,000, for cleared greenhouses or farms. State full particulars in first letter to command attention.

Key 784, care American Florist.

HELP WANTED

Several growers and helpers.
Good wages and steady job.

BASSETT & WASHBURN
HINSDALE, ILL.

LANDSCAPE ARCHITECT

Practical and theoretical man, 34 years of age, with 12 years' experience in all branches, well posted in nursery business and botany, wishes position with reliable firm. West or middle west preferred; not afraid of work. Best of references.

Key 787, care American Florist.

HELP WANTED

Laborers to work around our greenhouses. Steady employment at $2.50 per day. Apply at

BASSETT & WASHBURN,
HINSDALE, ILLINOIS.

Situation Wanted

Expert grower now in charge of a large commercial place near Chicago will be open for engagement as superintendent and manager in the near future. Well versed in general line of cut flowers, particularly carnations, chrysanthemums, etc. State salary, location and full particulars in first letter.

Key 783, care American Florist.

Help Wanted

Section men and helpers.
Apply at

POEHLMANN BROS. CO.
MORTON GROVE, ILL.

For Sale or Rent

Well established greenhouse business; reasons for selling, wish to retire from business. Address

RUDOLPH KAISER
104 College Ave., Annapolis, Md.

FOR SALE

Range of glass 10 miles from Pittsburgh. Everything in first-class condition, but compelled to sell. Will sacrifice at one-half of the value for either cash or payments to quick purchaser.

McCALLUM CO., Inc., Pittsburgh, Pa.

!! AUCTION !!

(To Close Estate)

GREENHOUSES

—BOSTON—

Saturday, May 19, 3 p. m.
ON PREMISES

About one acre fertile land, 10,000 feet of glass, practically new heating plant, first-class repair. Also fine slate roof 12 room residence with improvements. Excellent chance to procure a business about three miles from Boston Flower Market.

Located at **124 Willow St., West Roxbury.**
Property open for inspection before sale.

CHAS. W. HOWARD & SON, Auctioneers
18 Tremont St., BOSTON, MASS.

LATEST EDITION

The American Florist Company's

Trade Directory

FOR 1916

Contains 546 Pages. **Price $3.00 Postpaid.**

THE AMERICAN FLORIST COMPANY'S Trade Directory for 1916, fully revised to date, with thousands of new names and changes of address, is now ready for distribution. It contains 546 pages, including complete lists of the Florists, Seedsmen and Nurserymen of the United States, Canada, Central and South America arranged both by states and towns and all names alphabetically. Also lists of Foreign Merchants, Firms Which Issue Catalogues, Horticultural Supply Concerns, Parks, Cemeteries, Landscape Architects, Experiment Station Horticulturists, Botanical Gardens, Seed Growers, and much other conveniently indexed and invaluable trade information.

PUBLISHED BY THE

American Florist Co.

440 S. Dearborn St., CHICAGO

The Florists' Supply House of America

Memorial Day Bulletin

Are you preparing for Memorial Day? **If not, why not?** Get our ready-made **Magnolia Wreaths,** just as you would make them; buy them and save time and money. Our new **Patriotic Baskets,** red, white and blue in color, fine for filling with flowers for soldiers' graves.

MOTHERS' DAY

Don't forget to order your white or pink **Carnations** in our near-to-nature make. The demand last season was immense; they look just like the fresh flower but never go to sleep. Don't wait until the last minute; order now, they will keep.

Don't forget to send for our illustrated combination folders, containing full list of Memorial and Mothers' Day novelties. Also May and June Wedding Accessories. It is free for the asking.

H. BAYERSDORFER & CO., 1127-1129 Arch Street, PHILADELPHIA, PA.

St. Louis.

SHORT SUPPLY BRINGS REACTION.

The market experienced a decided reaction during the past week, falling from a glut to a scarcity of all kinds of stock. The best carnations, which could be bought for $7.50 per thousand, sold for $30 per thousand the last of the week. Roses also have fallen off in supply and naturally prices went up. The weather conditions have been miserable, hardly a day passing without almost a continuous rainfall. However, if we have a week of warm, bright weather now there will be plenty of stock for Mothers' day. Lilac dropped out of the market almost as suddenly as it arrived in quantity; in fact, all outdoor stock is done for. Sweet peas have been poor and are sadly in need of sunshine. Callas and Harrisii have shortened up considerably, although there is still enough for the demand. In greens, the market is well supplied. Fancy ferns are coming in better and string smilax is also greatly improved over the supply that has been arriving.

NOTES.

The local members of the St. Louis Retail Florists' Association seem to be of the opinion that four to five cents for carnations for Mothers' day should be the highest figure. They seem to think if carnations, or in fact any other flowers, are high-priced it will harm business rather than help it along, and they are seeking the co-operation of the local wholesalers.

The Missouri Botanical Garden has its new outdoor aquarium about ready now and it greatly improves the general effect coming in from the main entrance, and when Mr. Pring gets his water lilies in bloom, will be a gorgeous sight. The Garden also intends to get busy on a new entrance and driveway on the Shaw avenue side.

Vincent Gorly, of Grimm & Gorly, tells us that they are not able to take care of all the orders they have for tomato, cabbage plants, etc., on account of not being able to get the plants. To date, they have disposed of thousands of these plants. They sell them at one cent each.

The monthly meeting of the St. Louis Florist Club will be held at the Eleven-Mile House, St. Louis county, May 10. A large attendance is expected to hear the debate between F. J. Fillmore and Will Osseck. They refuse to divulge the subject.

Bedding stock seems to be moving somewhat slow this year, this evidently being due to the fact that so many people have turned their flower gardens into vegetable gardens.

Chas. Beyer, John Held and Bourdet Floral Co. have some very fine hydrangeas, which sell well in the retail stores.

Visitor: Julius Diloff, New York.

J. J. W.

Albany.

CLUB MEETING.

One of the visitors at the May meeting of the florists' club was W. C. Cahill, traveling salesman for Roman J. Irwin, New York. Mr. Cahill had just returned from Canada and said that the Dominion was much like home. The display of the American flag in Montreal, especially along Catherine street and in the suburbs, was remarkable. Americans find a cordial welcome, he said, when they visit or go through in their automobiles. Business is "as usual," but growers and retailers complain of a great scarcity of help. Women have lately been used in some places with a degree of success. For the first time they have been employed within a month in some establishments to pot plants. One of these places in Montreal had two girls who in one day potted 8,000 2½-inch ferns—a creditable record. The pay of the privates who are with the Canadian forces in France is about $40 a month, and the wives of the men left behind receive assistance from a number of special organizations in the cities and provinces of the Dominion. The result is a considerable amount of money in circulation among the lower classes, with attendant benefit to the florists. People who in other days looked into the florists' windows to admire the display now enter and buy with more or less liberality. Many more plants and boxes of flowers are sold to members of soldiers' families than before the outbreak of the war. The club voted to contribute $10 to the Miss Jarvis fund for Mothers' day, and the treasurer was directed to make a remittance to John Young, secretary of the S. A. F.

NOTES.

Superintendent Philip Bender of the bureau of parks is planting 3,000 young shade trees in the city nursery on New Scotland avenue. When the trees shall have reached the age of four to five years, they will be set out in the parks and along the boulevards and new residential streets.

RAPID WRAPPER

Pat. May, 1916—Trade Mark Registered.

FASTEST

Plant Wrapping Device Known To The Florists' Trade.

California orders filled direct from branch office 448 Bush St., San Francisco, Calif.

THE RAPID WRAPPER CO.
56 E. Randolph St., Chicago.

AUTOMOBILE SUPPLIES

Have you received our catalogue? Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.
1349-51-53 S. Michigan Ave., CHICAGO, ILL.
Mention the American Florist when writing.

The cold and backward spring shows in the lack of bulbous flowers in the gardens here. A few yards show some hyacinths and daffodils, but tulips have not yet shown themselves beyond the first leaves.

R. D.

Oklahoma City.

Another week of very cool weather tends to keep all outdoor work in check, but the cut flower trade continues right up to the mark, with supplies plentiful and in good condition. Retailers are featuring Mothers' day through various advertising methods and a big demand for flowers is looked for on that occasion.

Visitors: E. W. Young, representing A. L. Randall Co., Chicago; J. W. Furrow, Guthrie, Okla.

S. S. B.

The Presence of War

and military preparations everywhere in the country will recall to all Americans the memory of our own soldier dead this coming Memorial day. Patriotic devotion will stir everyone to greater generosity than ever before in the decoration of soldier graves.

Florists will do a record-breaking business this year **if they prepare adequately for it.** Let the trade know what you have to offer them for this great day's business by advertising in the

MEMORIAL DAY NUMBER

—— of ——

THE AMERICAN FLORIST

which will be dated

MAY 19

The early ad gets the most attention from publisher, printer and reader.

Send us yours now.

AMERICAN FLORIST COMPANY

440 So. Dearborn St., Chicago.

CARNATIONS

Stock for the florist whose first consideration is quality.
We can ship immediately upon receipt of your order the following varieties of Carnations, in clean, vigorous plants, from 2 inch and 2¼ inch pots:

	100	1000		100	1000
Matchless, the best white	$3.00	$28.00	**Yellow Prince**	$4.00	$35.00
Mrs. C. W. Ward, the best dark pink	3.00	28.00	**Belle Washburn**	5.00	45.00
Beacon	3 00	28.00	**Good Cheer**	5 00	40.00
Champion	3.00	25.00	**Gloriosa**	3.00	28.00
			Benora	3.50	30.00

CHRYSANTHEMUMS

The following big exhibition varieties for your fall Chrysanthemum Show, **$5.00 per 100,** our selection:

James Fraser **Glenview** **W. E. Tricker** **Golden Eagle**
H. E. Converse **Wells' Late Pink** **Bob Pulling** **Gertrude Peers**
Odessa **Mendon** **Mrs. Gilbert Drabble**

Yellow Turner, 2 in., $20.00 per 100; rooted cuttings, $16.00 per 100.

The following standard varieties, **$3.00 per 100; $25.00 per 1000:**

Early Frost **Chieftain** **Yellow and White Eaton** **Mrs. E. A. Seidewitz,** Late incurved pink, extra fine.
Major Bonnaffon **White Chieftain**
Golden Queen **Chrysolora** **Advance** **Nagoya** **Mrs. M. R. Morgan**

Pompons, of the best varieties, our selection, **$3.00 per 100; $25.00 per 1000.**

THE JOS. H. HILL COMPANY, Richmond, Ind.

Aucuba Japonica

Good substitute for boxwood—Fine for filling window boxes. 24 to 30 inches high, $1.50 each.

LAUROCERASUS

24 to 30 inches high, $1.00 each.

GEO. WITTBOLD CO.

745 Buckingham Place, CHICAGO
L. D. Phone, Graceland 1112.

Los Angeles.

SUPPLY PLENTIFUL AND VARIED.

The market at present is well stocked and the supply includes a great variety for the season. In the bulbous section Spanish iris easily leads in abundance. Carnations and roses are both in their glory and the same is true of sweet peas.

NOTES.

The Redondo Floral Co. is handling large quantities of Spanish iris. This firm finds it profitable to make a run on this grand flower. A. F. Borden is spending his spare time in raising vegetables at his Hollywood place. Mr. Knopf reports that in spite of a heavy supply of Cecile Brunner there is a good demand.

The force at Wright's Flower Shop and many friends in and out of the trade are congratulating Messrs. Garland and Goldman on the arrival of two future junior florists at this busy establishment. Both young men and their mothers are doing well.

O. C. Saake has been showing some excellent Hoosier Beauty, Shawyer and September Morn roses in addition to a remarkable display of snapdragons. Funeral orders have been numerous here.

Howard & Smith have closed a successful flower show at which a grand display of spring blooms was in evidence. Some superb Rose Los Angeles were shown.

The Broadway Florists are as busy as ever. Plenty of stock and numerous customers make business lively here.

Wolfskill Bros. & Morris Goldenson are busy early and late on funeral designs.

G. H. H.

CHATTANOOGA, TENN.—The Joy Floral Co., of Nashville, has opened a branch store here at 721 Market street, with Herbert H. Harrison in charge.

LARGE CUTS OF
Roses and Carnations

Exceptionally fine stock in all the leading varieties.
An extra large supply will enable us to take care of
your eleventh hour MOTHERS' DAY Orders.

Buy Direct From The Grower. **Mothers' Day Price List** Subject to Change Without Notice.

AMERICAN BEAUTIES	Per doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

MRS. CHAS. RUSSELL	Per 100
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

RICHMOND	Per 100
Specials	$10.00
Select	8.00
Medium	6.00
Short	$4.00 to 5.00

MILADY	Per 100
Specials	$10.00
Select	8.00
Medium	6.00
Short	$4.00 to 5.00

Champ Weiland.. Killarney ..... White Killarney. Killarney Brilliant Sunburst ..... My Maryland.... Ophelia	Per 100
Specials	$10.00
Select	8.00
Medium	6.00
Short	4.00 to 5.00

	Per 100
ROSES, OUR SELECTION	$4.00
CARNATIONS—Fancy white	$7.00
Assorted, one-third white	6.00
Harrisii	$12.50 to 15.00
Jonquils	3.00 to 4.00
Sweet Peas	.75 to 1.50
Tulips	3.00 to 4.00
Valley	6.00
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Galax, bronze and green, per 1,000	$1.25
Ferns, per 1000	$3.50
Leucothoe Sprays	75c to 1.00
Smilax	per doz. strings 2.00 to 2.50

OWN ROOT ROSES

2½-inch Stock

Richmond,	- -	$3.50	per 100;	$30.00	per 1000
White Killarney,	-	3.50	" "	30.00	" "
Pink Killarney,	- -	3.50	" "	30.00	" "
Maryland,	- -	4.50	" "	40.00	" "

3-INCH PLANTS.

White Killarney,	-	$4.50	per 100;	$40.00	per 1000
Pink Killarney,	- -	4.50	" "	40.00	" "
Richmond,	- -	4.50	" "	40.00	" "

SPECIFY PLANTS WHEN ORDERING.

PETER REINBERG

WHOLESALE FLORIST

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

RUSSELL, VALLEY, ORCHI

We Have A Good Supply of Roses

BEAUTIES CARNATIONS LILIES
SWEET PEAS MINIATURE ROSES SNAPDRAG
HOOSIER BEAUTY OPHELIA WHITE KILLARN
RICHMOND SUNBURST KILLARNEY BRILLIAN
MILADY AARON WARDS KILLARNEY

Ferns Adiantum Farleyense Smilax Plum
Galax Leucothoe Mexican Ivy Sprenger

Our Roses consist of all grades, Short, Medium, Long and Sp

Price List Mailed Weekly; if you are not on our list let us know.

Poehlmann Bros. Co.'s Supply

(Annex to Cut Flower Departm

A complete line of supplies always on h
Have your goods shipped with your
Flowers and save unnecessary express cha

Memorial Day Wre

SPECIAL INTRODUCTORY OF

12 Assorted 21-inch Wreaths like the accompanying illustration for $1

If you desire to make up your own wre
in mind that we have the materials you need an
ply you with what you want at the most reasona

MAGNOLIA LEAV

15-lb. Carton, ...

Immortelles, Cape Flowers, Prepared Lycop
Sphagnum Moss, per bale, $1.35; Doz , $1
Hughes' Mothers' Day Boxes, 24 x 5 x 3½-inch, 5

POEHLMA

72-74 E. Randolph St.

OSE PLANTS, GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

American Beauty, own root, 2-inch, strong, $75.00 per 1000; 3-inch, strong, $110.00 per 1000.

TED—2½-inch Aaron Ward, Milady, Killarney, White
rney, Cecile Brunner, Richmond........................$120.00 per 1000
of 5000 or more.................................... 110.00 per 1000
These prices are absolutely net cash.
r 3½-inch stock an additional $50.00 per 1000 will be charged.

OWN ROOT—2½-inch Killarney, White Killarney, Aaron Ward, Milady, Richmond, Cecile Brunner.....$7.00 per 100; $65.00 per 1000
Lots of 5000 or more.. 62.50 per 1000
Sunburst, own root ....$10.00 per 100; 90.00 per 1000

Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

CHRYSANTHEMUMS

Rooted Cuttings and 2½-Inch Stock.

LOW—	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
Glow	October 1	$2.30	$20.00	$3.00	$27.00
lora	October 14	2.30	20.00	3.00	27.00
Eaton	November 1	2.30	20.00	3.00	27.00
Chadwick	November 7	2.30	20.00	3.00	27.00
organ (Improved w Eaton)	October 25	6.00	.....	7.00	.....
—					
in	October 24	2.30	20.00	3.00	27.00
	November 2	2.30	20.00	3.00	27.00
	November 13	2.30	20.00	3.00	27.10
ardt	November 2	2.30	20.00	3.00	27.00
Late Pink	November 7	2.30	20.00	3.00	27.00

Rooted Cuttings and 2½-Inch Stock.

WHITE—	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
Early Frost	October 26	$2.30	$20.00	$3.00	$27.00
Oconto	October 19	2.30	20.00	3.00	27.00
Smith's Ideal	November 2	2.30	20.00	3.00	27.00
White Chieftain	October 24	2.30	20.00	3.00	27.00
Eaton	November 1	2.30	20.00	3.00	27.00
W. H. Chadwick	November 7	2.30	20.00	3.00	27.00
Chas. Razer	October 29	2.30	20.00	3.00	27.00
Elise Papworth	November 2	2.30	20.00	3.00	27.00
BRONZE—					
O. H. Kahn	November 2	2.30	20.00	3.00	27.00

POMPONS

Rooted Cuttings and 2½-Inch Stock.

LOW—	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
abel	October 16	$3.00	$27.00	$3.50	$32.00
	November 1	3.00	27.00	3.50	32.00
e	November 9	3.00	27.00	3.50	32.00
	November 16	3.00	27.00	3.50	32.00
ellow	November 10	3.00	27.00	3.50	32.00
by	October 31	3.00	27.00	3.50	32.00
—					
Marie	October 25	3.00	27.00	3.50	32.00

Rooted Cuttings and 2½-Inch Stock.

WHITE—	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
Alva	October 21	$3.00	$27.00	$3.50	$32.00
Helen Newberry	November 16	3.00	27.00	3.50	32.00
BRONZE—					
Madam La Porte	November 9	3.00	27.00	3.50	32.00
Skibo—Bronze Button	October 16	3.00	27.00	3.50	32.00
RED—					
La Gravere	October 31	3.00	27.00	3.50	32.00

Palms Western Headquarters Palms

rgest and most complete stock offered in the West in a healthy, strong and clean condition.

TIA FORSTERIANA SINGLE PLANTS

pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
tubs	6-7	42-46 inches high	$ 4.00
tubs	6-7	48-50 inches high	5.00
tubs	6-7	50 inches high, heavy	7.00
tubs	6-7	8 feet high, heavy	40.00
tubs	6-7	9-10 feet high, heavy	50.00

IA FORSTERIANA MADE UP PLANTS.

	Plants		
tubs	4	72-78 inches high, heavy	$30.00
tubs	4	75-80 inches high, heavy	35.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots			$1.50	$12	$100
3 inch pots	5	10-12 inches high	2.50	18	150
					Each
4 inch pots	5-6	16 inches high	5.00	40	.45
6 inch pots	5-6	26-28 inches high			1.50

Specimen plants, 15 inch tubs, $75.00 each.

ARECA LUTESCENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high	$1.25

PHOENIX ROEBELENII.

5 inch pots..$1.00

ASPIDISTRAS.

5 inch pots, 10-12 leaves, vari.................. 1.50

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, 90c per doz.............$7.00 per 100

LIVISTONA ALTISSIMA.

2¼ inch pots, $1.00 per doz...........$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots..................................50c each

STEVENSONIA GRANDIFLORA.

4 inch pots..................................50c each

DRACAENAS.

	Each	Doz.	100
5 inch Imperalis	$1.00	$12.00	
4 inch Terminalis	.40	4.20	
3 inch "	.25		$22.00
5 inch Lindenii	.80	9.00	
3 inch Margaret Storey	.30	3.25	

MISCELLANEOUS PLANTS

RAMBLERS—35c, 50c, 75c and $1.50 each.

AMERICAN BEAUTY ROSES in pots—35c to 50c each.

	Size pots	Per 100
ntheras, Red and Yellow	2¼-in.	$ 3.00
000		25.00
s Plumosus, 3-in. pots, per 100		8.00
s Plumosus, 6-in. pots, each		.35
s Sprengerii, 3-in. pots, per 100		7.00
s Sprengerii, 4-in. pots, per 100		12.00
Luminosa and Vernon	2¼-in.	3.00
000		27.50
Chatelaine	2½-in.	4.00

	Size pots	Per 100
Begonia Chatelaine	3-in.	10.00
Canna, King Humbert	4-in.	**12.00**
Coleus in variety	2½-in.	3.00
Per 1,000		27.50
Crotons, well colored, 4-in., $4.80 per doz.; 5-inch, 60c and 75c each.		
Pandanus Veitchii, 4-in., per doz		4.20
Pandanus Veitchii, 5-in., per doz		7.20
Pandanus Veitchii, 6-in., per doz		12.00

	Per 100
Pandanus Veitchii, 7-in., per doz	18.00
Pandanus Veitchii, 8-in., per doz..$24.00 to	30.00
Rubber Plants, 6-in. pots, per doz	9.00
Rubber Plants, 7-in. pots, each....$1.50 to	2.00
Larger Plants, each .... 2.50 to	3.00
Table Ferns, 2½-in. pots, per 100	4.00
Table Ferns, 3-in. pots, per 100	8.00
Pteris Assorted, 4-in. pots, per 100.$15.00 to	20.00
Holly Ferns, 4-in. pots, per 100... 15.00 to	20.00

A Nominal Charge is Made for Packing.

N BROS. CO.

ng Distance Phone, Randolph 35.

CHICAGO, ILL.

Beauties, Roses, Fancy Russell, Carnations. Prices Are Much Lower.

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

CURRENT PRICE LIST—In Effect May 14.

AMERICAN BEAUTIES

Specials, extra long stems	$5.00
Stems 30 to 36 inches	$3.00 to 4.00
Stems 18 to 24 inches	1.50 to 2.00
Stems 12 to 15 inches	1.00
Shorter lengths	.50 to .75

RUSSELL—The best in this market. Per doz.

Specials, extra long	$2.00
Long	1.50
Good medium	1.00 to 1.25
Good short	.50 to .75

RED ROSES

Rhea Reid, Richmond and Hoosier Beauty Per 100

Long	$8.00 to $10.00
Good medium	5.00 to 6.00
Good short	3.00 to 4.00

Ophelia, Shawyer and Sunburst Per 100

Long	$8.00 to $10.00
Good medium stems	5.00 to 6.00
Good short stems	3.00 to 4.00

Pink and White Killarney, Brilliant Per 100

Long	$6.00 to $8.00
Good medium	5.00
Good short	3.00 to 4.00

OUR SELECTION: Assorted Roses, our selection, in lots of 300 or more, at the rate of $3.00 per 100.

CARNATIONS

Red, extra fancy **Belle Washburn**	$4.00
Pink and White, extra fancy	4.00

VALLEY	$5.00 to $6.00

GREENS

ASPARAGUS SPRENGERI Per 100	$2.00 to $3.00
GALAX, Green or Bronze Per 1000	1.25
CHOICE COMMON FERNS Per 1000	3.50

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

HEAVY DEMAND FOR MOTHERS' DAY.

The demand for stock for Mothers' day is exceptionally heavy this year, especially for carnations, particularly white. Practically all the wholesale houses are refusing orders for carnations at this writing, and from the start only accepted those calling for assorted and including one-third white. The retail florists in many instances bought all the carnations they could lay their hands on as early as last week, with the intention of holding as many as they could for Mothers' day; consequently what stock was offered then cleaned up early at good prices, with fancy stock bringing as high as $3 and $4 per 100 Friday and Saturday, May 4-5. Roses are in good demand at high prices and, like carnations, are expected to clean up completely at an early hour. American Beauty roses are none too plentiful and what little stock is offered finds ready buyers at top market prices. Peonies are quite a factor in the market now and clean up quickly at very satisfactory figures. Lily of the valley and orchids continue to be in somewhat short supply and at times gardenias are none too plentiful. Sweet peas find ready buyers at high prices and have been in short supply all week. Lilies and callas are selling better and there is no great surplus when the stores close at night. Tulips are nowhere near as plentiful as they have been and the same holds true for spring stock in general. Iris is in brisk demand and there is now a good call for snapdragons, daisies, pansies, stocks, mignonette, forget-me-nots, gladioli, lupines, anemones, calendulas, lilac and other miscellaneous seasonable flowers. Greens of all kinds are in good demand, particularly smilax, which continues to bring top market prices. The weather has been more favorable for growing purposes the last few days than the week before, but there are plenty of orders to take care of all the stock that can be cut and an early clean-up in all lines may be expected, as was predicted in the last three issues of THE AMERICAN FLORIST. Some of the houses report they have already booked several large orders for Memorial day, and it is pleasing to note that the buyers in many instances are now placing their orders for the holidays well in advance so as to guard against any possible shortage that may occur. Business was very good the past week and stock of all kinds cleaned up well at satisfactory prices, but some of the dealers found it impossible to fill all their orders in full in certain lines.

NOTES.

A. Vanderpoel, 4013 Colorado avenue, had an order for the George Tatge funeral, 4453 Carroll avenue, last week, calling for a submarine, which was considered the most appropriate floral emblem to send to one who had served in the United States navy for 14 years. The boat was 36 inches long and was made of carnations and roses with green galax representing the water and a row of white sweet peas the waves, with a sprinkling of same here and there to represent the breakers. The piece attracted much favorable attention and was a credit to Mr. Vanderpoel.

Bassett & Washburn are having their share of the Mothers' day trade, but like all the other wholesalers, are having a great deal of trouble in filling their orders to the entire satisfaction of all their customers.

SPANISH IRIS

Large supply of fine stock in lavender, blue, yellow and white, $5.00 to $10.00 per 100.

EARLY SOUTHERN PEONIES

Snapdragons, Sweet Peas, Daisies, Etc. Can supply in quantity. Write for prices.

FLORISTS' SUPPLIES

It will pay you to get our quotations on such items as you may need. Complete line.

O. A. & L. A. Tonner

WHOLESALE CUT FLOWERS AND SUPPLIES

30 East Randolph Street, CHICAGO, ILL.

PERCY JONES INC.

WHOLESALE COMMISSION FLORISTS

58 East Randolph Street, CHICAGO

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 CHICAGO

Late Mothers' Day Orders Will Be Promptly Taken Care Of.

Carnations, Roses, Sweet Peas, Daisies, Valley, Pansies, Snapdragons, Peonies.

and all other miscellaneous seasonable stock, including a complete line of Greens.

Don't worry about prices, we will give you the benefit of the most reasonable prevailing Chicago market quotations and you can rest assured that the quality of the stock we ship you will be in keeping with the best obtainable in the World's Largest Wholesale Cut Flower Market.

EXTRA HEAVY SUPPLY NEXT WEEK

We are going to be particularly strong on everything in Cut Flowers next week and advise you to place your orders with us so as to guarantee your immediate supply.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good.

CAPE JESSAMINES, THE QUEEN OF ALL FLOWERS

Better place your orders early for Memorial Day, as the crop promises to be short.
Will begin shipping about May 15th. Beg to quote as follows:

Long Stems	12 to 18 in.,	$1.75 per 100;	$15.00 per 1000
Medium Stems	8 to 12 in.,	1.25 per 100;	10.00 per 1000
Short Stems	4 to 8 in.,	.75 per 100;	6.00 per 1000

Terms Cash or C. O. D.

THOS. C. EDWARDS, ALVIN, TEXAS.

Please, please, Mister, will you sell me a few carnations at your own price, is what some of the retail florists are asking of their wholesaler. A couple of weeks ago some of the same buyers walked through the same wholesale stores during the glut with a smile on their face and said, "I will give you a dollar for the lot," each consisting of about 20 bunches at a nickel a bunch.

At J. A. Budlong's store the shipping trade is exceptionally brisk this week, owing to the heavy Mothers' day demand, which is keeping the entire force on the jump to get all the orders out on time.

Dunn's Flower Shop, 807 North State street, had several nice orders from the local reception committee, who entertained the French commission here last week, while the guests of this city.

At Kyle & Foerster's the supply of home-grown gardenias is heavier right now than it has been for several months.

GARDENIAS

Choice buds (Jasmine Grandiflora) with an abundance of bright, fresh foliage from strong, vigorous plants.

Class X, 12 to 18 inch stems	$1.75 per 100;	$15.00 per 1000
Class A, 8 to 12 inch stems	1.25 per 100;	10.00 per 1000
Class B, under 8 inch stems		6.00 per 1000

F. O. B. Alvin. C. O. D. or Cash.

YARD & YARD

P. O. BOX 201 ALVIN, TEXAS

James Genty, chauffeur for Fritz Bahr, Highland Park, had a narrow escape from death May 1, when the motor truck he was driving was struck by a train.

W. N. Rudd attended a meeting of the advisory board of the floricultural department at the state university this week where important business was transacted.

EXTRA HEAVY SUPPLY

Roses and Carnations For Mothers' Day

Place your orders with us and you will get the best stock obtainable for the least money.

MOTHERS' DAY PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
48 to 60-in. stems	$5.00
36-inch stems	4.00
30-inch stems	3.00
12 to 24-inch stems	$1.00 to 2.00

MRS. CHAS. RUSSELL.	Per 100
Fancy	$12.00 to $15.00
Good	8.00 to 10.00

MINIATURE ROSES.	Per 100
Baby Doll	$3.00
Elgar	3.00

WHITE AND PINK KILLARNEY, OPHELIA, SUNBURST AND RICHMOND.	Per 100
Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00

ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy White	$7.00
Fancy Colored	6.00
Assorted	6.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00
Lilies	$12.50 to 15.00
Ferns, per 1,000	3.50
Smilax, per doz. strings	$2.50 to 3.00
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.25

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 CHICAGO

The Briggs Floral Co. has leased the store on the northeast corner of Madison street and Fifth avenue for a term of five years and will take possession in the near future. The Briggs Floral Co., of which Demosthenes Papatony is manager, now operates a store at 228 West Madison street and another at 801 Sheridan road.

George Kodakos entertained the employes of the A. L. Randall Co.'s cut-flower department at dinner at the Mangos cafe, Sunday, May 7, in honor of his birthday. The boys all agree that "Canadian George" is some entertainer and report having had a most delightful time.

O. A. & L. A. Tonner never had such a brisk demand for Spanish iris in former years as this season, nor have they realized such high prices for same. Their shipments include lavender, white, blue and yellow.

Wietor Bros. have finished planting all their Ophelia, Sunburst, Richmond, American Beauty and Mrs. Chas. Russell roses and are now busy benching their last Killarney, White Killarney and Killarney Brilliant.

Zech & Mann received their first shipment of spring blooming sweet peas, Monday, April 7, in time to help meet their heavy Mothers' day demand for stock.

Felix Reichling says that the demand for stock at Peter Reinberg's store for Mothers' day was never so heavy as it is this year and that a grand clean-up in all lines is in sight.

Sidney Buchbinder, of Buchbinder Bros., reports the sale of a large storage box to Hoerber Bros., which was delivered to their greenhouse establishment at Des Plaines.

John Wittbold, eldest son of Louis Wittbold, who has just finished high school, is now employed in the landscape department of the George Wittbold Co.

A. T. Pyfer & Co. report a banner Mothers' day trade with a heavy demand for stock of all kinds, especially carnations and roses.

M. C. Gunterberg is showing a regular supply of double violets, which are of good quality considering the lateness of the season.

E. F. Winterson is gradually getting things in shape at his new country home adjoining Fritz Bahr's property at Highland Park.

Frank Schleiden, with Chas. W. McKellar, has enlisted in the mosquito fleet and is now taking up signaling and gunnery.

The Chicago Florists' Club will meet at the Briggs hotel, 188 West Randolph street, Thursday evening, April 10, at 8 o'clock.

Arthur Pasternick, formerly with Bassett & Washburn, is now with the Chicago Flower Growers' Association.

Joe Bieber will spend the summer at Point Place, O., again this year, leaving shortly after Memorial day.

H. E. Humiston, of the Chicago Feed & Fertilizer Co., is back from a business trip to Kansas City, Mo.

Mrs. Ennis, of Milwaukee, Wis., was a visitor at Peter Reinberg's establishment Thursday, May 3.

A. F. Longren and wife celebrated their seventh wedding anniversary last week.

WANTED! PEONIES!

Can handle large supply to good advantage on commission.
Start shipping as soon as your stock is ready to cut. Checks weekly.

M. C. GUNTERBERG, WHOLESALE FLORIST
158 N. Wabash Ave., Telephone Central 3067 CHICAGO

HANGING BASKETS

Enameled Green
Extra well made.

8-inch	$1.00 per doz.
10-inch	1.35 per doz.
12-inch	1.75 per doz.
14-inch	2.25 per doz.
16-inch	2.90 per doz.
18-inch	3.70 per doz.

GREEN MOSS

Fancy sheet 3-bu- sack well filled.
XXX quality.

$1.50 per sack

Pittsburgh Cut Flower Co.
116-118 SEVENTH ST., PITTSBURGH, PA.

ROSES--CARNATIONS

Iris, Spring Stock, Etc. Order here--Plenty for everyone.

MOTHERS' DAY PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	1.00 to 1.50
Short stems	100, 4.00 to 6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES.	
Richmond, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Milady, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Killarney Brilliant, special	$10.00
" " select	8.00
" " medium	6.00
" " short	3.00 to 4.00
Ophelia, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	6.00
" " short	3.00 to 4.00
Killarney, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Mrs. Ward, special	$10.00
" " select	8.00
" " medium	6.00
" " short	3.00 to 4.00
Sunburst, special	$10.00
" select	8.00
" medium	6.00
" short	3.00 to 4.00
Cecile Brunner	3.00
Elgar	3.00
Baby Doll	3.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Special fancy white	$7.00
Assorted, one-third white	6.00

ORCHIDS.	Per doz.
Cattleyas	$7.50 to $9.00

EASTER LILIES.	Per 100
Select	$8.00 to $12.50

MISCELLANEOUS.	Per 100
Valley	$6.00
Spanish Iris, per doz.	$1.00 to 2.00
Calendulas	3.00 to 4.00
Daisies	.50 to 2.00
Snapdragons....per bunch	.75 to 1.00
Mignonette	4.00 to 8.00
Callas.....per doz.	1.50 to 2.00
Sweet Peas	.75 to 2.00
Jonquils	2.00 to 4.00
Tulips	2.00 to 4.00
Daffodils	2.00 to 4.00

GREENS.	
Asp. plumosus.....per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri.....per bunch	.35 to .50
Adiantum .....per 100	1.00
Smilax, choice.....per doz.	1.50 to 2.00
Fancy ferns.....per 1,000	3.50
Galax leaves.....per 1,000	1.25
Wild Smilax.....per case	5.00
Boxwood ..... —per lb., 25c; 50-lb. case..	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC

PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

Fred Dietsch says that business has been good with the A. Dietsch Company this spring, and that they are now busy turning out the orders that have been booked. Among the contracts that the Dietsch Co. received this spring was a repeat order from the L. A. Budlong Co., consisting of four houses, 22x600 feet, an exact duplicate of the plant built last season.

Poehlmann Bros. Co. is busy planting out 200,000 carnation plants in the field this week at Morton Grove, and at this writing the work is pretty well under way. The demand for grafted and own root rose plants is exceptionally heavy right now and more orders are arriving in large numbers every day.

William Johnson, of A. L. Vaughan & Co., has the sympathy of the trade in the loss of his sister Pearl, whose death occurred last week on her twenty-first birthday. His friends in the wholesale and retail trade were well represented at the funeral by many beautiful floral offerings.

Percy Jones, Inc., is well pleased with its Mothers' day trade, which, from present indications, promises to be the best ever.

August Poehlmann, who has been on the sick list for a couple of weeks, is recuperating at the Lake View hospital.

CAPE JESSAMINES

For Memorial Day

We are the oldest and largest growers of Jessamines in the world. Gardenias are our specialty. Season will open May 15th, and continue to June 15th. When we accept your order you may depend on receiving them.

PRICES:

Class X, 12 to 18 inch stems.....$1.25 per 100; $15.00 per 1000
Class A, 8 to 12 inch stems..... 1.25 per 100; 10.00 per 1000
Class B, under 6 inches..... 6.00 per 1000

We guarantee good condition upon arrival to any part of the United States.

Benson Floral Co., Alvin, Texas

FINE SUPPLY

ROSES FOR MOTHER'S DAY

Ophelia, Sunburst and Richmond, $6.00 to $8.00 per 100.
Pink and White Killarney and Killarney Brilliant, $4.00 to $6.00 per 100. Specials Billed Accordingly.

Fancy Carnations, $6.00 to $8.00, 100.

DAISIES, SCHIZANTHUS, WALLFLOWERS, JONQUILS, DARWIN TULIPS, GREENS, Etc.

A. T. PYFER & CO.

—Wholesale Florists—

30 E Randolph St., CHICAGO, ILL.

Long Distance Telephone—Central 3373.

There have been more visitors in the local wholesale market this week than there have been for some time and mostly all are here to buy stock for Mothers' day. Many orders have been received from far eastern points as well as all other sections of the country, but the heavy buying is not due so much to the expected heavy demand as it is to the great shortage of stock. One buyer says that he tried to place an order with every local wholesale house for a certain amount of stock, so as to partially guarantee his supply, knowing full well that he would be lucky if he received about one-fourth of what he ordered.

F. F. Benthey has been absent more or less at Kennicott Bros. Co.'s store this week, owing to the serious illness of Mrs. Benthey, who underwent an operation last Saturday, May 5. Later —Mrs. Bentley died Wednesday morning, May 9.

The Commercial Association has made horticulture a division of the organization and is seeking new members in this line.

Mt. Greenwood cemetery has advanced the price of pansies to 75 cents per dozen and geraniums to 20 cents each.

M. A. Leganger, of the A. L. Randall Co., is back from a business trip through the middle west.

Visitors: Ed. Gullett and C. G. Anderson, Lincoln; O. J. Eischen, of the Duluth Floral Co., Duluth, Minn.; Rolf Zetlitz, Lima, O.; Milton Alexander, representing Lion & Co., New York; Otto Ackerman, Columbus, O.; A. Holt, Kirkwood Flower Shop, Des Moines, Ia.; Dave Geddes, St. Louis, Mo.; V. Jensen, Lincoln; J. S. Wilson, Des Moines, Ia.

NEWPORT, R. I.—Ebenezer Forrest has opened a flower shop at 96 Broadway.

BINGHAMPTON, N. Y.—The Binghampton Florists' Association has been formed with the following officers: Wm. Baker, president; J. W. Beckwith, vice-president; A. M. Fancher, secretary-treasurer.

HARTFORD, CONN.—Theodore Wirth, superintendent of the Minneapolis, Minn., park system and formerly in charge of the parks here, was guest of honor at a dinner during his recent visit to this city.

Columbus, O.

MOTHERS' DAY SHORTAGE THREATENED.

Trade continues dull, the naturally slack period being given greater emphasis by the climbing cost of food products, the unusual interest in vegetable growing and the newspaper agitation for economy. This is being felt in the greatest degree on the public retail markets, which ordinarily absorb surplus of stock. A week ago carnations were such a glut that large quantities were lost. Weather conditions have now checked cuttings very materially, with the unfortunate result that there will be a great dearth of flowers for Mothers' day. One local grower who cut 15,000 blooms for this event last year expects 4,000 to be the limit on carnations. Prices, which have been down to 50 cents a dozen, are now 75 cents. From $2 to $2.50 will be the Mothers' day figure. As a substitute, roses are in quite free supply, and present prices of $1.50 a dozen and upward will prevail. Orders on western growers for white carnations are being turned down, with advice to make vigorous effort at substituting other flowers. Southern-grown peonies will sell for $1 to $1.50 a dozen. Pot plants are almost out of the market at present.

NOTES.

At the last meeting of the Columbus Florists' Association a committee was appointed to report on a new schedule of prices for bedding stock, made necessary by the increased cost of coal and labor. There was a good attendance, interest in the new organization keeping up in a gratifying manner. Herman Knoble, of Knoble Bros., Cleveland, will be invited to address the association at an early date, the meeting to be open to all members of the trade regardless of association membership.

The Fairview Greenhouse Company is to be the name of the new enterprise on the River road, promoted by Ormond Grice. The work of grading is now in progress. In addition to the four houses to be moved from the dismantled Wollman plant, new buildings are to be erected. Blooming plants are to be a large feature of the company's activities, furnishing a local source of supply much needed by florists here.

Prof. Albert C. Hottes, of Ohio State University, and president of the Columbus Florists' Association, is putting in part of his time traveling over the state on university extension work to increase production of food plants.

T. J. Ludwig, one of the fashionable florists, has made a new departure in putting in the Alfred J. Brown Seed Company's line of vegetable seeds, grown at Grand Rapids, Mich.

J.

Fort Wayne, Ind.

BUSINESS UNUSUALLY DULL.

Business during the first week of May was unusually quiet, and the cool, dark weather has caused a shortage in the supply of cut flowers, particularly carnations and roses. Funeral work has been the main demand for the past week, supplemented by a few moderately large weddings. Counter trade has been very slack. The effects of "Clean Up Week" are being felt by the local florists in the demand for flower and vegetable seeds and shrubs, and perennial plants for the garden. The advance orders for Mothers' day are already very heavy and the florists are looking forward to a record business.

NOTES.

Miss Hilda Lanternier's wedding to Roy J. Brown took place May 1, at St. Andrew's church. The church was elaborately decorated with pyramid boxwood, large palms, hydrangea and begonia plants, and American Beauties, Ophelia and Shawyer roses, while the house was decorated with roses and spring flowers.

Ed. Wenninghoff was kept busy with the demand for flowers and wreaths for May day, as there was a general observance in the various churches of the city. He reports a good demand for funeral work. He is showing some attractive hydrangea plants and crimson rambler roses.

The Doswell Floral Co. featured white double daisies in their window decoration last week. They report business quiet except for a few weddings and funeral work.

W. J. & M. S. Vesey are having a large number of advance orders booked for Mothers' day trade. They are cutting some fine orchids of the mossiæ variety.

The Flick Floral Co. has an elaborate window decoration in which large marguerite plants are featured with the patriotic colors of our country.

The New Haven Floral Co. is shipping some handsome gladioli of the large variety to this city. H. K.

For Mothers' Day

If you want good stock and good treatment

Send Your Orders to us. Do it Now.

ROSES, CARNATIONS,

Valley, Sweet Peas, Lilies, Callas, Snapdragons, Stocks, Tulips, Mignonette, Daisies, Pansies, Forget-me-nots and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood. We have home grown Asparagus—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE.

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Cleveland, O.

GOOD MOTHERS' DAY BUSINESS EXPECTED.

The continued cold, wet and dark weather which we are experiencing has had its effect on the stock to a considerable extent. Every variety has shortened up, but the weather man has promised a few days of sunshine for this week, which will help the Mothers' day cut somewhat (if the sunshine materializes). The greenhouses are full of carnation plants in buds, and growers are praying for sunshine. Wholesalers are swamped with advance orders, and do not know just where they stand on some kinds of stock. Growers promise a good supply of carnations, snapdragons, roses, sweet peas, Darwin tulips and daffodils, besides Easter lilies, callas, swainsonas, pansies, stocks, calendulas, lily of the valley, and orchids. Asparagus and adiantum will be in good supply. Retailers have advertised freely for Mothers' day in local papers, besides window cards supplied through the advertising committee of the florists' club, and everything points to a big day if the growers can supply the stock.

C. F. B.

AKRON, O.—The boiler house at the range of McFarlands, Florists, was destroyed by fire May 3, entailing a loss of about $2,000. The greenhouses were not damaged.

Cape Jessamine Buds

600,000 This Season

We have **timed our crop** to arrive just right for Memorial Day. Every box will be shipped the day they are picked, assuring you the freshest of stock.

Class X, 12 to 18 inch stems.....	$1.75 per 100;	$15.00 per 1000
Class A, 8 to 12 inch stems.....	1.25 per 100;	10.00 per 1000
Class B, 4 to 6 inch stems.....		6.00 per 1000

Cash or C. O. D. **Write, Phone or Wire your wants.**

ALVIN CAPE JESSAMINE & FLORAL CO.

WHOLESALE FLORISTS, ALVIN, TEXAS

Mention the American Florist when writing.

DAGGER FERNS

New May Crop Southern Ferns.

10,000 in 1 case.....$11.00
50,000 in 5 cases..... 52.00

Check or money with order.

S. S. Brantley, Route B, Box 152, **EVERGREEN, ALA.**

Mention the American Florist when writing.

New Crop Plumosus Sprays

Now Ready

Write for special prices.

L. A. FLORAL CO.

407 So. Los Angeles St., Los Angeles, Calif.

Mention the American Florist when writing.

Marked copy

For the Retailer or for the Grower

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President. J. E. POLLWORTH, Sec'y and Gen'l Mgr.

FOUNDED BY FLINT KENNICOTT 1st IN CHICAGO

Cincinnati.

SHORT MOTHERS' DAY SUPPLY FEARED.

The market is on the short side as far as the supply of stock is concerned, and by the time the rush for Mothers' day comes in at the end of the week, the market will run shorter than ever. Times look more like those at Christmas than of a day in the month of May. The advance bookings for Mothers' day are the heaviest this city has ever known. Roses are in a short supply. Among others some excellent Killarney, Ward, Ophelia and Russell may be had. Carnations, too, are rather limited in numbers and besides are not any too good. Sweet peas continue plentiful. Easter lilies are plentiful and the same is true of snapdragons, Peonies, from the south, are in a fairly good supply. Quantities of outdoor lilac and lily of the valley may be had. Other offerings are callas, irises, stocks, gladioli and marguerites. New southern ferns have been added to the list of green goods.

NOTES.

The R. G. Kootz Floral Co. went into a receiver's hands on Saturday in an action to dissolve the partnership and wind up the business. Present statements of those in control indicate that creditors will be paid in full unless something unforseen turns up.

Wm. Brueggemann, of P. J. Olinger's staff, is going to the Olinger greenhouses at New Castle, Ind., to help with the packing and shipping for Mothers' day from that point. Mr. Olinger has an excellent crop of Russell roses for this week.

C. E. Critchell has been getting in some excellent peonies from the south.

Visitors: Milton Alexander, New York; H M. Gregory, Salina, O., and Earl Smith, Hinsdale, Mass H.

Milwaukee.

BUSINESS VERY SATISFACTORY.

The tide has changed, and we are pleased to report that business for the past week was good. A good run of funeral work, plus good-sized wedding orders, kept the counters cleaned, and by the end of the week there was a noticeable shortage all around, thus boosting prices a notch or two. The dark, cold weather throughout the week decidedly curtailed the receipts of roses and carnations, and with bulbous stock nearly a thing of the past, and the quality and quantity of snapdragons on the wane, the good supply of sweet peas came in for their share of the game. The supply for Mothers' day will not be as large as anticipated the forepart of this week, that is, for the long distance shipping orders, and a few warm, bright days like Monday of this week will be a God-send for the craft at large.

—THE—

Cleveland Florists' Exchange

Wholesale Commission Florists and Florists' Supplies.

606 HURON RD., CLEVELAND, O.

NOTES.

The regular florists' club meeting, May 3, was exceptionally well attended, which no doubt made our president feel proud of his office. The best part of the evening was devoted to discussion on co-operative advertising for Mothers' day, the coal situation for the coming winter season, and the price of geraniums. Due to the active work of the press committee, who called on the local craft to help establish a fund for co-opeprative advertising, a neat sum was collected and promised, to be used at the discretion of the committee. The point, that if ever it was necessary for all to work hand in hand this coming fall, due to higher cost of operation, plus general conditions, in order to keep business going, was plainly laid before us. In regard to the coal question, no one could do better than to say, "get it in as early as possible." Some present thought that the prices of bedding stock ought to go up in keeping with the increased cost of production. Gust Holtz and son, Herbert, were elected to membership.

The Holton & Hunkel Co. were not cutting heavily on roses the past week, but expect a good quantity with favorable weather. Advance orders for carnations for Mothers' day are ahead of last year already.

Due to the inclement weather, the C. C. Pollworth Co. reports the sales for bedding stock slow, considering the time of the year. The cut flower business is very satisfactory.

Gust Rusch & Co. report business brisk for the past week, with orders for Mothers' day coming fast.

Visitors: Hugo Rudolph and wife, Manitowoc, Wis.

Los Angeles.

Howard & Smith held their spring cut flower show at their city store, April 26-28. In spite of the rainy weather the store was crowded with visitors viewing the cut flowers, among the most admired being their Los Angeles roses. They grow them to perfection and the display was grand. They also had all the teas and hardy roses, American Beauty, asters, tulips, snapdragons, Spanish iris, amaryllis, anemones, gladiolus, ornithogalum, ranunculus, watsonia, larkspur, sweet peas, indoor roses, lily of the valley, etc.

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches. .	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,

Wholesale Florist

1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing.

Joseph E. Wiltgen Michael F. Freres

Wiltgen & Freres

WHOLESALE FLORISTS

Long Distance Phone, Randolph 1975

173 N. Wabash Ave., CHICAGO

Mention the American Florist when writing.

HOERBER BROS.

Wholesale Growers of Cut Flowers

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. Store: 162 N. Wabash Ave. Chicago

Mention the American Florist when writing.

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

Mention the American Florist when writing.

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Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

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30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

John Kruchten Co.

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The Largest, Best Equipped, Most Centrally Located

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CUT FLOWER HOUSE

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PANDO BRAND Wabash Ave. and Lake St., CHICAGO, ILL. PANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

WEILAND & RISCH

GROWERS AND SHIPPERS

SHIPMENTS EVERYWHERE — CUT FLOWERS — IMMEDIATE DELIVERIES

154 NO. WABASH AVE. CHICAGO

PHONE CENTRAL 879

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$5 00
" " 36-in	4 00
" " 30-in	3 00
" " 24 in	2 00
" " 20-in	1 50
" " 18.in	1 00
" " short, per 100	6 00@ 8 00
" Mrs. Chas. Russell	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	4 00@12 00
" Killarney	4 00@12 00
" White Killarney	4 00@12 00
" Richmond	4 00@12 00
" Prince de Bulgarie	4 00@12 00
" Rhea Reid	4 00@12 00
" My Maryland	4 00@12 00
" Mrs. Geo. Shawyer	4 00@12 00
" Milady	4 00@12 00
" Sunburst	4 00@12 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	4 00@12 00
" Ophelia	4 00@12 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	4 00@12 00
" Tipperary	4 00@12 00
" Francis Scott Key	4 00@12 00
" Bayard Thayer	4 00@15 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	6 00@ 8 00
Cattleyas, per doz.	9 00
Gardenias, $4 00 per doz.	
Sweet Peas	75@ 2 50
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons, $0.50@$0.75 per doz.	
Lilium Harrisii	10 00@15 00
Valley	4 00@ 6 00
Jonquils	2 00@ 4 00
Daffodils	2 00@ 4 00
Mignonette	4 00@ 6 00
Peonies	6 00@10 00
Spanish Iris	5 00@10 00
Pansies, per bunch, 10c@15c	
Adiantum Croweanum	1 00
Ferns, per 1000, 3 50	
Galax " 1 00@ 1 25	
Leucothoe	75
Mexican Ivy, per 100, 5 00@6 00	
Plumosus Strings, each, 60@ 75	
Smilax, per doz., 2 00@2 50	
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case, 8.00	
Wild Smilax, per case, $5 00	

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

HUCKLEBERRY FOLIAGE

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.

Evergreen, Ala.

Huckleberry Foliage

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

D. E. FRERES R. J. WINDLER

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

We Are Booking Orders Now for

NEW DAGGER FERNS

For delivery May 20th. The best ferns you have ever used so early in the season.
Near-by stock, not southern grown.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

UNFAVORABLE WEATHER LOWERS QUALITY.

Dull, cloudy weather during almost the entire week has shortened crops considerably and lowered the quality of much of the stock. In spite of this handicap, however, there has been more than enough to supply the demand. American Beauties are off crop; they are being grown for the last week in May and first two weeks of June to catch the weddings. Spanish iris is very plentiful, but the market cannot be said to be going to the "bow-wows" while the price is $4 per hundred, with stock in demand. Carnations have been shy this week. Saturday, April 28, they sold on the street at 15 cents per dozen; May 5 they were scarce at $4 per hundred. It is hoped the dull, cold weather will retard the crop, which will, if the coming week warms up and the sun shines, bring a record crop for Mothers' day. There is not much feature to the market, except that callas, Easter lilies and sweet peas are very plentiful, the latter of fine quality. Cattleyas are offered freely, while lily of the valley is almost out of sight.

NOTES.

A beautiful Mothers' day display occupies one of the largest windows on the Chestnut street front of John Wanamaker's store. A large painting of a home scene, in which an aged woman is the principal feature, fills the rear of the window. This is illuminated with concealed lights. Two very large silk flags, with gold fringe, are beautifully draped at each end of the window. To the left is a round table with a ball of yarn and knitting needles. A pair of old-fashioned steel spectacles are lying on an open Bible. In the center of the floor is a rag carpet mat, on which is a rocking chair with a knitted shawl across the arm. A large card, three by four feet, contains the following: "Tribute to Mothers the "World Over," by Kate Douglas Wiggins: "Most of all the beautiful things in life come by twos and threes, dozens and hundreds, sunsets and rainbows, brothers and sisters, aunts and cousins, but only one mother in all the wide world."

The full page Mothers' day ad of the Chicago Florists' Club in the Literary Digest made a fine showing. Let us hope that it will prove its worth. The other combined ads of the several florists, who are also sowing their seed broadcast, is also to be commended. It is the beginning of a great national publicity movement, in which the whole trade should and will join.

Leo Niessen, in speaking of sweet peas as a factor in the market, stated that for the Easter business, a time when sweet peas are at their best, their money value was less than 10 per cent of the total amount of business done. Spanish iris, sweet peas and carnations are leaders for the coming week.

Although Horticultural hall, the home of the florists' club for the past 25 years, has been sold, not a word was broached on the subject at the last meeting. It takes a good deal to move some people.

Eugene Bernheimer looks for a good Mothers' day business. Sweet peas, carnations and Prima Donna roses are his stock leaders.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

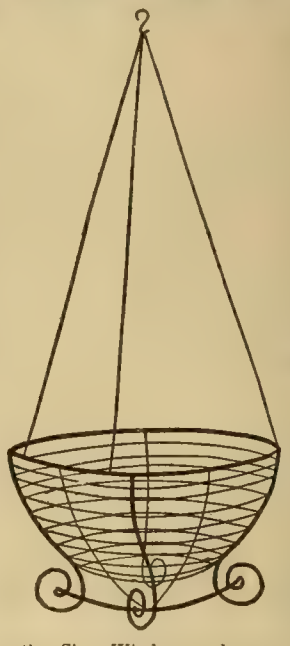
Wholesale Flower Markets

CINCINNATI, May 9.	Per 100
American Beauty, per doz... 75@	5 00
Roses, Killarney	2 00@10 00
" Mrs. Chas. Russell	8 00@15 00
" Ophelia	4 00@15 00
" Richmond	2 00@10 00
" Sunburst	3 00@10 00
Carnations	2 00
Lilium Giganteum	8 00@10 00
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Sweet Peas	25@ 50
Jonquils and Daffodils	2 00@ 3 00
Tulips	3 00

BOSTON, May 9.	Per 100
Roses, Beauty	10 00@25 00
" Killarney Queen	2 00@ 8 00
" White and Pink Killarney	2 00@ 8 00
" Double White Killarney	2 00@ 8 00
" Killarney Brilliant	4 00@10 00
" Hadley	2 00@ 8 00
" Cardinal	2 00@ 8 00
" Mock	4 00@12 00
" Mrs. Chas. Russell	2 00@ 8 00
" Sunburst	2 00@ 8 00
" Taft	4 00@ 2 00
" Milady	2 00@ 8 00
" Ward and Hillingdon	2 00@ 8 00
" My Maryland	2 00@ 8 00
Cattleyas	35 00@50 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO, May 9.	Per 100
Beauty Special	20 00@25 00
" Fancy	15 00@20 00
" Extra	10 00@12 00
" 1st	6 00@10 00
Roses, Killarney	3 00@ 8 00
" My Maryland	3 00@ 6 00
" Sunburst	2 00@ 5 00
" Ward	2 00@ 5 00
" Ophelia	3 00@ 8 00
" Russell	8 00@12 00
" Stanley	6 00@10 00
" Mock	3 00@ 5 00
" Shawyer	3 00@ 8 00
Lily of the Valley	6 00@ 7 00
Lilies	6 00@10 00
Cattleyas	40 00@50 00
Carnations	1 00@ 2 50
Violets	30@ 40
Tulips	1 00@ 2 00
Asparagus Sprengeri... 35@ 50	
Ferns	per 1000, 2 50
Smilax	15 00@20 00

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1.35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING,
1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RICE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing.

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa

Mention the American Florist when writing.

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, VIOLETS, EASTER LILIES
and other Seasonable Flowers.
Up-to-the-Minute Service. Satisfaction Guaranteed.
A good opening for a few more growers of cut flowers.
1615 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

BEST QUALITY

Hanging Baskets

8 in.....	$0.90 doz.	14 in.....	$2.00 doz.
10 in.....	1.30 doz.	16 in.....	2.75 doz.
12 in.....	1.75 doz.	18 in.....	3.60 doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

Mention the American Florist when writing.

Wholesale Florists' Supplies

THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Philadelphia, Pa.

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., **Milwaukee, Wis.**

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.
Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.
FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN,

Wholesale Florist.
1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, May 9.

	Per 100
Roses, Beauty, special	20 00@25 00
" " fancy	10 00@20 00
" " extra	8 00@10 00
" " shorter grades	6 00@ 8 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	2 00@ 8 00
" White Killarney	2 00@ 8 00
" Liberty	6 00@15 00
" Hadley	6 00@20 00
" Sunburst	4 00@10 00
" Ophelia	4 00@10 00
" Hoosier Beauty	4 00@15 00
Carnations	1 50@ 3 00
Cattleyas.....each. $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	8 00@10 00
Calendulas	2 00@ 3 00
Daisies, yellow	1 00@ 2 00
Sweet Peas	50@ 1 50
Easter Lilies	6 00@ 8 00
Callas	6 00@ 8 00
Peonies	8 00@10 00

PITTSBURGH, May 9.

	Per 100
Roses, Beauty, special	50 00
" " fancy	40 00
" " extra	25 00
" " No. 1	15 00
" Killarney	3 00@10 00
" My Maryland	3 00@10 00
" Sunburst	3 00@10 00
" Mrs. Aaron Ward	3 00@ 8 00
Cattleyas	50 00
Lilium Gigranteum	12 00
Carnations	3 00
Lily of the Valley	5 00
Snapdragons	5 00
Spanish Iris	4 00
Adiantum	1 25
Asparagus Sprengeri, per bunch. 35@40	

MILWAUKEE, May 9.

	Per 100
Roses, Killarney and W. Killarney	3 00@ 8 00
" Ward	3 00@ 6 00
" Mrs. Chas. Russell	5 00@25 00
" Ophelia	3 00@10 00
" Hoosier Beauty	3 00@10 00
Lilies.....per doz., 1 50	
Cattleyas.....per doz., 6 00@ 7 50	
Carnations	1 50@ 3 00
Rubrums	4 00
Valley	3 00@ 5 00
Violets	50@ 75
Sweet Peas	50@ 1 00
Tulips	2 00@ 3 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16-inch	2.90
18-inch	3.70

THE McCALLUM CO.

INC.
Pittsburgh, - Pa.

Mention the American Florist when writing.

ST. LOUIS, May 9.

	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	4 00@10 00
Carnations	2 00@ 2 50
Valley	4 00@ 6 00
Lillies	10 00
Orchids	50 00@ 60 00
Ferns	per 1000. 3 00

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

The war was brought home to the florists of this city when it was thought that the spring show arranged for at the April meeting would have to be canceled so that all energies would be devoted to purposes of the war. Let us hope that the situation never comes to such a state as this.

Sweet peas galore, of the Reid brand, was the prominent feature with Edward Reid. "Come around next Friday and see the Mothers' day carnations," were his parting words. The best crop ever is expected.

"Fine and dandy" is the word of the Philadelphia Wholesale Florists' Exchange. Carnations and choice roses are to be the leaders the coming week.

Berger Brothers report business fair, with good prospects for Mothers' day. Spanish iris, snapdragons and Easter lilies were features.

D. Edwards, of Atlantic City, N. J., was in the city one day last week and reports business at the resort as very satisfactory.

H. Bayersdorfer & Co. are filled to the brim with business for Memorial day. Their tri-color baskets have had a great run.

K.

New York.

SUPPLY SHORTENS, BUT DEMAND IS WEAK.

The situation in the wholesale cut flower district has not greatly changed since our last notes were written. A week of exceptionally cold, rainy and generally disagreeable weather, for the first week of May, has somewhat reduced the supply of stock, and is also keeping many of the best patrons of the retail florists in their city homes; therefore, we will not further criticise the weather. Business, as we see it, was a little better during the past week, not from any increase in the demand, but from a lighter supply. The call for American Beauties at this season is never heavy, and as there was a fair supply during the past week specials ranged from $20 to $35 per 100, with possibly a few sales at $40. The shorter varieties of tea roses have done a little better than during the previous week for the reasons above stated, but special stock moves slowly. The cold and dark weather has also reduced the supply of carnations, and on May 5 these were running at from $2.50 to $4 per 100, according to variety and quality. The near approach of Mothers' day has stiffened prices on whites. There is a good supply of lilies, and some special giganteums are bringing eight cents per flower, but four to six cents is what inferior qualities are selling for. There is a wide range in the quality of lily of the valley that reaches this market. Some of it sells at from $3 to $5 per 100, and is hardly worth that. There are occasional sales of special stock at from $6 to $8. A factor in lily of the valley that must be taken into account is outdoor stock from Maryland that wholesales at from $4 to $6 per 100. There is not much change in cattleyas, the best selling for 75 cents each, wholesale rates. Gardenias are not so plentiful and range from $1 to $4 per dozen, according to quality. In sweet peas, irises and various other minor stocks, there is an abundant supply and they move slowly. Violets, in the language of the prize ring, seem to have taken the count.

May 7.—The continued cool and dark weather is affecting the situation in cut flowers. As a matter of necessity, the rose growers must keep up heat, but the carnation growers are not compelled to. They take the view, that for the short time the plants will last, it is not worth while to burn coal to get a few more flowers. Under these conditions, there has been a great decline in the supply of carnations and a sharp advance in prices. Carnations are running from $3 to $5 per 100, and $6 for special Wards and whites.

NOTES.

Herman Weiss, who is a native of this city and a good American, and who has been in the wholesale business for the past 15 years, is now finely situated in his new store, 130 West 28th street, having removed from 106, same street. This store may be said to be in the heart of the wholesale district, being about midway between Sixth and Seventh avenues, and it will not be long until the Seventh avenue subway will be opened. He has made great improvements, installing a new and large ice box and other fixtures, and is carrying a good line of roses, orchids, carnations and other flowers. Among the others cornflowers are noteworthy, as he can supply them in quantity.

On May 5, Young & Nugent, the well known retailers of 42 West 28th street, arranged a very elaborate decoration in the grand ball room of the Hotel Astor. The occasion was a breakfast by the Mozart society. John B. Nugent, of the firm of Young & Nugent, is a singer and has gathered about him many people who are devoted to music. Without going into details, it is correct to state that he furnished 1150 corsage bouquets and decorated 115 tables.

Lieut. Archibald M. Henshaw, of the Naval Reserve, is now kept very busy with his duties "somewhere in New York," and seldom gets to his store. He did drop in, in uniform, May 5 and made a good impression on a number of the young men in the wholesale district. During his absence, Paul Rigo is managing the store of the Henshaw Floral Co., with the stout Mr. Martin as bookkeeper and cashier.

A meeting of the stockholders of the Cut Flower Exchange was held in the assembly room of Moquin's restaurant, Sixth avenue and 28th street, May 5. Philip F. Kessler was elected a director to succeed A. S. Burns Sr., retired. Thomas Jackson—"Good Tom"—who has been manager of the market for 12 years, remains at his post. After the business was transacted, a good dinner was served.

Frank Neilsen, who has a store in the Hotel Seville, Fifth avenue and 29th street, has just filled the many window boxes of the hotel with marguerites, English ivies and vincas and the effect is fine. The marguerites were grown by Madsen & Christensen, the daisy specialists, of Wood Ridge, N. J.

Leo Klein, the enterprising retailer of 767 Lexington avenue, was in the parade of the Home Guards, May 5. The Home Guards is an organization that will take the place of the regular police force in an emergency, many of the policemen being soldiers.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

Orders taken now for 1917 crop
Valley
Chas. Schwake & Co., Inc.
90-92 W. Broadway, New York

Mention the American Florist when writing.

—We are—
Wholesale Florists
Have twenty-two years' experience behind us, and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.
GUTTMAN & RAYNOR,
INC.
PHONES: FARRAGUT 558, 2036, 2037
101 W. 28th St., NEW YORK

Mention the American Florist when writing.

The Rowayton, Conn., greenhouse folks recently had a surprise. They had seven car loads of coal on the way, but the Pennsylvania railroad, so it is stated, confiscated the entire shipment for its own use.

Arthur T. Jackson, son of Thomas Jackson, of the Cut Flower Exchange, a member of the 71st regiment, New York National Guard, has been promoted to sergeant.

The S. S. Pennock-Meehan Co. is handling an exceptionally fine quality of outdoor lily of the valley.

A. F. F.

PORTLAND, ORE.—E. C. Monnich has leased the store at Second and Morrison streets for a flower shop and will carry a line of seeds.

GALVESTON, TEX.—At the flower show of the W. H. P. A., May 10-12, it is planned to give away to home gardeners about 6,000 plants. Mrs. George Sealy is chairman of the flower committee and the vegetable section is under the direction of Mrs. Reading.

PAUL MECONI
WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

Riedel & Meyer, Inc.
Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
PHONES—4024 and 4025 MADISON SQUARE

J. J. COAN, Inc. Wholesale Florist
115 West 28th Street, NEW YORK
Phones 5413 5891 Farragut
EVERYTHING IN CUT FLOWERS

GEO. J. POLYKRANAS
Wholesale Commission Florist
Consignments Solicited
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

Walter F. Sheridan
Wholesale Florist
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301.
Mention the American Florist when writing.

John Young & Co.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone 7362 Madison Square
Mention the American Florist when writing.

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th St., New York
Telephone 5335 Farragut.

Geo. C. Siebrecht
WHOLESALE FLORIST
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut.
CONSIGNMENTS SOLICITED

Telephone Farragut 9761.
Goldstein & Futterman
WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York

Telephone Farragut 634, 3066
HERMAN WEISS
Wholesale Florists
106 W. 28th St., NEW YORK

Wholesale Flower Markets

NEW YORK, May 9.	Per 100
Roses, Beauty, special	35 00@40 00
" extra and fancy	25 00@30 00
" No 1 and No 2	8 00@10 00
" Prima Donna	2 00@ 6 00
" Alice Stanley	1 00@ 6 00
" Mrs Geo. Shawyer	1 00@ 5 00
" Double White Killarney	1 00@ 5 00
" Killarney, Special	4 00@ 5 00
" " No 1 and No 2	50@ 2 00
" " Queen	1 00@ 5 00
" " Brilliant	1 00@ 5 00
" Aaron Ward	1 00@ 6 00
" Richmond	50@ 5 00
" Sunburst	1 00@ 6 00
" J. L. Mock	1 00@ 6 00
" Ophelia	50@ 6 00
" Mrs. Chas. Russell	1 00@ 5 00
" Hadley	2 00@30 00
" Hoosier Beauty	1 00@ 6 00
Cattleya Orchids, special	75 00
" inferior grades	25 00@35 00
Rubrums	6 00@ 8 00
Lilies, Longiflorum and Formosum	4 00@ 6 00
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Orchids, Roses, Carnations, and all the other best products of the leading growers.
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And all the NOVELTIES in the market.
LILIES AND VALLEY EVERY DAY IN THE YEAR
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MOTHERS' DAY BASKETS

12 beautiful baskets with carnation decoration, the floral symbol of the day in the two tone colors with liners - - - - **$6**

25 Cut Flower Baskets in the popular two tone colors with liners - - **$8.25**

RAEDLEIN BASKET CO.,
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Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,
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Pittsburgh, Pa.

STOCK IN LIMITED SUPPLY.

The dark, cool weather of the past week has made all flowers very short, therefore, prices have advanced considerably. Carnations are the most in demand and are bringing from $2.00 to $4.00 per 100, which seems to be a very good price for May. Roses are not quite so scarce and hold firm. American Beauties are not much in demand. Sweet peas are still plentiful and sell at fair prices. Snapdragons and irises are fine at present and sell at good figures. Novelty roses have no call at all. Lilies clean up well. Greens are more plentiful than at any time this year. Lily of the valley is coming good, but not enough to supply the demand. It looks as if stock will be scarce for Mothers' day and prices will hold very firm.

NOTES.

Notice has been sent to all the persons interested in the Pittsburgh flower show, that under the circumstances at present affecting the country, it is deemed inadvisable to continue preparations for the contemplated exhibition.

The cool backward spring weather has kept many florists from doing their early outdoor planting, but it is hoped the warm, bright days will soon be here, as all the florists are heavily booked for spring planting.

The father of R. S. Rainbow, Fair Oaks, Pa., died very suddenly April 29. Mr. Rainbow has the sympathy of the trade.

De Forest Ludwig and his bride have returned from their honeymoon and have gone to housekeeping on the north side.

G. P. Weaklen has the sympathy of the trade in the loss of his youngest child, who died April 29th.

M. Kiel of East Liverpool, O., was in the city last week buying plants and florists' supplies. M.

Buffalo.

SHORTAGE IN SUPPLY NOTICEABLE.

Cold, disagreeable weather, not conducive to the supply of good stock, has been the order of the past week. Roses, however, have been plentiful and the quality is good, and while carnations have met all demands, a scarcity exists due to two reasons—cloudy weather and holding back for Mothers' day. All flowering plants of good quality find ready sale but there is a noticeable shortage. Jonquils, calendulas, daisies, snapdragons and sweet peas are of good quality but are not abundant. These are what the florists have to rely upon for cut stock. Easter lilies are coming good and fill many wants.

NOTES.

A systematic advertising campaign for Mothers' day conducted by the florists of the western part of the state, including this city and Rochester, will, it is hoped, largely increase the trade for this day and eventually make it as good as Easter or St. Valentine's day.

Local florists are endeavoring to increase the sale of flowers for commencements this year. They are to meet the principals and arrange for a systematic way of handling the flowers sent to graduates.

S. A. Anderson is on his annual fishing trip in the wilds of Michigan. Henry Kraus, also of the Anderson establishment, has been trying his luck at Lake Conesus.

CUT FLOWER BOXES

Notice our prices on your **Most Popular Sizes** in that **Most Popular Mist Gray Shade** (Moisture Proofed Stock)

18x5x3, 3 in. Lid $28.00 per 1000
24x5x3½, 3½ in. Lid $39.00 per 1000

Other sizes in proportion. **Printed Free** in lots of 1000. We also carry a White and a Green Box in stock. Quality guaranteed—Service, the kind you want.

Lindley Flower Box Co., Marion, Ind.

Mention the American Florist when writing.

It is moving time in this city and while funerals and weddings have been numerous few elaborate arrangements have been called for.

Sickness has a firm grip on the staff at the S. A. Anderson store. Three are away at present. BISON.

Boston Range at Auction.

Chas. W. Howard & Son, auctioneers, 18 Tremont street, Boston, Mass., announce in another column in this issue, that to settle an estate, a range of 10,000 feet of glass, one acre of fertile land, 12-room modern residence and practically new heating plant in first class repair, located at 124 Willow street, West Roxbury, about three miles from the Boston Flower Market, will be offered for sale at auction on the premises, Saturday, May 19, 3:00 p. m.—Advt.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857.

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ROSES ORCHIDS VIOLETS
F.T.D.

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BOSTON 1 Park Street
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Deliveries to steamers and all Eastern Points.

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NEW YORK.
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Member of the Florists' Telegraph Delivery

Original Decorations a Specialty.
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THE VANDERBILT HOTEL
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We cover Eastern Pennsylvania, New Jersey and Maryland.

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Telephone 2065-2066 Madison Square.
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To out-of-town florists:
We are in the Heart of NEW YORK
And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

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Bangor, Me.

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We cover all points in Maine.

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Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

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611 FIFTH AVE., COR. 49TH STREET.

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TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
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LARGEST FLOWER STORE IN THE CITY

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N. E. CORNER 44TH ST. AND MADISON AVE.
Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.
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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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FLORIST
536 SOUTH SALINA STREET
General designs—All flowers in season

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Alpha Floral Co., Chicago.
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Archias Floral Co., Sedalia, Mo.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bragg's Flower Store, Rochester, Minn.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Broadway Florist, The, Los Angeles, Calif.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
California Florist, Tacoma, Wash.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave. and L, Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Quebec.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
Flick Floral Co., Fort Wayne, Ind.
Forter, Edward A., Cincinnati, O.
Foster, Fred, St. Louis, Mo.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Fraeunfelder, C., Chicago.
Freeman, Mrs., J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Galvin, Thos. F., Inc., New York.
Gasser Co., J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hanft Bros., Madison and 62nd Sts., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., New York.
Hatcher, John C., Amsterdam, N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Hencle, Miles S., Syracuse, N. Y.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hessian, Madison Ave. and 76th St., New York.
Higgins, N. F., Springfield, Mass.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Howard & Smith, Los Angeles, Calif.
Huscroft's Flower Shop, Steubenville, O.
Jahn, Hugo H., Brooklyn, N. Y.
Johnston & Co., T. J., Providence, R. I.
Joseph's, 233-235 Grant Ave., San Francisco.
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Keller Sons, J. B., Rochester, N. Y.
Kerr Floral Co., Robt. C., Houston, Tex.
Kirchner, Chas. F., Cleveland, O.
Kottmiller, New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 25 E. Madison St., Chicago.
Leborius, J. J., Duluth, Minn.
London Flower Shop, Ltd., Philadelphia, Pa.
Mangel, Chicago.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McConnell, Alex., New York.
Metairie Ridge Nursery Co., New Orleans, La.
Miami Floral Co., Miami, Fla.
Mullanphy Florists, St. Louis, Mo.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
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Schling, Max, 22 W. 59th St., New York.
Schmidt, Chas. L., Harrisburg, Pa.
Sekenger Adam, Bangor, Me.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
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Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

Howard & Smith

853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

WORCESTER, MASS.

Randall's Flower Shop,

13 Pleasant Street.

Member of Florists' Telegraph Delivery.

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Edward A. Forter

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Successor to A. Sunderbruch's Sons

128 W. Fourth St., Phones. Main 1874–1875

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BEST FLOWERS for EVERY OCCASION.

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EVENDEN BROS. CO.

Largest Growers in Central Pa.

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HENRY R. COMLEY, Florist, 6 Park St.

50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

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Flower Shops: 50 E. Main St., Amsterdam, N. Y. N. Y. C. Arcade, State St., Amsterdam, N. Y. Greenhouses: Hatcher's Station, Hoffmans, N. Y.

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FREY & FREY,

1338 O Street, LINCOLN, NEB.

WHOLESALE AND RETAIL.

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Potter Floral Co.

Members of Florists' Telegraph Delivery.

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Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

Chicago Detroit

CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.

35 Broadway, DETROIT, MICH.

Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

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Funeral Designs Cut Flowers

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THE LEADING FLORISTS

207-9 W. Berry St.

CHOICE FLOWERS and PROMPT SERVICE

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DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

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Newark, Ohio.

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HARDESTY & CO.

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THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

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FLORIST

Connecticut Avenue and L Street

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S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

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Floral Experts

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16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing.

PROVIDENCE, R. I.

and all T. J. JOHNSTON & CO.

NEW ENGLAND POINTS. 107 WASHINGTON ST., PROVIDENCE

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

ONION sets in the Chicago district are reported as making a fair showing in the fields.

"EVERY time you put up an American flag," says Dan Beard to the boy scouts. "plant beans at its base."

CHICAGO.—Prices for grass seed on the Board of Trade, May 9, were as follows: Timothy, $5.50 to $7.50 per 100 pounds.

YANKTON, S. D.—The Gurney Seed & Nursery Co. has the contract for extensive planting of shrubbery in the parking on Douglas avenue.

VINE SEED GROWERS in the Rocky Ford, Colo., district, are demanding an advance of three cents per pound on all seeds not already so advanced.

SHENANDOAH, IA.—Henry Field, president of the Henry Field Seed Co., Inc., has moved to his summer home at Manti, three miles from this city.

LILY BULB exporters in Japan report that they will have to pay a large increase on their cases this year, the same as exporters in southern France and Holland.

CINCINNATI, O.—J. Chas. McCullough, who has just returned from the south, left May 8 for Washington to attend the conference of seedsmen with government officials on crop production.

ROSE HILL, N. Y.—The F. B. Mills Seed Co., Inc., has filed a petition in bankruptcy, listing liabilities of $100,000. An inventory is being made by Chas. A. Richardson, of Syracuse, receiver.

VISITED CHICAGO: Trimble McCullough, returning to Cincinnati O., from California, where he has disposed of his large ranch interests; H. Yoshida, representing R. Tanoi Co., Yokohama, Japan.

BALTIMORE, MD.—Chas. J. Bolgiano, of J. Bolgiano & Son, has been appointed a member of the Maryland Preparedness and Survey Commission, the object of which is to better the conditions of the farmers of the state and render aid in financing crops where necessary.

BIRMINGHAM, ALA.—The McVay Seed & Floral Co. reports the seed trade shows good gain over 1916. The city officials and civic organizations are pushing the garden movement which has increased sales on small garden seed. There is a heavy demand for sorghum and cow peas.

STURGEON BAY, WIS.—The extensive pea canning factory of the Van Camp Co., located here, will not be operated this season, owing to the difficulty experienced in obtaining good seed for the 450 acres of land acquired for this purpose. Failing with peas, it was suggested the factory could be used for canning cabbage and beets, but the land suitable for these crops proved unobtainable sufficiently close to the factory.

THE recent phenomenal advance in prices of all farm products has so excited the farmers that many are refusing to take contract crops at any price, and furthermore the present agitation to force the government to establish a minimum price for beans is having certain influence. There is a strong effort being made to establish to the grower a $6 per bushel price on all beans. If this occurs it will create a serious situation.

IT may interest the many friends of the Vilmorin family of Paris, France, to know that Jean de Vilmorin, the next oldest brother of Philippe de Vilmorin, has been appointed a captain in the cavalry regiment wherein he is serving at Salonica. His scarcely 19-year-old cousin Pierre de Vilmorin, the youngest son of Maurice L. de Vilmorin, has been awarded the war cross for his gallantry in a recent fight. The other members of that well known family belonging to the army are up to the present time enjoying good health.

Seedsmen Confer With Governm't Officials.

The Secretary of Agriculture issued the following letter May 4: "For the purpose of determining how the seed trade and the department of agriculture may co-operate in crop production the American Seed Trade Association has been requested to designate representatives to meet in conference with representatives of the department of agriculture at 10 a. m., May 10, 1917, in room 410, Bieber building, Washington, D. C. A similar letter has been sent to A. E. Reynolds, president of the Wholesale Grass Seed Dealers' Association."

On receipt of this request President Kirby B. White called a meeting of the members of the executive committee, officers and others specially interested, for Wednesday evening, May 9, at the new Willard hotel, Washington, D. C.

Frey's Freesia Suit.

Alois P. Frey, well known freesia specialist of Crown Point, Ind., according to the Los Angeles, Calif., Express of April 30, has commenced suit against Gebhard Prechtl, of Montebello, Calif., to restrain him from selling Rainbow freesias, alleging that through conspiracy between the defendant and others, 50,000 bulbs were obtained from land at Montebello used by Mr. Frey in growing stock of that strain. He also asks for a receiver to take care of the growing plants, and for such damages as the court may find just.

California Seed Crops.

Gilroy, April 28.—L. W. Wheeler, of the Pieters-Wheeler Seed Co., reports on seed crops as follows:

"Radish will be very short on account of frost and most of it is late, having been replanted. Carrot should make a fair crop but it is small and late. Beet is good but the acreage is small. Onion to date is good but we fear there is not sufficient moisture in the soil to pull it through and the rainy season is over. Lettuce promises half a crop, acreage large. Endive will be very late and crop not over 60 per cent. Salsify is late, small and looks like 75 per cent of a crop or less, acreage small.

"It is really much of a guess at this time, but we can not see any very good prospects. On the other hand, with the exception of radish there is nothing really bad. Mustard is poor, also parsnip and parsley. These with radish will be the shortest items, we think. Every day brings wires, cables and letters asking for prices and orders for seed, which we are unable to quote or book and we think other growers are in the same position. The situation seems to be that there will not be near enough seed raised on the coast to supply the demand and prices will go much higher as buyers today are willing to pay 50 per cent advance and more over last winter's contracting prices and we look for radish, parsnip, parsley and mustard to advance 100 per cent before fall.

"Sweet peas are very good to date but aphis has appeared and no one can foresee the end."

Iowa Seed Dealers' Association.

The annual meeting of the Iowa Seed Dealers' Association will be held at Des Moines, June 12-13. A splendid programme is in preparation and every effort is being made to make this the most successful gathering in the history of the association. The first day's sessions will be given over entirely to buinesss, followed by splendid entertainment, to which the ladies are invited in the evening, the second day to be spent at Ames college.

A. M. ELDRIDGE, Sec'y.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Thorburn's

SEEDS AND BULBS

For the Trade

J. M. THORBURN & CO.

Established 1802

53 Barclay Street, - New York

Western Seed & Irrigation Co.

Wholesale Seed Growers and Dealers

SPECIALTIES:

Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, NEBRASKA.

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA.

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,

PEDRICKTOWN, N J.

Grass Mixtures

FOR

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,

CHICAGO, ILL.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Gladiolus Mixtures

For Planting Out During May and June or For Counter Trade

	Per 1000
Standard mixed, 7 kinds or more	$13.00
Extra fine mixed, 12 kinds or more	16.50

OTHER LEADERS

	Per 100	Per 1000
Mrs. Francis King, 1st size		$15.00
Europa, 1st size	$7.50	
Panama, 1st size	3.50	
Shakespeare, 1st size	3.00	
Mrs. F. Pendleton, 1st size	7.50	
Chicago White, 1st size	2.00	18.00
Augusta, 2nd size	1.50	13.00

New York **Vaughan's Seed Store,** Chicago

Our Spring "Book for Florists" should hang at your desk

ORDER SEED PACKETS NOW FOR 1918

Paper scarce. Requirements will be double.

THE BROWN BAG FILLING MACHINE CO.

FITCHBURG, MASS.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.. Telephone Main 2762. CHICAGO

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

The L. D. Waller Seed Co.

Guadalupe, California

Wholesale Growers of

FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS

Correspondence Solicited.

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.

Rocky Ford, Colorado.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Lily Bulbs

Shipment from Storage

	Size.	Per Case.	No. in Case
Giganteum,	7- 9 in.,	$14.50	300
"	8-10 in.,	16.50	250
"	9-10 in.,	16.50	200
Multiflorum,	7- 9 in.,	15 00	300
"	8-10 in.,	17.50	250

Giganteum shipped from Chicago as well as New York.

McHutchison & Co. The Import House

95 Chambers St., NEW YORK

TUBEROSES.

Double Pearl.—Bulbs 4 to 6-in. in circumference. $1.00 per 100; $7.50 per 1000.

ARTHUR T. BODDINGTON CO., Inc.

128 Chambers Street, NEW YORK.

Mention the American Florist when writing.

Holland Bulb Prices

Anthony van der Schoot

Formerly of R. van der Schoot & Son (Dissolved)

HILLEGOM, = HOLLAND

CABLES AS FOLLOWS:

My special offer with much reduced prices has been mailed to leading bulb importers. Do not order elsewhere until you see my prices.

Mention the American Florist when writing.

Before Placing Orders for SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Mention the American Florist when writing.

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER.

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

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R. & M. GODINEAU

SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.

EDGAR F. HURFF,

Correspondence Solicited. SWEDESBORO, N. J.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free

KELWAY & SON Wholesale Seed GROWERS LANGPORT, Eng.

Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing.

My Winter Orchid-Flowering

SWEET PEA SEED

have again received the highest honors by the New York and St. Louis flower shows. Over 8000 commercial growers are more than satisfied. If you are not already our customer, send your address and we will mail you our new price list in May or June: it will contain many splendid novelties.

Ant. C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Mention the American Florist when writing.

American Bulb Co.

A. Miller, President.

WHOLESALE DEALERS IN

Bulbs, Seeds, Supplies, Etc.

178 N. Wabash Ave., Chicago, Ill.

Mention the American Florist when writing.

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing.

Vick's Quality Flower Seeds

In All Leading Varieties.

JAMES VICK'S SONS, Rochester, N. Y.

Mention the American Florist when writing.

We carry a reserve stock of all the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago, Ill.

Mention the American Florist when writing.

PRIMULA OBCONICA

The Famous Chenies Strain of Giant Hybrids

Individual flowers, 2 to 2¼ inches across, range in color from dark crimson to beautiful shell pink.

Also Chenies Blue

A delightful shade of color. We have secured the whole stock of above, and can offer seed of each, in packets only, per 100 pkts., $36.00; per dozen, $4 80; retailing at 60c per pkt.

Schizanthus Wisetonensis Hybrids

HURST'S MONARCH STRAIN

Undoubtedly the finest strain of large-flowered hybrids in existence; wonderful range of color. Per 100 pkts., $12.00; per dozen, $1.70; retailing at 25c per pkt.

HURST & SON, Seed Merchants and Growers

152 HOUNDSDITCH, LONDON, ENGLAND

Cable Address:—"HURST, ALD, LONDON." WHOLESALE ONLY

TERMS:—Small orders should be accompanied by cash to cover goods and postage. Unknown correspondents desiring credit terms are requested to furnish satisfactory trade references.

If you are interested in Mid-Winter

Blooming Plants

—or anything in—

Soft Wooded Plants

—Write—

Geo. A. Kuhl, Wholesale Grower PEKIN, ILL.

FIRST AID TO BUYERS

SPRING LIST **ROSES** 2¼ and 4-inch

400 Best Sorts—Old, New, Tried, True

THE LEEDLE FLORAL COMPANY SPRINGFIELD-OHIO

Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.

CYCLAMEN, our own selected strain.

APLENIUM NIDUS AVIS (Bird's Nest Fern

Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00	each
Pyramids, 2½-ft.	1.50	each
Pyramids, 3 -ft.	2.00	each
Pyramids, 3½-ft.	2.50	each
Standard Shape, 14x14 in.	2.50	each
Globes, 14x14 In.	3.00	each
Heavy Bushes, 2-ft.	1.50	each
Nice Bushes, 15-in.	.35	each

F. O. FRANZEN 5319 N. Clark St. CHICAGO

Carnation Cuttings

For Immediate Shipment

We can save you money on strong rooted carnation cuttings.

	100	1000
White Enchantress	$2.00	$17.50
White Perfection	2.00	15.00
Joy, red	2.00	15.00
Winsor, rose pink	$2.00	$12.00
Enchantress, light pink	2.00	12.00
Aviator	5.00	35.00
Nebraska	5.00	35.00

Look over your wants and send in your orders now while low prices are prevailing.

ROSES, GRAFTED STOCK, A1 QUALITY

	100	1000
Ophelia	$12.00	$110.00
Nesbit	$15.00	$125.00

2-year Double White Killarney Bench Plants, $6 per 100; $50 per 1,000

J. A. BUDLONG

184 North Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing.

A. N. Pierson, Inc.

Wholesale Florists

CROMWELL, - CONN.

GERANIUMS

Rooted Cuttings	Per 1000
S. A. Nutt and Buchner	$10.00
Ricard and Poitevine	12.50

Grown right, rooted right, packed right. Quality is as important in summer as in winter. You get quality all the year buying my stock.

ALBERT M. HERR, LANCASTER, PA.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

NEW ORLEANS, LA.—Max Scheinux, florist, purchased land and will raise sweet potatoes.

BOSTON, MASS.—The gardens in Franklin park will be planted with potatoes under the direction of city officials.

GREENWICH, MASS.—George Pitfield, formerly connected with the Eastern Nurseries at Holliston, will enter the market gardening field here.

OTTAWA, ILL.—Ground will be broken in a few days for three houses, each 83x900 feet, for the Davis & Steiner Co., which, when completed, October 1, will give this company approximately seven acres under glass devoted to cucumbers.

ONION shipments from Texas during the week, April 24-30, were 910 cars, as compared with 505 cars during the corresponding week in 1916. Prices on April 30 were $1.40 to $1.50 per crate, 25 cents more than received by growers on the same date last year.

Strawberry Shipments.

Total shipments of strawberries in the United States during the week, April 24-30, were 551 cars, 264 cars less than in the comparable period of 1916. Average prices May 1 were as follows: Louisiana, $4.30 to $4.35 per 24-quart case; North Carolina, 15 to 20 cents per quart on 32-quart cases; Arkansas, $3.50 to $4.50 per 24-quart crate.

Prices of Indoor Fruits and Vegetables.

Chicago, May 8.—Mushrooms, home grown, 75 cents to $1.00 per pound; lettuce, small cases, 15 to 17½ cents; radishes, 50 to 60 cents, dozen bunches; celery, $2.50, crate; tomatoes, six baskets, $3.00 to $3.50; cucumbers, per 2-dozen box, $1.00 to $1.85.

New York, May 7. — Celery, per crate, 50 cents to $1.50; cucumbers, 40 to 60 cents; mushrooms, 75 cents to $1.75 per 4-lb. basket; tomatoes, per lb., 20 to 35 cents; radishes, per 100 bunches, $1.25 to $2.25; lettuce, per strap, $1.50 to $3.50.

Florida Vegetable Prices.

Average jobbing prices reported from nearly all markets on Florida tomatoes May 1 were from $3 to $3.75 per carrier. The corresponding price in 1916 was from $2 to $2.25 per six-basket carrier.

During the week of April 24-30 there were 781 cars of new potatoes shipped from that state as compared with 518 during the corresponding period last year. Prices on new Florida potatoes in the larger markets May 1 were $9 to $9.50 per barrel, or from $1 to $1.50 per barrel less than quotations on April 23.

Cabbage shipments during the week, April 24-30, were 132 cars.

Vegetable Prices at New York.

In beans but very few domestic marrows arrived May 7, and what did sold for $16.50 and $17 per 100 pounds. The stock of this variety is about exhausted. Chilian marrows are fair at $13.50 and $13.75 per 100. Choice and medium pea and small white beans are firm at from $14.75 to $16; choice white kidney, $15 and $16; Imperials, $14.50 and $15; Imperials, Chilian, $13.25 and $13.75. Lady Washington, choice, $15.50 and $15.75.

In new crops, Florida beans, tomatoes, cucumbers and potatoes are arriving in considerable quantities; also Texas onions and a variety of other fresh vegetables from California and the south, but prices are generally firm. It is the old story, the wholesalers blame the retailers and vice versa, though what the wholesalers say seems plausible. Texas onions are plentiful and have been wholesaling at $4 per 100 pounds, whereas some of the retailers have been charging 12 to 15 cents per pound.

Twenty-four cars of Florida potatoes, new crop, arrived May 5, and are moving freely at from $4 per barrel for No. 4, to $8.50 and $9 for No. 1. Old potatoes range from $7.50 to $8.25 per 165-pound bag, but the old potatoes are necessarily deteriorating.

Greenhouse Melons.

At this time of the year we wish to caution any grower who is going to try melons under glass to omit the customary manure mulch. Growers have acquired the habit of mulching freely in the summer months, using coarse manure. While this is all right for some crops, it will not do for melons. To obtain the sweetest, best flavored fruit, we should avoid animal manures during the growing season for melons. The stimulants should be confined to acid phosphate or bone meal and potash. We used to derive our potash from sulphate potash, but as this is unobtainable now, we use wood ashes, unleached. Ashes carry much lime in pure form; hence, we add lime which is desirable. For pollinating melon, there is nothing better than bees. We have often been asked why hand pollinating is less effective than bees, and the answer should be that by hand effort we often miss the critical period of pollen or pistil maturity. The busy bee in his tireless effort will visit a given flower any number of times and also bring a mixture of pollen—that is pollen from various blossoms, so that in the end he succeeds where we fail.

MARKETMAN.

Vegetable Shipments in Carlots.

Total car-lot shipments of vegeables for the season reported by railroads to the United States department of agriculture to May 1 were as follows: Asparagus, 329; early cabbage, 1,078; celery (California), 572; lettuce, 1,343; new onions, 2,639; new potatoes, 1,388; Florida tomatoes, 820.

97th Year
J. BOLGIANO & SON,
Wholesale Garden and Field Seeds,
Onion Sets, Seed Potatoes
Growers of Pedigree Tomato Seeds
Baltimore, Md.

CARNATIONS
F. DORNER & SONS CO.,
Lafayette, - - Indiana

CHAS. H. TOTTY
MADISON, NEW JERSEY
Wholesale Florist
Chrysanthemum Novelties my Specialty

HYDRANGEAS
In bud and bloom, choice stock, from 75 cents to $3.00 each.
GARDENIA VEITCHII
3½-inch pots: $15.00 per 100.
A. L. MILLER, Jamaica, N. Y.

ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.

HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.
Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.
Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.
Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.
Forcing Stock—Azaleas, Rhododendrons, Aucubus, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses, in large assortment, choicest quality, best commercial sorts.
Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.
Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.
Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.
Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

Wholesale price list will be mailed promptly on request.
Write for information and price today.

THE D. HILL NURSERY COMPANY, INC.
EVERGREEN SPECIALISTS
LARGEST GROWERS IN AMERICA
Box 404, DUNDEE, ILL.
WHOLESALE GROWERS AND IMPORTERS

HARDY LILIES and GLADIOLUS Are Midsummer Money Makers.

LILIUM SPECIOSUM RUBRUM.

Gladiolus Bulbs

	Per 1000
Mrs. Francis King, 1st Size	$15.00
Chicago White, First Early..	20.00
" " Medium Size	15.00
Florist XXX Mixed, 1st Size.	17.00
Standard Mixed, 1st Size....	13.00
" " Medium Size	11.00
Extra Fine Mixed, 1st Size....	18.00
Panama, 1st Size........	30.00
Europa, best white. Per 100	$9.00
Mrs. F. Pendleton. Per 100.	7.50
Myrtle............Per 100.	10.00

See our Spring "Book for Florists" for Complete Named List.

Tuberoses

Excelsior Pearl

First Size, 4-6 inches..Per 1000 $ .50

OTHER SORTS	Per 100
Armstrong, Everblooming....	$2.00
Variegated......................	1.75
Albino..........................	1.75

Lilies—Hardy

Splendid Solid Bulbs

	Per 100	Per 1000
Lilium Auratum (160 to case) ..	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)....	8.00	75.00
Lilium Rubrum, 8-9 in. (160 to case)....	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)... ..	9.00	85.00
Lilium Album, 9-11 in. (100 to case).........	12.00	100.00
Lilium Tigrinum Splendens		30.00
" " Fl. Pl.....		30.00

Lily Bulbs

FROM COLD STORAGE

Lilium Giganteum

	Per 1000
7- 9-in. (Case of 300. 15.00)	$45.00
8- 9-in. (Case of 250, 15.00)	58.00
9-10-in. (Case of 200, $16.00)	77.50

Caladiums

(Esculentum)

	Per 1000
7 to 9-inch	$30.00
9 to 11-inch...............	55.00
11 to 12-inch...............	85.00

NEW YORK **VAUGHAN'S SEED STORE** CHICAGO

Our Spring "BOOK FOR FLORISTS" Should Hang at Your Desk.

Bedding Plants in Abundance.

Size of Pots		100	1,000
2¼-in.	Abutilons, 6 varieties........	$2.75	$25.00
2¼-in.	Ageratums, 3 varieties......	2.25	20.00
2 -in.	Alyssum, double	2.25	20.00
2¼-in.	Asparagus Sprengeri	3.00	25.00
3 -in.	Asparagus Sprengeri	5.00	45.00
2¼-in.	Aster, 3 varieties..........	2.25	20.00
2½-in.	Begonia Vernon	3.00	28.00
3 -in.	Begonia Vernon	6.00	55.00
3 -in.	Cannas by the thousands.		
2½-in.	Dusty Millers	2.75	25.00
2¼-in.	Chrysanthemums, 28 varieties	2.75	25.00
2 -in.	Coleus, any variety.........	2.50	22.50
2¼-in.	Cupheas, cigar plant........	2.35	22.00
4, 5, 6-in.	Dracæna Indivisa, 15c, 20c, 25c per 100. .		
2½-in.	Heliotrope, 3 varieties......	2.75	25.00
4 -in.	Heliotrope, 3 varieties......	7.50	70.00
2¼-in.	Lantanas, 8 varieties.......	3.25	30.00
3½-in.	Lantanas, 8 varieties........	7.50	70.00
2 -in.	Lobelias (Crystal Palace)...	2.25	20.00
2½-in.	Marguerites, 3 varieties.....	2.75	25.00
4 -in.	Marguerites, 3 varieties.....	7.00	65.00
	PANSY PLANTS	1.75	15.00
2¼-in.	Petunias, double, 12 varieties	3.00	28.00
2¼-in.	Petunias, single, finest mixed	2.50	22.50
2½-in.	Salvia, Bonfire or Splendens.	2.75	25.00
3 -in.	Salvia, Bonfire or Splendens.	5.00	45.00
2½-in.	Stocks, Princess Alice or Beauty of Nice..............	2.50	22.50
2½-in.	Verbenas, finest mixed......	2.75	25.00
2½-in.	Vinca Variegata	3.50	30.00
4 -in.	Vinca Variegata	7.00	65.00
	Rudbeckias (Golden Glow)...	4.00	35.00
	Funkia Variegata	5.00	45.00
2¼-in.	Fuchsias, 12 varieties.......	2.50	22.50
4 -in.	Fuchsias, 12 varieties.......	7.50	70.00
2¼-in.	Geraniums, 20 varieties.....	2.50	22.50
4 -in.	Geraniums	7.00	65.00

Also abundance of other stock, including millions of vegetable plants.

Correspondence solicited.

ALONZO J. BRYAN

Wholesale Florist, WASHINGTON, N. J.

Mention the American Florist when writing.

Rooted Carnation Cuttings

A1 Stock Guaranteed in Every Respect.

Every experienced Carnation Grower will agree that guaranteed stock cannot be sold for less than our prices.

	Per 100	Per 1000
Thenanthos - -	$12.00	
Aviator, Best Money Maker,	$6.00	$50.00
White Enchantress,	$3.00	$25.00
White Wonder, -	3.00	25.00
Matchless, - - -	3.00	25.00
Peerless Pink, - -	3.00	25.00
Ward, - - - -	$3.00	$25.00
Washington, - -	3.00	25.00
The Herald, - - -	3.00	25.00
Victory, - - - -	3.00	25.00
Champion - - -	3.00	25.00

MISCELLANEOUS PLANTS

Wandering Jew, 5 varieties, **Lantana, Trailing Lantana, Sweet Alyssum, Ageratum, Feverfew, Dusty Miller, Salvia, German Ivy, Rose Geranium, Cupheas, Mesembryanthemums,** large flower, **Petunias,** double and single, **Snapdragons, Verbenas, Phlox Drummondi** (3 colors), **Coreopsis, Centurea Imperialist, Calendulas and African Marigolds.** All above 2½ in. stock, $3.00 per 100; $25.00 per 1000.

FUCHSIAS

2 in ......3c each 2½ in......4c each
3 in ....6c each

BEGONIAS

Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

CALCEOLARIA HYBRIDUM

3 in......10c each 4 in......15c each

SCHIZANTHUS WISTONENSIS

3 in..................................5c each

PRIMULA MALACOIDES

2½ in......3c each 3 in........5c each
5 in...... ....15c each

PRIMULA OBCONICA

4 in........10c each 5 in......15c each

YELLOW DAISIES

2½ in ....4c each

PYFER & OLSEM, Wilmette, Illinois.

Mention the American Florist when writing.

The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

SYRACUSE, N. Y.—The park commissioners have asked for an appropriation of $40,000 for a new range of glass.

NEW ORLEANS, LA.—M. M. De Leponyade has purchased ground near the Orleans canal for nursery purposes.

HOUSTON, TEX.—C. L. Brock, for the past four years superintendent of parks, has been appointed chief of police of this city.

SPRINGFIELD, MASS.—Charles Adams, treasurer of the J. W. Adams Nursery Co., has been appointed a member of the park commission.

HOTEL ADELPHIA will be headquarters for the coming convention of the American Association of Nurserymen, to be held at Philadelphia, Pa., June 27-29.

MINNEAPOLIS, MINN.—Park Superintendent Theo. Wirth, who has been making an exhaustive investigation of road making in the east, returned home May 6.

BULLETIN 426, issued by the New York agricultural experiment station at Geneva, is a well illustrated pamphlet devoted to cork, drouth spot and related diseases of the apple.

Apple, Tailor's Sign.

The tailor's sign in a little inland town was an apple, simply an apple. The people were amazed at it. They came in crowds to the tailor, asking him what on earth the meaning of the sign was.

The tailor, with a complacent smile, replied:

"If it hadn't been for an apple, where would the clothing business be today?"
—Everybody's Magazine.

Barry Estate Valued at $788,000.

According to a transfer-tax affidavit filed with the surrogate at Rochester, N. Y., the late William Crawford Barry left an estate valued at $788,777, the bulk of which is made up of personal property and which will be divided equally among the four children of the deceased, William C., Frederic C., Arthur A. and Harriet Rose Barry Sterns. In addition to his holdings in the Ellwanger & Barry Nursery Co., of Rochester, which amounted to $28,200, Mr. Barry was a stockholder in more than 100 companies.

Forest Notes.

Balsa wood, found in Central America, is said to be the lightest known wood. It is lighter than cork and has an average specific gravity of only .104.

A wood specimen found in glacial drift and estimated by the Wisconsin state geologist to be approximately half a million years old has been identified by the forest products laboratory of the forest service as spruce.

State forests with a total of over 3,600,000 acres have been established in 13 states. Of these New York has the largest forests, which comprise 1,826,000 acres; Pennsylvania is second with 1,008,000 acres, and Wisconsin third with 400,000 acres.

Baltimore, Md.

SUPPLY IS LIMITED.

The cut flower supply has shortened very materially during the past week. Peonies make their appearance in small numbers spasmodically and there are a few single violets to be had. The double variety are coming in and are the best seen for some time for so late in the season. The wholesalers find it hard to move Easter lilies, as the demand is rather weak. The call for bulbous stock has slackened and there are some jonquils, tulips and other spring flowers that cannot find a market. A few gladioli are in the market and have been selling at $2.50 per 100. The carnation supply slackened Saturday, May 5, and all good stock moved well. The lilac receipts on that date were plentiful. Roses are none too plentiful, and plenty of funeral work makes the good white ones in the short grades few and far between. Good plumosus is at a premium and smilax is a very scare article. Sweet peas are very plentiful. The lily of the valley situation has changed considerably. Frame stock was offered at $1.50 per 100, May 5; earlier in that week it brought $4. Daisies can be had at $1 per 100. Snapdragons have tightened in supply.

NOTES.

The Baltimore Wholesale Florists' Supply Co. reports that the past week's business was the best since Easter. They are receiving daily shipments of fine Shasta daisies from John L. Wagner of Towson, Md. Harry Glick, of this establishment, was married January 11, but kept it a secret until a few days ago.

Sol Uhfelter, of the Belvedere hotel, reports excellent business. Sol is one of the "old-boys" in the business and is a thorough hustler.

All members of the florists' club are asked to bear in mind that Monday, May 14, is the date of the next meeting.

Chas. E. Smith & Co. are receiving some fine Ward, Beacon and Enchantress, pink and white, carnations.

Many of the local florists are using the Mothers' day posters to good advantage.

The S. S. Pennock-Meehan Co. is showing the first peonies from the south.

The Cut Rate Flower Shop has been busy during the past week with funeral work.

A. G. Fiedler & Co. report business this season better than ever before.

John Cook recently returned from a Florida trip.

C. C. S.

THE

Storrs & Harrison Co.

PAINESVILLE NURSERIES

Catalogues and Price Lists Free on Application.

PAINESVILLE, - OHIO

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists — Largest Growers in America

Box 404. DUNDEE, ILL.

The Book of the Peony

The long and interesting history of the peony, charmingly written by Mrs. Edward Harding. Contains 259 pages with 44 illustrations in color and black and white. Handsome cloth binding.

PRICE, $6.00.

American Florist Co.

440 S. Dearborn St., CHICAGO

Reliably Hardy

Trees, Shrubs and Plants

for all purposes. Wholesale and Retail. Send for catalogs or special quotations.

THE NEW ENGLAND NURSERIES CO.

BEDFORD, - - - MASS.

California Privet

Largest and finest stock of **California Privet** of any nursery in the world.

Polish or Ironclad Privet
Amoor or Russian Privet
Berberis Thunbergii

Very Attractive Prices on Carload Lots.

J. T. LOVETT, INC.,

Little Silver, - New Jersey

The Original Growers of California Privet as a Hedge Plant.

NURSERY STOCK

CLEMATIS PANICULATA

	Per 100	Per 1000
2 years, strong	$12.00	$100.00

BERBERIS THUNBERGII

	Per 100	Per 1000
24-30 in., bushy	$10.00	$90.00
18-24 in., bushy	8.00	55.00
12-18 in., bushy	5.50	40.00

CALIFORNIA PRIVET

3-4 ft., well branched....100, $4.00; 1000, $35.00
2-3 ft., well branched....100, 3.00; 1000, 25.00
1½-2 ft., well branched..100, 2.50; 1000, 20.00

SPIRAEA VAN HOUTTEI

3-4 ft., heavy.....100, $12.00; 1000, $110.00
2-3 ft., strong.....100, 9.00; 1000, 85.00
1½-2 ft., bushy.....100, 7.00; 1000, 60.00

Send for complete list of other nursery stock. Use printed stationary. We sell to "the trade" only.

JACKSON & PERKINS CO., Newark, New York

The Sensational New Fern . . NORWOOD

Has Made an Extraordinary Success

In only three weeks all of the large stock of **NORWOOD** that will be ready this spring has been engaged. Here are the facts:

Norwood—**A Distinct Novelty in Nephrolepis Ferns:**—The most beautiful of the crested type. The fronds are heavily crested, but do not unite as in many varieties of this class; each is held separate and apart by the strong and wiry midrib, which even in a small pot gives the plant a symmetrical and finished appearance. This is not just a variation of this very prolific family, but distinctly different, a very decided novelty that immediately attracts attention. It was one of the features of the New York Show, where it was awarded a Silver Medal as a new and meritorious variety.

Having booked orders for 50,000 plants for June delivery, we are now accepting orders for August 15 delivery. Strong plants out of 2½-inch pots, **$25.00 per 100, $200.00 per 1000.** We will fill orders in rotation as received.

ROBERT CRAIG CO.

Market and 49th Sts. Philadelphia, Pa.
Branch: Norwood, Pa.

If You Have $3

and war to make the most business for yourself when you spend it, mail it today for the latest edition of the

American Florist Company's

Trade Directory

Contains 546 pages of useful information about trade firms with keyed lists of Florists, Seedsmen and Nurserymen, arranged by states and towns, and also alphabetically. Many other valuable lists and much other important information.

Published by the

American Florist Co.

440 S. Dearborn St., CHICAGO

Canna YELLOW KING HUMBERT

(Emund's Queen Helen)

The Best Canna Novelty

This sport of King Humbert has the same habit of growth in the plants but with very dark green foliage and flower stalks excelling those of the King Humbert. The flowers are rich deep yellow, well spotted with red. Some plants occasionally give a scarlet or a scarlet-striped flower which is an effective and striking variation. In a bed or border the mass of trusses excel those of any other variety we know of.

We give below the opinion of a Canna expert on this novelty.

W. W. COLES says: "This variety at a distance of one-half mile loomed up above everything else, and it was at first difficult to believe that a Canna could make such a beautiful showing at that distance. When this variety becomes known, I feel sure it will fill a place among the Yellow Cannas fully as important as King Humbert has among the reds."

FINE STARTED PLANTS.

Price $20.00 per 100; $3.00 per doz.

Vaughan's Seed Store

CHICAGO — 31-33 W. Randolph St.
NEW YORK — 43 Barclay St.

Greenhouses, Nurs. and Trial Grounds, Western Springs, Ill.

For the Best New and Standar

DAHLIAS

Address

Peacock Dahlia Farms,

P. O. Berlin, N. J. Williamstown Junc., N. J.

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

FERNS IN FLATS

In Best Varieties For Fern Dishes.
$1.50 per 100. 100,000 READY NOW.
Write for Wholesale Catalogue of
FERNS, KENTIAS, ETC. to

H. PLATH

"THE FERNERIES"
Lawrence and Winnepeg Avenues.
SAN FRANCISCO, CALIFORNIA.

Mention the American Florist when writing.

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1,000
Vinca Variegata, 2-in, $2.00 per 100	$20.00
S. A. Nutt, 2-in	16.00
Rex Begonias, 3-in. per dozen, 1.00	

Satisfaction guaranteed.

ELMER RAWLINGS,
Wholesale Grower
ALLEGANY, NEW YORK

ANEMONE JAPONICA.

PERENNIALS

SURPLUS STOCK

	Per 100
Achillea, The Pearl, 3-inch	$ 5.00
Anchusa, Italica, 3-inch	8.00
" Opal, 3-inch	8.00
Anemone, Honorine Joubert,, 3-inch	5.00
" Rosea Superba, 3-inch	7.00
" Whirlwind, 3-inch	7.00
Anthemis, Kelwayi, 3-inch	6.00
Armeria, Laucheana, 3-inch	6.00
Artemisia, Lactiflora, 3½-inch	7.00
Aster, Climax, 3-inch	12.00
" Wells' White, 3-inch	18.00
Campanula, Med. Mixed, 3-inch	6.00
Delphinium, Formosum, 3-inch	7.00
" Belladonna, semi-pl. 3-in.	10.00
" " Cliveden Beauty 3-inch	10.00
" Lamartine, 3-inch	18.00

	Per 100
Dianthus, Plumarius Cyclops, 3-inch	$ 5.00
" Deltoides, 3-inch	6.00
" Diamond, 3-inch	5.00
Galega, Hartlandi, 3-inch	6.00
Geum, Mrs. Bradshaw, 3½-inch	10.00
Gypsophila Paniculata, 1-yr. field	6.00
Hemerocallis, Dumortieri, field	5.00
" Flava, field	5.00
" Fulva, field	5.00
" Kwanso, fl. pl., field	5.00
Heuchera, Sanguinea, 3-inch	7.00
Nepeta, Mussini, divided field clumps.	6.00
Poppy, Iceland, mix., 3-inch	5.00
Sage, Holt's Mammoth, 2½-inch	5.00
Sedum, Brilliant, 3-inch	10.00
" Latifolius Atropurpurea, 3-inch.	7.00
Statice Latifolia, field clumps	7.00
Vinca Minor, 3-inch	5.00

VAUGHAN'S GREENHOUSES

Western Springs, Illinois.

Mention the American Florist when writing.

Rooted Carnation Cuttings

Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches, are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it, it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. **$6.00 per 100; $50.00 per 1000.**

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00

FLESH PINK.	Per 100	Per 1000
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00

RED	Per 100	Per 1000
Aviator	$6.00	$50.00
Champion	3.00	25.00
Philadelphia	2.50	20.00
DARK PINK.		
C. W. Ward	2.50	20.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

Rochester, N. Y.

BUSINESS SUFFERS FROM OVER-SUPPLY.

Trade in general has shown little improvement during the past week and there has been quite a slump in the cut flower market, great quantities of stock of all kinds accumulating. Sweet peas are of excellent quality and the same may be said of snapdragons. Lily of the valley is very scarce. Roses are plentiful and the quality is very good.

NOTES.

H. E. Wilson's window for Mothers' day was very attractive. The center was a large picture of mother looking at a bunch of American Beauty roses, the gift of a son. Attractive baskets and plants were also featured. Attention was also called by a card to telegraph deliveries.

E. C. Kaelber is the recipient of fourth prize, $10, in the window display contest of Fulper vases. The Rochester Floral Co. won the third prize of $15.

George Rauchy, formerly rose grower for Frank Purcell, has taken the foremanship of the rose houses of Robert Simpson, Clifton, N. J.

The F. R. Pierson Co., Tarrytown, N. Y., has shipped some fine Whitmani ferns to the New York Florists' Store.

W. E. Smith, of Irondequoit, is supplying the local trade with excellent pansies.

Salter Bros. are cutting good Spanish iris, stocks and Darwin tulips.

David Scott, of Corfu, is cutting fine calendulas. CHESTER.

500,000 PANSIES

Field-Grown—In Bud and Bloom—Mixed Colors

There is no better strain for commercial purposes than my **Superb Strain Pansies,** grown from seed of my own raising, and the result of over 20 years' careful breeding. Send a trial order and be convinced. Fine, large plants $1.25 per 100, $10.00 per 1000. Some extra large plants, $15.00 per 1000.

Largest Grower of Pansies for the Trade in the United States.

Cash with order. By express only.

LEONARD COUSINS, Jr., Concord Junction, Mass.

Mention the American Florist when writing.

FOND DU LAC, WIS.—Andrew J. Brown, formerly with the Haentze Co., has leased the Fourth Street Greenhouses, covering approximately one and one-half acres, to which another house will be added.

CHRYSANTHEMUMS

Novelties For 1917

The Best Of 1916 Introductions.

Standard varieties, both commercial and Exhibition.

NOW READY.

Also **Pompons, Anemones and Singles.**

Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.

Adrian, Mich.

Mention the American Florist when writing.

Ready Reference Section.

10 CENTS PER LINE, NET.

AGERATUMS.

AGERATUM. Heavy 3-in. Blue Perfection and Dwarf Blue, $5.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

ALTERNANTHERAS.

ALTERNANTHERAS.
Red and yellow varieties, 2-in. pots, $2.00 per 100, $20.00 per 1,000. Cash.
JOSEPH BANCROFT & SON.
Cedar Falls, Iowa.

ANTHERICUM

ANTHERICUM. Cosmoeum, 2½-in., $3.00 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

ASPARAGUS.

Asparagus plumosus, 2¼-in., $4; 3-in., $8 per 100; 6-in., 35c each. Asparagus Sprengeri, 2¼-in., $3.50; 3-in., $7; 4-in., $12 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.00 per 1,000. VAUGHAN'S GREENHOUSES, Western Springs, Ill.

ASPARAGUS Sprengeri, stocky 2-in., $2.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

ASPARAGUS SPRENGERI, strong 4-in., $10.00 per 100. CALVERT FLO. CO., Lake Forest, Ill. Ill.

Asparagus Sprengeri, 3-in., 7c; 3½-in., 9c; 4-in., 12½c. HARRY HEINL, West Toledo, O.

3-in. Sprengeri at $5.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

ASTERS.

Henderson's Invincible, a fine aster for cutting and trade pullers for your customers' own planting; separate colors; strong, transplanted plants; prompt shipment. $5.00 per 1,000. Cash.
BRILL CELERY GARDENS, Kalamazoo, Mich.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BARBERRY.

100,000 Berberis Thunbergii, $1.00 per 100 and up. 2-year, 18 to 24-in., $2.50 per 100. Get complete list of florists' stock for spring. BENJAMIN CONNELL, Merchantville, N. J.

BEDDING PLANTS.

Caladiums, fancy leaved, each...	5-in.	50c- .75
Caladiums, fancy leaved, each...	6-in.	1.00
Caladiums, made up, each......	7-in.	$1.50-2.00
Cobea Scandens, per doz.........	4-in.	1.50
Dusty Miller, for border.........	2½-in.	3.00
Per 1,000		27.50
Dracaena Indivisa	4-in.	15.00
Dracaena Indivisa	5-in.	20.00
Extra strong, each.............		.25
Fuchsia	4-in.	15.00
Geraninms, in best varieties.....	4-in.	$10-12.00
Heliotrope	3-in.	7.00
English Ivy	4-in.	15.00
English Ivy	4½-in.	20.00
German Ivy	2½-in.	3.00
Lobelias Speciosa	2¼-in.	3.00
Per 1,000		27.50
Lobelias Crystal Palace..........	2¼-in.	3.00
Per 1,000		27.50
Lobelias Bedding Queen..........	2¼-in.	3.00
Per 1,000		27.50
Marguerites, Mrs. F. Sanders....	2½-in.	4.00
Marguerites, Mrs. F. Sanders....	4-in.	15.00
Marguerites, Yellow.............	2½-in.	5.00
Marguerites, Yellow	4-in.	20.00
Pansies, best strain, in bloom....		3.00
Per 1,000		25.00
Phlox Drummondi, all colors.....	2½-in.	3.00
Petunias, single, best varieties...	3-in.	7.00
Smilax, strong new stock........	2¼-in.	3.00
Adiantum Cuneatum, Maiden Hair	3-in.	10.00
Adiantum Cuneatum, Maiden Hair	4-in.	$15-20.00

POHLMANN BROS. CO.,
Morton Grove, Ill.

BEGONIAS.

Begonia Chatelaine, 2-in...........	$4.00 per 100
Begonia Prima Donna, 2¼-in......	3.00 per 100
Begonia Erfordii, 2¼-in...........	3.00 per 100
Begonia Xmas Red, 2¼-in.........	6.00 per 100
Begonia Luminosa, 2¼-in.........	3.00 per 100

Begonia seedlings, transplanted, Erfordii, Luminosa, Prima Donna, $1.50 per 100; $12.50 per 1,000.
ERNEST ROBER. Wilmette, Ill.

BEGONIAS. Fine 3-in. in bud and bloom. Erfordi, $6.00 per 100; Vernon, $4.00; Luminosa, $5.00. THE WAGNER PARK NURSERY CO., Sidney, O.

REX BEGONIAS, mixed varieties, 3-in., $10 per 100; 4-in., 15c to 25c each; 6-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BOXWOOD.

BOXWOODS.
PYRAMIDS. Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b., Dundee, Ill. Write for prices on larger sizes.
BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.
THE D. HILL NURSERY CO., INC.,
Box 404. Dundee, Ill.

Boxwoods. Most beautiful stock. For varieties and prices, see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BULBS.

Bulbs. Caladiums, well cured with live shoots. Tuberoses—Dwarf Pearl. For sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Dwarf double pearl tuberoses. Caladium Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Lily bulbs. Giganteum and Multiflorum. For sizes and prices see advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALADIUMS.

Bulbs. Caladiums, fancy leaved. Rare and new varieties. $3.50 per doz., $25 per 100. Choice standard varieties, $2 per doz., $15 per 100. Vaughan's Seed Store, Chicago and New York.

CAMPANULA

CAMPANULA PYRAMIDALIS, two-year-old, $10.00 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

CANNAS.

CANNAS. 3½ and 4-in. pots. King Humbert, 8c; Florence Vaughan, C. Henderson, Louisiana, Austria, 7c—packing at cost. This stock will satisfy the most exacting customer. Don't hesitate to place the order if you want first-class stock.
KENNICOTT BROS. CO.,
163 N. Wabash Ave., Chicago.

Cannas. Dormant to close. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

CARNATIONS.
Standard and New Varieties.

White.	Per 100	Per 1000
Matchless	$2.50	$20.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
C. W. Ward....................	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Champion	3.00	25.00
Philadelphia	2.50	20.00

J. D. THOMPSON CARNATION CO.,
Joliet. Illinois.

ROOTED CARNATION CUTTINGS.
Large supply of extra fine stock ready now. Our carnation cuttings are recognized everywhere as the best obtainable and are big value at the prices quoted.

	100	1,000
Champion	$2.00	$18.00
Victory	2.00	18.00
Bonfire	2.50	20.00
Carnegie	2.00	18.00
Enchantress	2.50	20.00
White Enchantress..............	2.50	20.00
Alice	3.00	25.00
Rosette	2.50	20.00
Nebraska	5.00	45.00
Mrs. C. W. Ward...............	2.00	18.00

WEITOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

Rooted carnation cuttings, A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

CARNATIONS FROM SOIL.

	100	1,000
Belle Washburn	$5.00	$45.00
Matchless	3.50	30.00

BASSETT & WASHBURN.
178 N. Wabash Ave., Chicago.

Carnations. Clean, vigorous plants, from 2 and 2¼-in. pots. For varieties and prices see advertisement elsewhere in this issue. The Jos. H. Hill Co., Richmond, Ind.

Carnation Superb. Fine new flesh pink. Rooted cuttings. Delivery now. $12.00 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS

ROOTED CHRYSANTHEMUM CUTTINGS.
These are the very best commercial varieties. Prices, unless noted different, are $3.00 per 100.
White Varieties—Crystal Gem, Oconto, White Chieftain, Josephine Foley, per 100, $4.00; October Queen, per 100, $4.00.
Yellow Varieties—Golden Queen, Bonnaffon, Marigold, Mrs. Morgan.
Pink Varieties—McNiece, Wells' Lake Pink, Chieftain.
BASSETT & WASHBURN.
178 N. Wabash Ave., Chicago

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS.

Tremendous supply of fine, healthy stock, ready for immediate shipment. We have all the best commercial varieties and grow every one we have listed in quantity for wholesale purposes in the Chicago market. Our experience as chrysanthemum growers has taught us that the following varieties are the best money makers:

Chrysolora	2.00	18.00
Maj. Bonnaffon	2.00	18.00
Roman Gold	2.00	18.00
Nogoya	2.00	18.00
Robt. Halliday	2.00	18.00
Bronze Touset	2.00	18.00
Col. Appleton	2.00	18.00
Golden Queen	2.50	20.00
Marigold	2.50	20.00
Chas. Razer	2.00	18.00
Lynwood Hall	2.00	18.00
Oconto	2.50	20.00
Clementine Touset	2.00	18.00
Early Frost	2.00	18.00
Wm. Turner	2.00	18.00
White Chieftain	2.00	18.00
Pink Chieftain	2.00	18.00
Dr. Enguehard	2.00	18.00
Intensity	2.00	18.00

POMPONS.

Plants Out of Soil—Cut-back Stock.

	Per 100	Per 1,000
Baby Margaret	$2.00	$18.00
Diana	2.00	18.00
Lulu	2.00	18.00
Souv. Mellania	2.00	18.00
Mensa	2.00	18.00
Lillian Doty	2.00	18.00
Fairy Queen	2.00	18.00
Emily	2.00	18.00
E. D. Godfrey	3.00	25.00
Fine Thanksgiving Pink Single.		
Billy Primrose	3.00	25.00
Fine Thanksgiving Pink Button.		
Mrs. Buckingham	2.00	18.00
Leona, midseason fine pink	2.00	18.00
Golden Climax	2.00	18.00
Golden Wedding	2.00	18.00
Quinola	2.00	18.00
Baby	2.00	18.00
Eugene Langulot	2.00	18.00
Pretoria	2.00	18.00
Mrs. Aster	2.00	18.00
Sabey	2.00	18.00
Lillia red	2.00	18.00
Mary Richardson bronze	2.00	18.00
Tiber	2.00	18.00
Mrs. Beu	2.00	18.00
Croesus	2.00	18.00
Mrs. Julia	2.00	18.00

WIETOR BROS.,
162 N. Wabash Avenue, Chicago, Ill.

Immediate delivery.

CHRYSANTHEMUMS—ROOTED CUTTINGS.

Varieties listed in order in which they bloom.

	100	1,000
White.		
Crystal Gem	$2.50	$20.00
Oconto	2.50	20.00
V. Poehlmann	2.00	15.00
Alice Byron	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00
Yellow.		
Golden Glow	2.00	15.00
Golden Queen	2.50	20.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Odessa	2.50	20.00
Yellow Bonnaffon	2.00	15.00
Nagoya	2.00	15.00
Dolly Dimple	2.50	20.00
Pink.		
Amorita	2.00	15.00
Chieftain	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00
Red and Bronze.		
Shrimpton	2.50	20.00

Twenty-five at the 100 rate.
250 or more at the 1,000 rate.

J. D. THOMPSON CARNATION CO.
Joliet. Illinois.

Chrysanthemum Hamburg Late White. Best late white on the market. Rooted cuttings, $12 per 100; 2-in. stock, $15 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemums. Both exhibition and standard varieties. For names and prices see advertisement elsewhere in this issue. The Jos. H. Hill Co., Richmond, Ind.

CHRYSANTHEMUMS. Leading commercial varieties, $3 per 100. Ask for list of varieties. HENRY SMITH, Grand Rapids, Mich.

CINERARIA.

CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COBAEAS.

COBAEA SCANDENS. Extra fine 2½-in., $3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

COLEUS.

Coleus Defiance, the prettiest of all coleus. It defies any other coleus in beauty as well as for commercial purposes, as pretty as a poinsettia at its best. Send for colored plate. Try it. $1.50 per doz., $10.00 per 100 from 2½-in., with plenty of fine cuttings on them.
C. Winterich, Cyclamen Specialist, Defiance, O.

COLEUS.

Strong 2-in. pots, fine assortment of best varieties, $2.25 per 100; 3-in. pots, $4.00 per 100. Cash.

JOSEPH BANCROFT & SON,
Cedar Falls, Iowa.

COLEUS. Complete assortment of colors. Ready for shipment May 15. Trade paper quotations prevail.

KENNICOTT BROS. CO.,
163 N. Wabash Ave., Chicago.

Coleus, 3-in. stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

CROTONS.

Crotons, now ready, an excellent lot, all good selling varieties, strong 4-inch, $5 per doz.; $40 per 100. Vaughan's Seed Store, Chicago and New York.

Crotons, well colored, 4-in., $4.80 per doz.; 5-in., 60c and 75c each. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclamen giganteum, improved Wandsbek type, strong seedlings, in 8 varieties, equally divided, $4.00 per 100; $30.00 per 1,000; transplanted, $5.00 per 100; $40.00 per 1,000.

Rococo Erecta (new), finest ever introduced (not to compare with the old Rococo), to be well recommended for commercial growing. Strong seedlings, $5.00 per 100; $40.00 per 1,000; transplanted, $6.00 per 100; $50.00 per 1,000.

2½ and 3-in. stock ready May 15. Orders booked in advance. We grow over 350,000 and can show many testimonials as to the quality of our strain and stock.

Ernest Rober, Wilmette, Ill.

CYCLAMEN. 2½ and 3-in., ready now, all colors, equally divided, $7 per 100; $60 per 1,000; 3-in., ready June 1, $10 per 100, $90 per 1,000. All selected stock. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c; 6-in., 50c to 75c; 7-in., $1.00 to $1.50 each; full of buds and blooms. HENRY SMITH, Grand Rapids, Mich.

DAHLIAS.

DAHLIAS.

Fine assortment, including 20 of Dreer's best varieties. Strong 2½-in. pot plants, $4.00 per 100. Cash.

JOSEPH BANCROFT & SON,
Cedar Falls, Iowa.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DAISIES.

DAISIES. Mrs. F. Sanders, $3.00 per 100; $25.00 per 1000; 250 at 1000 rate. 2-in. pots. Good stocky plants. Cash with order. RIVERBANK GREENHOUSES, Geneva, Ill.

SHASTA DAISIES, two years, not less than 6-in. limbs, $10.00 per 100; Yellow Marguerites, 2½-in., ready for 4-in., $4 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

DRACAENAS.

DRACAENAS.

	Each	Doz.	100
5 inch Imperialis	$1.00	$12.00	
4 inch "	.40	4.20	
3 inch "	.25		$22.00
5-inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

DRACAENA INDIVISA, 6-in. pots, $25 per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 3-in., 7c; 3½-in., 10c; 5-in., 35c. HARRY HEINL, West Toledo, O.

DRACAENA INDIVISA, 4-in., $15.00 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

ECHEVERIAS.

ECHEVERIAS.

	100	1,000
Large size	$5.00	$45.00
Small size	3.50	30.00

Cash, please.
W. H. KIDWELL & SON.
3806 Wentworth Ave., Chicago.

ERICAS.

ERICAS—Young stock for growing on strong plants out of 2½-in., 3-in. and 3½-in. pots. Fragrans Melanthera, $15.00 per 100; Regerminans, $15.00 per 100; Cupressina, $20.00 per 100; Gracilis Autumnalis, $15.00 per 100; Globularia, $15.00 per 100; Persoluta Rosea, $15.00 per 100; Persoluta alba, $15.00 per 100. Cash with order, please. Anton Schultheis, 316 19th St., College Point, L. I., N. Y.

FERNS.

FERNS. Boston, heavy 4-in., $17.50 per 100; 5-in., $27.50; extra fine 6-in., $6.00 per doz. Scotti, 4-in., $16.00 per 100; 5-in., $25.00; extra heavy 6-in., $5.00 per doz. Table ferns, best commercial varieties, 2-in., $3.00 per 100; extra heavy 5-in., $1.50 per doz. THE WAGNER PARK NURSERY CO., Sidney, O.

SALVIA. Splendens and Bonfire; fine 3-in., $5.00 per 100; extra heavy 4-in., $8.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns. New fern Norwood, a distinct novelty in Nephrolepis ferns. Orders accepted for Aug. 15 delivery. Strong plants out of 2½-in. pots, $25 per 100, $200 per 1,000. Robert Craig Co., Market and 49th street, Philadelphia, Pa.

Dagger Ferns. New May crop southern ferns, 10,000 in 1 case, $11; 50,000 in 5 cases, $52. S. S. Brantley, Route B, Box 152, Evergreen, Ala.

Ferns in flats, in best varieties, for fern dishes, $1.50 per 100. Write for wholesale catalogue of ferns, kentias. H. Plath, Lawrence and Winnipeg Aves., San Francisco, Calif.

Ferns, 2½-in., good, healthy stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

TABLE FERNS, best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

FUCHSIAS.

FUCHSIAS. Mixed varieties, 6-in. pots, 25c; 7-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

GARDENIAS.

Gardenias. Choice buds with an abundance of bright, fresh foliage from strong, vigorous plants. For sizes and prices see advertisement elsewhere in this issue. Yard & Yard, P. O. Box 201, Alvin, Texas.

GERANIUMS.

GERANIUMS. 3½ and 4-in. pots. S. A. Nutt, Ricard, Grant and Poitevine, $10 per 100. Packing at cost. This stock will satisfy the most exacting customer. Don't hesitate to place the order if you want first-class stock.

KENNICOTT BROS. CO.,
163 N. Wabash Ave., Chicago.

Geraniums. Large 2 and 2¼-inch, ready to shift to 3½ or 4-inch pots. For varieties and prices see advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

Geraniums, 2-in., $2 per 100, $18.50 per 1,000; 3-in., $3 per 100, $25 per 1,000. Maryland, $4 per 100 $25 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

RICARD GERANIUMS. 2-in. fine plants in bud and bloom, $2.25 per 100, $20 per 1,000. MT. GILEAD FLORAL CO., Mt. Gilead, O.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GERANIUMS. Hill, Jean Viaud and Poitevine, 4-in. in bud and bloom, $8.00 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

GLADIOLI.

GLADIOLI, 1st size, Niagara, Panama, Princeps, Lily Lehman, $3.00 per 100; Golden King, $4.50; Independence, $1.50; Myrtle and Meteor, $12.00; Bordeaux, $8.00; Empress of India, $6.00; Ida Van, $10.00 per 100.

THE WILMORE FLORAL CO.
412 Seventeenth St. Denver, Colo.

Gladiolus mixtures. For planting out during May and June. Standard mixed (7 kinds or more), $13.00 per 1,000; extra fine mixed (12 kinds or more), $16.50 per 1,000. Vaughan's Seed Store, Chicago and New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GREENS.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

HARDY PERENNIALS.

Hardy Perennials. Sweet Williams, Newport Pink and Scarlet Beauty, $4.00 per 100, mixed, $3.00; Irises, 10 varieties, $2.00; Achillea, $4.00; Columbine, Coerulea, $6.00; Golden Glow, $3.00; Hollyhocks, double, $3.50; Hemerocallis, $4.00 per 100.
THE WILMORE FLORAL CO.
412 Seventeenth St. Denver, Colo.

Perennials. Surplus stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Greenhouses, Western Springs, Ill.

HYDRANGEAS.

HYDRANGEAS OTAKSA, 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

Hydrangeas, in bud and bloom. Mme. E. Mouillere, Radiant, E. G. Hill, etc., $1, $1.50, $2 and $3 each. F. R. Pierson Co., Tarrytown, N. Y.

Hydrangeas, in bud and bloom, choice stock, 75c to $3 each. A. L. Miller, Jamaica, N. Y.

IVIES.

PARLOR IVY. Rooted cuttings, 75c per 100; 2½-inch, $2.50 per 100. Cut back plants. MT. GILEAD FLORAL CO., Mt. Gilead, O.

English Ivy, 3-in., 6c; extra strong, 3½-in., 8c; 2 to 3 vines, 2 to 3 ft., 4-in., 15c. HARRY HEINL, West Toledo, O.

FOR SALE—English Ivy, 4 to 5 vines to plant. Extra strong, $40 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

From Storage.

Lily of the Valley clumps. Special packed. Cold storage. Case of 25, $5.50. Vaughan's Seed Store, Chicago and New York.

LONICERA

LONICERA AUREA, same as vinca, only partly hardy, 4-in. pots, $15.00 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

NURSERY STOCK.

Nursery Stock. For varieties and prices see advertisement elsewhere in this issue. Jackson & Perkins Co., Newark, New York.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

KENTIA FORSTERIANA SINGLE PLANTS.

2¼-inch pots, $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
6 inch pots	6-7	30-32 inches high....	$ 1.50
8 inch tubs	6-7	42-46 inches high....	4.00
8 inch tubs	6-7	48x50 inches high....	5.00
9 inch tubs	6-7	50 inches high, hv...	7.00
15 inch tubs	6-7	8 feet high..........	40.00
15 inch tubs	6-7	9-10 feet high.......	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots		....	$1.50	$12	$100
3 inch pots	5	10-12 ins. high	2.50	18	150
					Each
4 inch pots	5-6	16 ins. high	5.00	40.00	.45
6 inch pots	5-6	26-28 inches high........			1.50

Specimen plants, 15-inch tubs, $75.00 each.

KENTIA FOSTERIANA MADE UP PLANTS.

	Plants		Each
6 inch pots	3	26 inches high......	$ 2.00
15 inch tubs	4	72-78 inches high, hv..	25.00
15 inch tubs	4	75-80 inches high, hv..	30.00

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

PALMS.

ARECA LUTECENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high.	$1.25

ASPIDISTRAS.
5 inch pots, 10-12 leaves, vari............ 1.50

PHOENIX ROEBELENII.
4 inch pots, 50 cents each; 5-inch pots....$1.00

LIVISTONA ALTISSIMA.
2¼ inch pots, 90c per doz........$7.00 per 100

PTYCHOSPERMA ALEXANDRAE.
2¼ inch pots, $1.00 per doz......$8.00 per 100

LIVISTONA ROTUNDIFOLIA.
4 inch pots...........................50c each
POEHLMANN BROS. CO.,
Morton Grove, Ill.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANSIES.

PANSIES. Mammoth strain; transplanted plants in bloom, doz., 35c; 100, $2.50. Postpaid. DANIEL M. CLICK, Smoketown, Pa.

PANDANUS.

Pandanus Veitchii, 4-in., $4.20; 5-in., $7.20; 6-in., $12; 7-in., $18; 8-in., $24 to $30 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15, 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PELARGONIUMS. Easter Greeting, 4-in., in bud and bloom. A1 plants, just right for spring sales, 15c each. Cash with order, please. FELIX KRAMER, Niles, O.

PETUNIAS.

Petunia. Single and double. Ready for shipment May 15. Trade paper quotations prevail.
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163 N. Wabash Ave., Chicago.

PEPPERS.

Peppers. Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.

Peppers. Celestial, 4-in., $12.00 per 100; $100 per 1,000.

Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.

PYFER & OLSEM, Wilmette, Ill.

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PHLOXES. Large divisions, named, $3.50 per 100; under color, $3.00. American Beauty, R. P. Struthers, Pantheon, Selma, Richard Wallace, Berenger, La Vogue, Prof. Schleiman, Lavender Queen, Eclarieruer; novelties, Dawn, Panama, Meredith, Mrs. H. M. Temple, Modesty, Melrose. All highly recommended, $6.00 per 100.
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Extra fine stock	100	1,000
2-inch	$3.00	$27.50
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3-inch	6.00	50.00

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Grafted and Own Root.
The Poehlmann Quality, Known Favorably Throughout the Land.

GRAFTED—2½-inch Aaron Ward, Milady, Killarney, White Killarney, Cecile Brunner, Richmond ....$120.00 per 1,000
Lots of 5,000 or more........ 110.00 per 1,000
These prices are absolutely net cash.
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	100	1,000
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Ophelia	6.00	50.00
Sunburst	5.00	45.00
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American Beauty	6.00	55.00
Baby Doll	5.00	45.00
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ROSE PLANTS—GOOD STOCK.
From 3-inch pots.

	100	1000
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Richmond	4.00	35.00
White Killarney	4.00	35.00

From 2½-inch pots.

	100	1000
Sunburst	$4.00	$35.00

Two-Year-Old Richmond Bench Plants.
$6.00 per 100; $50.00 per 1000.
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EXTRA FINE YOUNG ROSE STOCK.

	100
Ophelia, 2½-inch	$5.00
Ward, 2½-inch	5.00
Sunburst, 2½-inch	5.00
Milady, 2½-inch	5.00

Fine Bench Plants.

Pink Killarney.....$5.00 per 100; $45.00 per 1000
Baby Doll.......... 5.00 per 100; 45.00 per 1000
George Elgar ...... 5.00 per 100; 45.00 per 1000

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Cecile Brunner ....$50.00 per 1000
Richmond .... 35.00 per 1000
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SALVIA. 3½ and 4-in. pots. Bonfire and Zurich, 7c. Don't hesitate to place the order if you want first-class stock.
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SALVIAS.
Extra strong, 3-in. pots, $5.00 per 100; 2-in. pots, $2.50 per 100. Cash.
JOSEPH BANCROFT & SON,
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SNAPDRAGONS. White, pink and yellow, 2-in. pots, $3 per 100. HENRY SMITH, Grand Rapids, Mich.

SNAPDRAGONS. Mixed heavy 3-in., $3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

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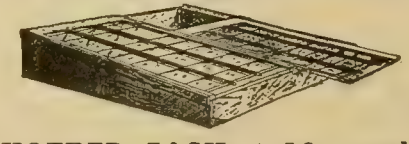

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THE
AMERICAN FLORIST

Vol. XLVIII. CHICAGO AND NEW YORK, MAY 19, 1917. No. 1511

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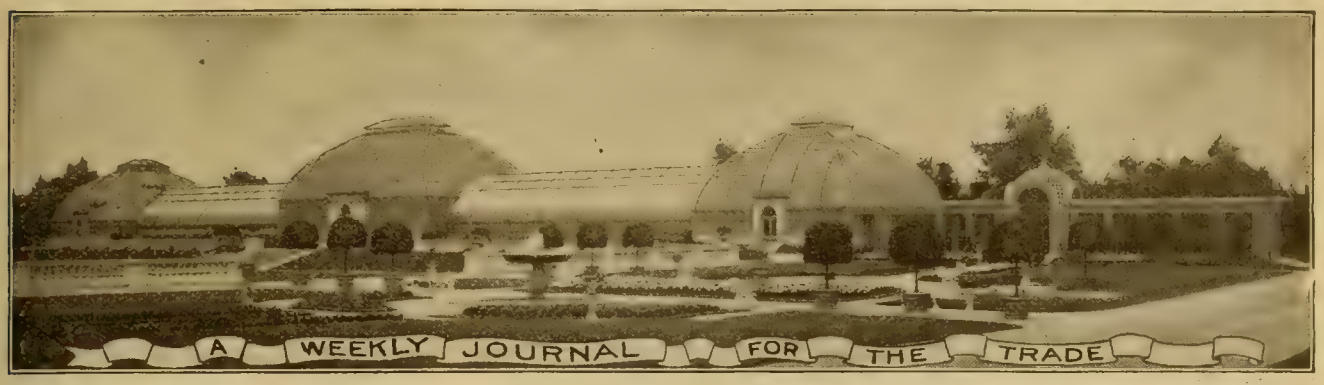

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR, Houston, Texas, President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., 1918. W. J. VESEY, JR., Ft. Wayne, Ind., President; CHAS. S. STROUT, Biddeford, Me., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

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AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June, 7-8, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

CALL FOR MEMORIAL DAY PREPAREDNESS.

Greater Observance Assures Big Demand.

This, the final floral holiday of the year, will soon be here. The day when all flower beds are expected to be planted, all lawn vases and porch boxes filled; the great clean-up day of the cemetery florist, the finish of his month's campaign, when every lot shall have been put in the best possible condition, every vase filled, and the decorative pieces for the graves in place before 10 a. m. on Memorial day.

In certain parts of the country, notably the New England states, with Boston as the central point, it is the busiest day of the year, not only for the cemetery florist, but the city retail stores, the supply houses and every other branch of the business being taxed to the limit to cope with the great demand. How this great custom has been worked up, and is so conspicuous a factor in this section, is worth the careful consideration of the trade. With such a business all over the country at this time, the increase in the sale of plants and flowers as well as supplies of all kinds would be enormous.

The people of this New England center are no more patriotic than those of other equally populous states. In some way, however, the custom has grown to make decoration general, until all lots and graves are included. It has become a day of visitation by the great majority of lot owners who consider it a duty to see that flowers are placed on the graves of their loved ones.

Henry Penn, who advertises so extensively in Boston and vicinity, has had a good deal to do with exploiting Memorial day. His specialty, the decorated magnolia wreath, using artificial flowers that enable him to prepare a large stock in advance, has had an immense sale. It became so popular that the department stores edged into the field, offering poorly made up stock at very low prices.

The sentiment of Memorial day is beautiful. The prime movers of the annual custom were the members of the G. A. R. As time has passed on, however, their ranks have grown thinner and thinner, until in some communities there are but few of these defenders of the Union left. There is a love of country and patriotic fervor in the descendants of these brave men and others citizens, who should see that their graves are kept green.

The florists' trade, aside from the sentiment, has a business interest and should use every means in its power to foster and encourage the use of flowers for Memorial day. A national publicity campaign, having for its object the arousing of a new sentiment for, and an increasing in the observance of the day, could awaken an interest that, if properly nurtured, would make this a much more important occasion. The memorial feature, the idea for which the day was founded, must be kept to the front. It is fast degenerating, if not already established as a pleasure holiday, a day for baseball, regettas and other public pastimes. Were the real functions of the day re-established to any perceptible degree, the trade would surely benefit. The greater the observance the larger the demand for flowers.

The retail florist can do much in his own way with the facilities at hand to encourage the use of flowers for Memorial day. Let him commence with window decorations at least two weeks before. Pictures of Grant, Lincoln, or of army officers of local prominence, nicely displayed with neatly draped flags, stacked guns, etc., will be sure to attract attention and arouse interest in the day. A few decorated magnolia, galax or laurel wreaths, with red, white and blue ribbon, or miniature flags, pompons of tri-colored immortelles, or some with natural flowers, should prove attractive. Cycas leaves tied with patriotic ribbons and flowers are also appropriate and showy. Window cards with appropriate inscriptions are a great addition. Just the date, May 30, is significant; "The Heroes' Day," "Keep their memories green," "Renew your patriotism by a visit to the graves of the defenders of the nation," etc.

A neat pamphlet calling attention to the beautiful sentiment in remembering the defenders of the nation showing how the custom of decorating all graves on Memorial day is becoming universal throughout the country, should be sent to all customers.

A state of mind that thinks "Memorial day trade" is not worth bothering with, "or does not amount to anything any more," needs waking up. There is something wrong with the grey matter. Let such a man give it another trial, a fair chance, give the subject his best thought and work up his enthusiasm. Nothing can be accomplished with only a half push; it must be a "now, boys, altogether," and then over she goes.

Now is the time of preparation. Magnolia wreaths, which figure so largely in the demand, should be made up, or if the made-up stock work of the supply houses is depended on, a supply should be ordered at once, so as to be on hand in good time.

The peony is the great flower for Memorial day. The south finds a great market in the cooler sections of the country for peonies at this time. The crop that hits May 30 is a success, but there is little or no demand worth while for the flowers that come later. The cold storage of this stock for the day has helped very materially, and flowers held for later use after their season has passed sometimes find a market.

All kinds of shrubbery is useful for this occasion. Much of the demand is for small sprays or clusters, the limit of many customers being one dollar. A few sprays of white shrubbery with a couple of colored peonies or two or three pink or red roses or some pink weigelias gotten together in a couple of minutes, fills the bill. A number of these bunches on hand are a great help when the rush comes.

Memorial day is an event of much importance to the trade, who profit largely as they plan.

Bedding Plants.

MEMORIAL DAY PREPARATIONS.

The month of May is a tremendously busy time for those whose business it is to prepare and plant out large quantities of the different kinds of so-called bedding plants before May 30. The demand for all kinds of plants for this occasion is very heavy, but notwithstanding the sentiment that prompts the planting of plants for this date set apart as Memorial day, there is not any other time when customers seem to be as particular about the quality of the plants they purchase. Taking as an example, geraniums; unless these plants are dwarf, sturdy plants, well in flower and bud, it is a hard job to induce very many customers to purchase them at any price. A salesman may talk his head off about what they will be later on, but it will not make very much of an impression on the customer. What he or she wants is good plants in bloom to make a show from the time they are planted out. Nearly every customer has an idea they know more about these plants than the man who has grown them, and it is well to let them think so. A good salesman can get in a few suggestions in an indirect way, but he will not get very far by being antagonistic to a customer's ideas. Many of the customers like to pick out the plants themselves, especially those who do their own planting. This works out very well when all the plants on the selling benches are for sale and not needed for any special purpose or for stock. When so needed, they should be set apart in another part of the establishment, not open to customers. The same system should be adopted for all items that are in short supply. When customers come in and find you are saving some plants they are bound to be the ones they want, so it is best to be prepared for all this by keeping such stock out of the selling houses.

CARE OF THE GERANIUMS.

Well grown plants of these are now well in bloom and bud, needing ample space between each plant for their best development, and to prevent them becoming drawn and straggly. To overcrowding may be laid a great deal of the trouble many growers have in not being able to get their geraniums well in bloom. When crowded close together, the soil does not have a chance

Geranium in 4-inch Pot.

to dry out properly and the roots are in a continuous wet condition, which promotes growth and stalk to the plant, but a lack of bloom.

Judgment in the watering of the plants is another important factor in being able to get the plants well in bloom. They should be allowed to dry out well between each watering and during cloudy, damp days water only when absolutely necessary and keep the atmosphere of the houses in a general dry condition. Give the plants plenty of air on every favorable occasion and maintain a night temperature of 50 degrees with a rise of a few degrees in the daytime on cloudy days. On bright days, unless a very cold wind is blowing, ventilate abundantly.

As soon as the selling begins in earnest it is quite a job to keep the plants on the benches in good order unless they are gone over each day and straightened up so that they can be properly watered and attended to. The stock that has been in the hotbeds for a week or two should by this time have become vigorous, growing plants, especially the alternantheras, and beside keeping these well watered and attending to the airing and temperature, it may be found necessary to clip them back a little to make the plants of uniform size and shape. Long, straggling plants of alternanthera are not very good to work with. For the purpose for which they are intended, they must be of uniform shape and size to make a job of carpet bedding look good from the start. The weeds in a hotbed grow more rapidly than the plants and must be kept down to give the plants a chance. Pull any weeds out as soon as large enough to handle before they interfere with the growth of the plants.

PETUNIAS—HELIOTROPES—FUCHSIAS.

Larger sizes of these plants than the ordinary bedding size (3-inch) are demanded and are good sellers, but it is necessary to stake and neatly tie them up; there is no need to go into any elaborate tying, just a neat stake and tie as a support to prevent them lopping over is all that is required, and after tying give the plants space enough to properly shape and establish themselves.

TOPPING.

Now is the time to go over plants that need a little topping, such as achyranthes, coleus or any other soft growing foliage plants, but it must not be done to the extreme, just enough to keep the plants in shape and guard against their running up spindly and becoming poor material for planting out. It has passed the time when it is safe to top any of the flowering plants and have them recover in time for sales this month.

There is a big call for Hydrangea Otaksa when well flowered and of good form; they are used chiefly to stand at the head of graves or in front of mausoleums for Memorial day. Friends of the family take this means of showing their respect and it is not unusual for the family to have forgotten to place their order in time to have their lot planted and at the last minute order a large plant in flower placed on the lot to make a showing until the lot can be planted.

PANSIES.

These are the popular flowers this early in the season. Large numbers of fall transplanted plants in full bloom are now being sold. The best way to handle pansy plants is to place a dozen plants in the regular pansy baskets sold for that purpose and get a good supply ready for each day's sales. They are a cheap plant and it does not pay to have a salesman run out to the frames with every customer who wants a dozen plants.

COLD FRAMES.

These can be utilized to take care of many of the plants now on the greenhouse benches and thus relieve the congested condition. Sweet alyssums, verbenas, Salvia Mme. Salleroi, ageratums and lobelias can now be set out in the cold frames.

Asters, antirrhinums, calendulas, gladioli, etc., for summer cut flowers can be planted outside now. It is a good plan to get all of this work taken care of before the rush becomes so great that they have to be neglected.

SUPPLIES.

Attend to placing your order for all the supplies needed, such as cheap trowels (for sale), market baskets, wire frames for wreaths, boquet holders, etc., in plenty of time, so as to have them on hand when the call comes.

C. W. JOHNSON.

PLANT NOTES.

Small Ferns.

The fern spores that were sown in late winter should now be in condition to transplant into flats. It will be difficult to separate the plants yet into individual specimens, but little clumps can be lifted with a toothpick and planted in flats about an inch apart. The flats or boxes should not be deep; about an inch and a half of soil is sufficient. The soil should be composed of two parts of live loam and one part leaf mold, with a generous sprinkling of sand, and sifted through a fine sieve. The flats should be placed in a moist house that is well shaded, and the walks kept well wet down all through the hot weather. If a nice, warm, moist temperature is maintained, the plants themselves will not require much watering, only light sprinklings, and they will very rapidly root into the new soil and send forth their fronds. If the grower has not grown his own ferns, it is a good time now to place an order for them with the fern specialists, for they can be purchased at very low prices and they are very easily grown on, and where there are many fern dishes to be filled in the fall the difference in cost of the young plants lifted from the flats in midsummer and those purchased out of small pots in the fall is considerable; plants that will cost $3 and $4 a hundred at that time can now be obtained for one-third of that amount, and a thousand or more of this small stock does not take up much space and will de disposed of before the bench room is needed in winter.

Cinerarias.

The sowing of cinerarias is better done in June than later. Many postpone this until July, but during the extremely hot days of that month is is often difficult to obtain good germination, and the seed pans or boxes will have to be watched carefully or they will become dry and the young seedlings burn off. The soil should be well shaded until the young seedlings show themselves, when the shade should be made lighter. As soon as the plants have one or two well defined leaves they should be potted in small pots and given a nice, airy position near the glass, which should be shaded, but care should be taken that the young stock does not get drawn. Always bear in mind that the one thing in growing cinerarias to be on the watch for is the aphis. These insects quickly infest these plants and rapidly suck the life out of them. Constant fumigation will keep them in check, but if not attended to regularly it will be time and money thrown away to attempt their culture. Cineraria hybrida is the variety most grown, and these are obtainable in some elegant strains with large, high-colored flowers. The Cineraria stellata is a much larger and more rapid growing plant which is very showy, but is not so well adapted for house culture when in flower.

Winter Flowering Geraniums.

With all growers having a greenhouse and doing a retail business there is in the fall a good demand for pot geraniums for house culture. Plants lifted from the open ground and potted in the fall are not very satisfactory, for the plants recover from the later transplanting slowly and go out of bloom, and often do not flower again until spring. It is better to grow plants for this purpose in pots through the summer, and these, with good culture, will bloom all winter long if in a sunny position. Cuttings taken at this time will make nice stock for this purpose, or small plants left over after the spring sales can be used. The plants should be potted firmly, so that they will make a short, stocky growth, and kept well pinched back throughout the summer, that as many branches may be procured as is possible. All buds should be picked off as soon as formed, allowing no blooms until the plants are firmly established in blooming pots, in which they should be planted the last of August. A 6-inch pot makes the best size for house culture, and the plant can be easily grown so that it will fill this size nicely. A frame outside is the most convenient and best place for growing them through the summer.

MEMORIAL DAY WREATH.

Laurel, Cycas Leaves, Red, White and Blue Immortelles and Ribbon.

Primulas.

The young primulas that were sown early should now be in 3-inch pots and be given as cool and airy a location as possible. To get the best growth on these plants, they should never be subjected to great heat, for the species are naturally a cool growing plant on the edges of the woodland in their native state. Outside in a frame with a lath covering is the best place that they can be grown, the pots sunk in the soil even to the rim. In potting these plants, they should be placed in the soil deep enough for them to stand firmly; they will not stand deep potting, but many growers do not pot them deep enough, and they frequently get turned over sideways during the watering. They must be watered carefully, and preferably with a can with a fine rose. The later sowings will have to be carried on in the houses until they are large enough to be placed outside. They will have to be shaded, but do not shade them heavily enough to cause them to get drawn.

Peonies.

The work on these plants is not finished by any means when the blooms are cut, for they must be taken care of to insure a good crop for another year. Where the plants are grown in rows the constant traveling has packed the soil down hard, and the ground should be given a good cultivation in order to lighten it up. The weeds should be kept down all summer and not allowed to rob the soil of its richness. If the plants were severely cut in harvesting the bloom, so that there is not much foliage left on the plant, it is well to spread a mulch of strawy manure on the surface. This is often the case with the officinalis varieties, which do not make the heavy growth of the later varieties, and as it is natural for the roots of the peonies to have the shade of the heavy foliage of the plants during the summer the cutting of the stems and foliage of these varieties robs the roots of this, and a mulch that will protect the ground from the hot summer sun is very beneficial, and will also reduce the labor of weeding. Any old blooms left on the plant should be cut and thrown away. Plants that have become broken down by high winds or heavy rains should be tied up in shape.

Larkspur.

Larkspur, or "poison weed," is treated of in a recent bulletin of the department of agriculture, in which it is pointed out that many losses are suffered each year by western ranchmen by reason of the stock eating the weed. There are two groups of these larkspurs on the ranges—the tall and the low varieties. The low larkspurs prefer the hills and rather dry ground, while the tall kinds grow in the canyons and gulches. Among the tall species are Delphinium barbeye and D. cucullatum. The tall larkspur is easily distinguished after it blossoms, but in the early stages is often confused with the geranium and aconite. Of the low larkspurs, D. Nelsoni is a type. It grows in considerable abundance in Wyoming, Colorado, New Mexico and Utah. The root is short and tuberous and the plant never exceeds a foot in height. The blossoms are a violet blue. They appear, arranged in a loose raceme, in May.

Ardisias.

One of the most popular berried plants for Christmas is the ardisia, but it is not grown as generally as it should be, the production being left to a few plant growers, for it is of very easy culture, the only drawback being that it is of very slow growth. The seeds of the old plants are now thoroughly ripened and should be sown at this time. They germinate slowly, and should be sown about an inch apart, in rows the same distance apart, and they can be left in the seedbox until early summer and potted in 2½ or 3-inch pots and grown in a warm, lightly shaded location. They should be potted in good fibrous loam and kept in a moist, close house, that all the growth possible may be obtained at this time, for the plant naturally checks in winter. In early spring these young plants will flower and produce a crop of berries for the next winter. The plants that have been grown for three years or more have generally passed the ornamental stage, for they lose their leaves and have a "leggy" appearance. When they reach this stage the tops can be rooted and fine plants obtained. This can best be done at this time of the year by cutting into the stem and wrapping the cut with wet moss firmly tied around. Keep the plants in a warm, close atmosphere and the moss continually damp, and in four or five weeks new roots will grow in the moss, when the top can be cut off and potted, still keeping the plant in the same temperature until new growths start. This operation will not in any way interfere with the plants blooming, for they frequently set an abundance of buds while the top is making new roots. The brown scale is the greatest enemy of ardisias, even in the young stage, and they must be removed at once when found, for they sap the strength of the plant. The older plants should be frequently sponged with strong nicotine solution.

Solanums.

These little Christmas plants should not be allowed to stand around in the hot greenhouses badly potbound and drying up every day, for they will grow hard, and it cannot be expected to obtain a good plant under these conditions. They will stand lots of abuse and do fairly well, and that is the reason, probably, that they are so often neglected during the busy days. But it is much better to plant them out in the field than to carry them along in this condition. They can be easily handled in this manner, lifting them early in the fall. They will need to be kept pinched back into shape—any strong leading shoots should be cut back when they are soft. They can be planted fairly close together, and will need frequent cultivation. If there is no suitable outside location where they can be planted out, they can be plunged in a frame and potted up as it becomes necessary, but outside treatment of some kind is far preferable to the greenhouse, which is too warm, unless shaded, and they make better growth and bloom more freely in the bright sunlight.

Memorial Day Spray.
Cycas, Flags, Immortelles and Tricolor Ribbon.

WITH THE GROWERS

Washington, D. C., Growers.

Gude Brothers Co., Inc., who reconstructed a large portion of their Anacostia range, have a splendid line of all kinds of florists' stock. American Beauty, Ophelia, Mock, Radiance, red and pink, Killarney, Ward, Richmond and Sweetheart roses in large lots, all in splendid condition, are seen here; also gardenias by the houseful, ranges of sweet peas, and while violets are now done, a crop of gladioli is coming on between the rows. Between the houses, which are built 12 feet apart, is a frame, or bed, in which during the summer months are grown chrysanthemums. A cheesecloth shading and one steam-pipe around the frame at the bottom, ward off the danger from early frosts. A Skinner system pipe over the center of the bed provides an easy method for watering. Taft roses are forced for summer and fall cutting and then lifted, cut back and two or three plants are placed together in an 8-inch pot. Brought on in a cool house, their condition at this time, covered with a wonderful crop of flowers and buds, clothed with heavy foliage, they are as handsome as any pot rose on the list. An interesting bench was one in which freesias had been forced for three years without lifting; the crop obtained from these during their season was phenomenal. The warm weather of the week before Easter had made it necessary to find a cool spot for some of the forward stock. On the Saturday before Palm Sunday a storage shed was erected. The lumber, pecky cypress boards, 16 feet in length, was ordered in the morning and in two and one-half hours after its arrival, a double-pitch shed 30x100 feet, 16 feet high at the ridge, had been completed and was immediately filled. It has been found most satisfactory. The story of Red Radiance, which by the way is their

Memorial Day Spray.
Cycas, Ruscus and Waxed Pink Roses. These are Sold in Boston, Mass., by the Thousand.

most profitable rose, is interesting. Wm. F. Gude noticed on the floor in the work room where the stock was being graded, a red bud that looked familiar and yet he could not place it. It was red, but not a Richmond. He finally concluded it was a sport of Radiance. There were just two cuttings on the short stem, which were placed in the bed. Only one grew, and from this their entire stock of this valuable variety has been propagated. The plant from which this bud was taken was never found. The coal question here is serious, as at the prices quoted for next season, their supply will cost them $15,000 more than for that of the past winter. It takes over 5,000 tons for their two ranges.

Clark Bros., whose establishment adjoins that of Gude Brothers Co., make a specialty of Kaiserin and President Carnot roses; these are grown cool, the first large house coming in heavy crop for Easter and followed later by a house without heat ready about the third week in May and for Memorial day. The plants in both ranges showed extreme vigor.

One of the noted cut flower growers of this city is Theodore Dieterich, whose greenhouses are at Congress Heights, D. C. His specialties are chrysanthemums, followed by sweet peas for several houses, one of lupines, and several filled with calendulas. Wallflowers filled a good part of another house. Violets are also a specialty, being grown in wide, high houses with side ventilation. The violets from this place are noted for their great excellence. A large house of King construction has been up a long time; one of the first to go up in this neighborhood, Mr. Dieterich said it was most satisfactory and had paid for itself several times over. A wonderful crop of orchid sweet peas had been grown in this house this season. When asked where he was going to erect the new house this summer, Mr. Dieterich said he had not built for quite awhile and that he had all he could manage with comfort. He thought it foolish to grow more stock than could be done well He firmly believes that all men in this business should be specialists; they should study the plants they grow, and do them better than the average. Then they were reasonably sure of a good market at top prices. Chrysanthemums, singles and pompons, are grown outside in frames; these are covered with sash on a frame work in the fall as cool nights came on, and were all cut out before the killing frosts arrived. Beds of larkspur, belladonna and cornflower are protected during the winter in frames, coming a week or two in advance by this method. A large field of peonies appeared to have wintered well. A very interesting feature was the beds of forsythia. Nowhere else has the writer seen it done so well. The first branches cut outside are put in early in January and brought along in the open greenhouse at a temperature 50°. This takes a month to flower out. As the season advances it opens much quicker. The treatment is to cut everything away close to the ground while the wood is dormant. Then, in the spring, a number of strong shoots are thrown up, which attain a growth before fall of from four to six feet. These become closely set with flower buds, which, when open, are long golden plumes, very much better than the twiggy, nursery branches that are usually seen. Theodore Dieterich is certainly a model grower.

MEMORIAL DAY WREATH.

Oak Leaves, Waxed Pink Roses, Artificial Lilac and Green Ruscus.

J. M. Gasser Co., Cleveland, O.

In the early '80s, the founder of the business that bears his name, was a hustler for Uncle Sam, carrying letters to the people of Cleveland and doing it well. Having a love for flowers, he gradually worked into the business in a retail way, was encouraged, resigned his government position, and in 1885 built greenhouses at Rocky River, on the outskirts of the city, which establishment has grown, until with the completion of a new Lord & Burnham house, 60x400 feet, the glass area will be 346,000 square feet. There are in the main, two large ranges, connected with a commodious shed, one devoted to carnations, and the other to roses. Several of the houses are, however, devoted to a variety of cut flowers, as are needed in addition to the other stock for their wholesale and the large retail business of the city store. F. C. Bartels is superintendent, a grower of superior ability, as evidenced by the general excellence of the stock in all the houses. The whole establishment is ideal in arrangement. The carnation range consists of nine houses, each 27x300 feet, built ridge and furrow without divisions. The gutters are nine feet in height with 14 feet to the ridge. Were the gutters two feet higher, it is thought all shade would be eliminated. The carnation benches, five feet in width, stand 36 inches in height with bottoms of 4-inch drain tile laid crossways, close together, supported on 2x4-inch planks lengthways of the bed. Steam pipes run under each bench near the ground. A record board for each variety hangs at the central cross aisle and from this the writer copied the actual results as shown by the leading varieties of this range up to February 1, which is interesting:

Var.	No.	Oct.	Nov.	Dec.	Jan.	Total	Ave.
Winsor	2950	582	5489	7282	3226	16579	5
Mrs. Ward	1780	277	1269	2420	3044	7010	5
Pk. Delight	3690	2675	5037	4720	5430	17862	4⅘
Wh. Wonder	4900	3463	6549	7510	8700	26222	5⅓
Alice	3550	993	2866	3432	5742	13033	4⅔

The stock is all in fine condition, and from now on should produce great quantities of flowers. There were several other varieties, among them Enchantress, which is marked to go, as it splits so in dark weather. A partial remedy for this and some other ills of the carnation, Mr. Bartels said, would be found in watering with water not lower than the temperature of the houses. When asked for the coming red, he pointed out a bench of Belle Washburn, which was going strong and producing fine flowers. He said he believed it had a great future. He also favored Thenanthos, which had greatly impressed him when he saw it growing last fall. A splendid batch of young carnation plants for next year was a feature. He favored the first shoot that came after the flower had been picked, for his cuttings. The strings to support the plants were crisscrossed, leaving diamond-shaped openings which he liked much better than the straight across the bed plan and were easier to run.

The rose range on the opposite side of the bed is of nine houses, 30x300 feet, built ridge and furrow plan with-

out divisions. Killarney, Ophelia, Shawyer, Richmond and Ward are the varieties. A great crop had been taken at the holidays and the plants were getting away nicely again. Quite a quantity of flowers were showing. Ophelia looked particularly well, all the roses are planted in ground beds, raised one foot above the walks. Planks 2x12 inches are set on edge and held in place by short sections of 1-inch pipe driven into the ground. This was then filled and packed solidly, preferably with clay. Four-inch drain pipes were then laid across the bed, close together, the ends coming out to the walk. A 6-inch board formed the edge of the table and held the soil, which was placed directly on the tile. The steam pipes along the walk, just below the tile, kept warm air circulating through the pipes, which admits of plenty of water for the beds without injury to the plants.

The ends of the rose beds, next to the cross aisle, which contained the steam mains, were planted with asparagus as it was too warm here for the roses. Two large houses were planted with the California maiden hair fern, which has done wonderfully well here. Several houses of sweet peas, in various stages, were looking very well, particularly the one now in full flower. The vines are loaded with flowers and are at least 10 feet high. There were houses of Easter and formosum lilies; the latter, of this year's importation, had been benefited by a rest in cold storage, which had helped to ripen the bulbs and they came faster and more evenly than the stock planted on arrival. Callas, snapdragons, stocks, mignonette and baby and field gladioli were seen by the houseful. All stock is grown on tiled benches, which Mr. Bartels says is the only kind. Pink Japanese lilies are also largely grown. Lily of the valley and bulbous plants are forced in quantity. A house of cattleyas was a feature. Natural gas from two wells on the place supplies heat for the carnation range, but coal has to be used under the other boilers. This is an ideal establishment, producing something of interest for every month of the year.

Macaw Bros., Norwood, Pa.

As fern specialists, the Macaw Brothers shine—in fact, they fairly glisten. Their six-inch pot Scottii bring 75 cents; no such finished stock is seen anywhere else. Their larger sizes at twice the money and more, are relatively as fine. This is not said to boost the firm but to encourage others to do the same, but it requires care and attention. The endeavor here is to have every plant salable, for as Duncan Macaw says, it is the lad that cleans up, that makes the money.

Asparagus plumosus sprays for cutting are a feature here. A large house is completely filled; planted in the ground, plants in six-foot beds are set 10 inches apart. They are allowed to get a good growth before cutting and never so thinned out as to injure the plants. By careful cultivation, the bed is kept up to a growing condition at all times. To cut too severely checks the plants and they take a good while to recover, particularly in the dull winter months. This, it is said, is the trouble with many growers. The beds are renewed every two years. They are dried off the last of June and given a thorough cleaning. There is little sale from July to October. Care must be taken when a heavy crop is on, as in dull, damp weather it is apt to rot. Many fern plants are finished in this house, being suspended over the walks and some of the beds.

Gardenias are another specialty with which success has crowned this firm's efforts. Two crops a year of well-flowered plants in pots, at Easter and Christmas, have found a ready market as pot plants. Their young stock for next season is coming strong.

In speaking of additions, Mr. Macaw said it was a mistake to erect an additional house, unless business pushes one to it. Having more stock than the houses will hold, may mean there is something wrong with the sales department. In this case it would only make matters worse to grow more stock when it was not being sold. Having to throw out a lot of plants because there was no market for them is bad business. Grow stock for which there is a demand, see that it is well finished and hits the market at the right time; then, if you do not have enough, it is time to consider increasing your facilities.

Accounts and Credit of Retailers.

Paper by W. K. Hardt, read before the Florists' Club of Philadelphia, Pa.

It is a well-recognized and deplorable fact that the great majority of small retail merchants, because of the willful lack of accounting methods, have no accurate knowledge of their business. The fact that so many of them succeed in spite of their lack of proper accounting control is most surprising. An astonishingly large number have no record of the business transacted, other than that contained in what is virtually nothing more than a book of memoranda. The situation is doubtless the direct result of the great preponderance of cash sales. Recently one of a group of business men engaged in conversation related an incident in which his wife ordered flowers over the telephone, with the request that the purchase be charged. Not receiving a statement at the beginning of the following month, she called at the shop of the florist to know why her bill had not been sent. The merchant, unable to give a prompt answer, after searching vainly among numerous unfiled papers, located a memorandum book, and thumbing over pages, ultimately came across the name of the customer and the details of the purchase. Upon stating that the bill amounted to $3.50 and payment being tendered in cash, the florist took a pencil and with several hurriedly drawn lines eliminated all trace of the entry. The patron of the shop was not given a receipt, and the only evidence of the transaction was an erased pencil notation. This was the extent of the bookkeeping employed.

MEMORIAL DAY WREATH.
Red, White and Blue Immortelles on Magnolia Leaves, With Tricolor Ribbon.

British Gleanings.

Frank Ellis Bunting, son of Isaac Bunting, the well known lily bulb exporter, of Yokohama, Japan, was killed in action at the front in France, April 11.

C. H. Curtis, former editor of the Gardeners' Magazine, has been named as secretary of the newly formed British Wholesale Florists' Association.

James Stredwick, the well known dahlia specialist of St. Leonards-on-Sea, Eng., died during Eastertide.

An adequate system of accounts is absolutely essential if a merchant is to survive the keen competition which is universal today. Unless the owner or proprietor of the business is supplied periodically with a summary of the exact status of his affairs, it is not possible for him to conduct his enterprise upon sound business principles. Such information can be had only through proper bookkeeping methods. Not only without these facts is the retailer unable to determine whether or not he is showing progress in these days of highly specialized undertakings, but it is not so easy to obtain necessary credit unless the seeker of such credit is in a position to exhibit a properly prepared financial statement or balance sheet. This is especially true where bank credit or accommodation is sought, and it is becoming more and more general in the trade.

Credit is based on the ability, willingness and intention of the obligor to pay. That is to say, the elements of credit are character, technically referred to as the moral hazard, and financial responsibility. The value of the moral hazard is in the main determined by the reputation he may have among his fellows for strictly fulfilling all of his contracts, both as to purchases and sales. Special attention is likewise given to character and habits. If the moral hazard be rated at 100 per cent, the next determining factor in granting credit is the ability to pay as determined by the balance sheet or financial exhibit. The readiness or willingness with which the stated values are accepted by the credit grantor is determined largely by the estimate of the moral hazard. The preparation of the balance sheet, however, must be made directly from the books of account. If proper records are maintained and a complete accounting of all transactions kept, it is a very simple and ordinary operation to set up or prepare a statement. It will be readily appreciated, therefore, that the merchant with a proper realization of the functions of accountancy in retail trade has a decided advantage over his competitor, and by reason of his ability to show in figures the exact status of his affairs, other things being equal, he is in a much better position to command credit.

A further and very advantageous employment of accounts is in the determination of costs. To this end the retail merchant can very well afford to install a simple and modest cost-keeping system. This can readily be done by the use of cards, upon which detailed accounts of the different lines of merchandise handled may be kept. To properly determine costs, it is vital that each commodity sold bears its proportionate share of overhead expense. Too often the retailer in pricing his goods figures the invoice value and adds thereto what in his judgment represents a desirable profit, but ignores in his computation the overhead or general expense, which is just as much an element of cost as the price paid for the material.

The number of failures among the retail trade is most appalling, and by far the greater majority is traceable directly to the lack of efficient bookkeeping methods. The sooner the small merchant awakens to a realization of this fact, just so soon will he be able to successfully compete with his fellow merchants in these days of extreme specialization and keen effort in business endeavor.

American Dahlia Society.

A meeting of the executive committee of this society was held at the Grand hotel, New York, May 10. President Richard Vincent, Jr., occupied the chair, and there were present Geo. L. Stillman, Geo. W. Kerr, Jas. Duthie, J. J. Lane and J. Harrison Dick, secretary.

The minutes of the March meeting were read and approved. Arising out of these, it was proposed that a rule, making it essential that all flowers exhibited in the competitive classes at the society's exhibition must be grown by the exhibitor, this rule not to apply to non-competitive displays, be inserted in the rules of the schedule governing the next show. The statement of accounts was passed.

The coming New York show was discussed. This will be held in conjunction with the American Institute at the Engineering building, September 25-27. It was resolved on motion of J. J. Lane, seconded by Geo. L. Stillman, and carried, that an appropriation be made for the use of the show committee for necessary expenses, show committee to comprise the president and secretary. It was agreed that seven silver and five bronze medals be struck for the needs of the society and its affiliated organizations.

The secretary was empowered to produce an eight-page bulletin for use in the middle of July. It was agreed that from June 1 all new subscriptions paid in would be credited to September, 1918. It was agreed that two silver and two bronze medals be offered as extra prizes to the New Haven, Conn., Horticultural Society for its dahlia show on September 19-20 in the name of the American Dahlia Society.

An invitation from Professor Hall to have the classification committee and interested members visit the dahlia trials at Geneva, N. Y., in September was favorably considered. Discussion was taken on the desirability of publishing Prof. Hall's list of 6,400 dahlia names with classification and descriptions. An estimate for the printing of this as a 48-page pamphlet and cover in seven-point type had been given, the figure being $350 for 1,000 copies. It was the expressed opinion that as the society's funds did not warrant this expenditure, and as such a list would require to be periodically revised, its publication was not justified by the society. Moreover, it had before it a proposition from Mr. Lane, representing the Doubleday Page Co., that there was a possibility of that company publishing a special dahlia manual, an amplification of part of the June issue of the New Country Life, which will be largely devoted to dahlias, and Professor Hall's list may possibly be included as part of such separate manual. It was resolved therefore that the society could not see its way clear to publish the list now.

MEMORIAL DAY WREATH.

Laurel with Tricolor Ribbon.

This is the last committee meeting that will be held before the show.

J. HARRISON DICK, Sec'y.

American Carnation Society.

To Florists of the Central States:

I feel somewhat diffident about bringing this subject to the attention of the florists, but I believe that when the argument is started a great many of my fellow craftsmen will join in, and help make the plan a success. The time is opportune and conditions make it imperative that the florists as a body take some concerted action toward bettering conditions throughout the trade. There is no need at this time for me to go into details regarding the different woes now confronting all florists, no matter in what branch of trade they are interested.

Practically all commercial enterprises have at some time during the past 12 months adjusted selling prices and introduced economic measures. Through lack of concerted action the florists have done nothing to counteract the tremendous increase in the cost of materials used in our vast business.

It seems unbelievable that the florists have taken no action along this line. Many millions of dollars are invested in the central states for the production of plants and flowers. Taking as a whole, the glass area in Indiana, Illinois, Michigan and Ohio represents a vast amount of glass covered acreage. Why should the people representing this enormous investment simply drift along hoping conditions will make their own adjustments? Conditions do not adjust themselves, so we must do the adjusting, and I firmly believe that unless the florists get together at once many failures and thousands of dollars in losses will be the result in the very near future.

We should have adjustments on wholesale and retail prices, shipping conditions, such as prompt deliveries, charges for packing and crating material, which party is responsible for goods consigned and numerous other questions.

Would not a co-operative meeting to be held in the very near future be of interest to all in the trade? Would not that be the proper and prompt way of getting together, to discuss there vital questions and make adjustments to the betterment of all in the trade?

If the men prominent in the trade will do their share in helping to make this meeting a success, I feel confident that only good results will come from such a gathering.

I believe we should have a meeting as soon as possible, and having studied the different questions and conditions pertaining to the trade at this time, an ideal time to get together would be June 19-20. As we all look to Chicago as a market center, I think the meeting should be held in that city. Chicago is easily accessible from all points and we should have a large attendance. The final details of the meeting will be published in an early issue of the trade papers. Should everyone reading this letter attend, what a wonderful meeting we should have and which would assuredly bring excellent results.

I wish you would all pitch in and help me with this gigantic problem. Do not forget the date of the meeting, June 19-20, in the city of Chicago.

W. J. VESEY, JR.,
Pres. American Carnation Society.

Trade Terms.

The trade press reaching us from the other side has for the last week or two contained a warm correspondence on the subject at the head of these notes, or rather we should explain, not so much what trade terms should be, but who is entitled to receive them. The subject was debated at a recent nurserymen's conference, but apparently without being fully thrashed out, possibly owing to the presence of too many of those to whom the subject was not a pleasant one. Be this as it may, the matter is not being allowed to drop, and retail nurserymen are writing, giving chapter and verse, of offers of nursery stock made by wholesale houses to various purchasers with no claim to any connection with the trade, at trade terms, and in some cases even lower.

This evil is not unknown among ourselves, in all branches of the trade, but just now attention is being concentrated on the seed branch. Some years ago a movement was started among farmers to buy their seeds, manures, etc., in bulk, through the secretaries of their associations, at wholesale rates, and distribute same to the members at cost prices. Now the same game is being tried by every little paltry association of allotment holders round our large towns. The government also has taken a hand in the game and recently empowered municipal and other councils to supply small holders with seeds, implements, etc. Some may say that this last is only a war measure and will be dropped after the war. We trust it may, but it must be remembered that these changes bring into existence batches of officials whose salaries depend on the maintenance of the system, not to mention other emoluments that usually follow all the various departments of government trading, and all these people will fight to the death for their living. These officials, too, are always trying to improve their position by enlarging the scope of their operations, so that the business has a tendency to grow and spread in unexpected directions. A notable instance is the supplying of small holders in Ireland with fruit trees at cost prices, which has now spread to such an extent that county gentlemen and other large owners are supplied by the authorities at cost price, not only with fruit trees, but forest trees and even ornamental shrubs and trees.

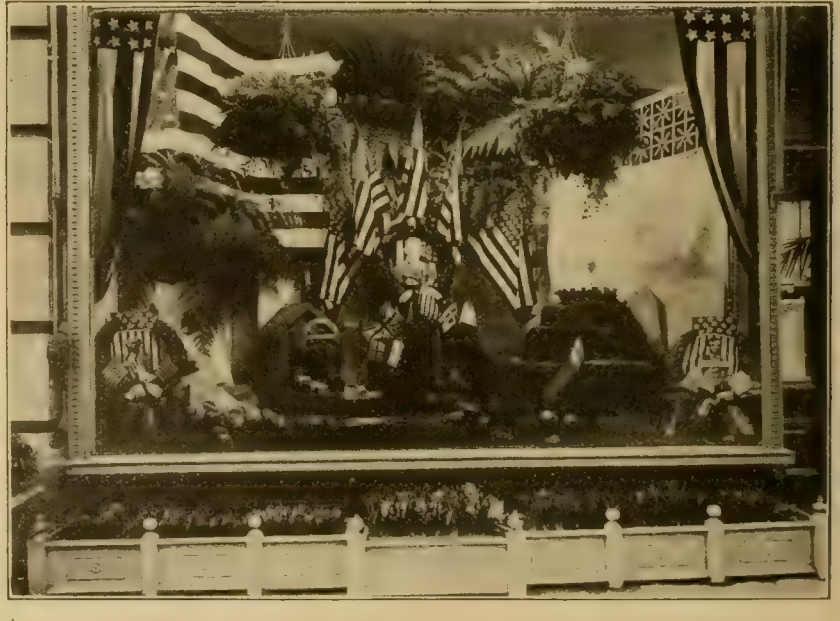
To go back to the seed trade, the vital question for seedsmen is whether the state of things we have outlined is to go on, and get worse, or whether a united effort should be made to improve matters, and confine the seed trade of the country to its legitimate channels. We believe the mischief can be scotched, if not entirely done away with; but this can only be done if there is a strong disposition of the whole body of seedsmen to work together, and under the term "seedsmen" we should include both the wholesale and retail sections. The interests of both bodies are identical in the long run, and it is of vital importance that both bodies should work together in this matter.

We strongly recommend all seedsmen to follow carefully what is being done by the association in this question, and to back up the horticultural trades' council by supplying any information they think may be useful, and strengthening its hands in every possible way.—Horticultural Advertiser (British).

Palmer & Son's New Store.

In our issue of April 28, page 790, we announced the opening of W. J. Palmer & Son's beautiful new flower shop on Delaware avenue, Buffalo, N. Y., an establishment well befitting its location on a thoroughfare that has come to be known as the "Fifth Avenue" of that city, as will be seen from the two illustrations presented herewith. The store, which is 100 feet in depth with a width of 30 feet, with broad, low windows reaching to the floor, is decorated entirely in white, the fixtures to correspond, being unsurpassed as to beauty and efficiency.

The handsome conservatory, adjoining the store, is a feature much admired by all visitors. In the center is



PATRIOTIC WINDOW DECORATION BY DARES, NEW YORK.

a fountain and sunken garden with side beds and benches, presenting a pleasing display of flowering and foliage plants. A rockery with ferns

signified their intention of coming to Chicago to the annual convention. President Head will shortly announce his convention committees.

W. J. PALMER & SON'S HANDSOME NEW STORE, BUFFALO, N. Y.

forming the center and running water adds a touch of nature to the effect.

With complete heating, lighting and ventilating plants and spacious storage rooms in the basement, a garage at the rear conveniently located for loading and up-to-date workrooms with every facility for prompt execution of orders, this splendid establishment does itself proud.

It would not be fitting to pass without mention, the Lord & Burnham Co., New York, who installed the model heating and ventilating systems; Jewett & Co., Buffalo, who supplied the 30 foot flower case of the latest design, and the William Henrichs Sons Co., also of Buffalo, who installed the attractive fixtures and wall cases.

National Association of Gardeners.

The winners of the assistant gardeners' essay contest, for which President William N. Craig offered three prizes in gold—$25, $15 and $10—have been announced by the judges as follows: First—"Rock Gardening," by Marcel M. Twinney, second assistant greenhouse gardener to J. Ogden Armour, Lake Forest, Ill; second—"Hardy Fruits," by Frederick W. Bateman, assistant in charge of greenhouses of Mrs. P. Boettger Estate, Riverside-on-Hudson, N. Y.; third—"Garden Chemistry in Soil Cultivation," by William S. Gillies, assistant gardener to R. H. Boggs, Sewickley, Pa.

The directors of the association have decided on the first week in December as the 1917 convention date. Chicago was voted the convention city at the annual meeting held in Washington last December.

President Thomas W. Head reports that much interest is being manifested in the first annual convention of the association to be held in a western city among the members of the gardening profession located in the West, while a good-sized delegation from the eastern states is looked for. Many eastern members have already

American Rose Society.

The annual outdoor meeting of the above society in the national rose test garden at Arlington Farms, Washington, D. C., will be held June 1. Appropriate exercises have been arranged, which include addresses by J. Horace McFarland, Harrisburg, Pa., by one of the heads of the United States department of agriculture and by a member of the Citizens Association among others. The trade is cordially invited to be present as the two-acre rose garden which now has between 400 and 500 varieties promises to be at its best.

Kansas City, Mo.

MOTHER'S DAY SUPPLY RUNS SHORT EARLY.

The volume of business for Mother's day was far beyond all expectations. Cut flowers of all kinds sold at sight and the supply ran short early in the day. Carnations were in short supply, and while in most cases not up to standard, they were most popular, although roses moved exceptionally well after the carnations were exhausted. Ophelia, Richmond and American Beauty were the favorites. Sweet peas were much sought after and they sold out early. Easter and calla lilies, gladioli, lilac, irises, Darwin tulips, snapdragons and pansies made up the balance of the cut flower line. Made-up baskets and pot plants sold better than in any previous year.

NOTES.

W. L. Rock Flower Co. were crowded to the capacity of their establishment and the force were delivering as late as Sunday evening. Both local and shipping business was extremely heavy. It was this firm's greatest Mothers' day business.

H. Kusik & Co. report the greatest Mothers' day sales in their history, and could not supply the heavy demand notwithstanding large receipts of carnations, sweet peas and roses. Shipping trade showed a big increase over other years.

Mrs. T. A. Mosely, of Kansas City, Kan., sold out completely, with pot plants and baskets in good demand after the cut flower supply was exhausted.

W. J. Barnes had a record-breaking business and his supply of carnations and roses went short early. Large numbers of pot plants were sold.

T. J. Noll & Co. sold stock as fast as it could be unpacked. Shipping orders were much better than a year ago.

In addition to a surprising Mother's day demand, the Peterson Floral Co. had a big rush of funeral orders.

E. J. B.

LEWISTON, ME. — The Gardeners' Union of Lewiston and Auburn has issued the premium list for its fourth annual flower show which will be held in this city, August 30-31. The spring show will be held in Auburn, May 28.

CONSERVATORY AT W. J. PALMER & SON'S NEW STORE, BUFFALO, N. Y.

Cincinnati.

MOTHERS' DAY SUPPLY LIMITED.

Mothers' day business was good, but had the stock been available, it would have been very much better. Everything in the cut-flower line sold at good prices, while orders for as much stock as came into the market were turned down because of the lack of stock with which to fill them. On Tuesday of this week the weather turned much warmer and should result in bringing in much needed stock in better quantities than are available at the time of this writing. Roses are in a fair supply, but many more could be used if they were at hand. The carnation cut is short of requirements. Easter lilies and callas are plentiful. Some outdoor bulbous stock in the shape of irises, daffodils and Narcissus Poeticus is available. Sweet peas are fairly abundant. Peonies are more plentiful than they were. Other offerings include snapdragons, gladioli, lily of the valley and marguerites.

NOTES.

According to present indications, creditors of the R. G. Kootz Floral Co. will receive at least a very substantial per cent of their claims, if not the full amount due them.

L. Frank & Sons, Portland, Ind., shipped the first of a new cut of Shawyer roses to L. H. Kyrk in time for Mothers' day business.

The monthly meeting of the florists' society was held May 14 at Hotel Gibson. There was a good attendance.

C. E. Critchell has been getting in an excellent cut of early peonies.

Visitors: E. B. Current of the Current Floral Co., Lexington, Ky.; Wm. Rodgers, Dayton, Ohio; I. Bayersdorfer, of H. Bayersdorfer & Co., Philadelphia, Pa.; Julius Dilloff, of Schloss Bros., New York, and Mrs. G. M. Frisch, Dayton, O. H.

Baltimore, Md.

SUPPLY IS LIMITED.

The early part of the week finds the flower supply very limited. There are plenty of sweet peas, but carnations are at a premium. In bulbous stock there are callas, Spanish iris and gladioli in moderate supply. Cattleyas are scarce and the price has increased to $1. Gardenias are fairly plentiful. Roses are one of the short items, and bring very good prices. There is a moderate supply of American Beauty, the best being offered at 35 cents each. Outdoor lily of the valley is offered at $1 per 100, the frame product bringing $3. In miscellaneous stock there is a moderate supply of calendulas and daisies, and a few forget-me-nots are to be seen. Snapdragon receipts have slackened considerably.

NOTES.

Local growers have consolidated their orders for coal, believing that the coal dealers will give more prompt attention to an order of this size rather than a number of smaller ones. Isaac Foss, of Govanstown, said he would stop growing rather than pay the exorbitant coal prices asked of him by some dealers.

A pansy bed in Mount Vernon place marks the site of the monument to be erected in this city in honor of Lafayette. The first spadeful of flower-laden earth was turned by M. Viviani, of the French commission, during his recent visit to this city.

Harry Honig, manager of the Flower Mart, is a member of the United States coast guard and expects to be called for service in the near future.

Some of the finest calendulas seen here at present are from John Nuth's establishment.

The Hamilton Flower Shop on Charles street is showing fine Darwin tulips.

Fine Lilium longiflorum are featured at the Halliday Bros. store.

Fred C. Bauer is cutting fine daisies, heliotrope and iris.

J. A. Ritter reports excellent business. C. C. S.

Pittsburgh, Pa.

BUSINESS 100 PER CENT BETTER.

Mothers' day trade was very satisfactory this year, as there was plenty of good stock to be had and prices were good. Carnations, of course, had the call, but any flower sold well. From all reports, there was about 100 per cent increase in sales over last year. The indications at the early part of the week were that stock would be rather scarce, which caused come retailers to buy ahead heavily, but by the end of the week there was plenty for everyone. On Sunday there was an ample supply of roses and American Beauties, but they were held over, as the demand was gone. No carnations could be found on Sunday. The retailers sold carnations at from $1.50 to $3 per dozen, which is a very good price. The business was injured to some extent by a heavy rain storm on Sunday. Most all the street stores were loaded and expected to clean up Sunday.

NOTES.

Al Niggel has recovered from his recent illness and is able to do some farming at his home in Wildwood. Edw. Ludwig has charge of the farm and greenhouse at Mars, Pa.

The cool weather we have had all during this month has kept the plantsmen from doing any outside work. They will all be rushed when the warm weather does come.

The florists' and gardeners' association held an interesting meeting at the Fort Pitt hotel, May 1. The displays on the exhibition tables were worthy of mention.

The home of E. J. McCallum at Allison Park was slightly damaged by fire May 8.

Al Morrison, of Mars, Pa., had a large cut of white carnations for Mothers' day.

J. B. Murdock & Co. cut over 19,000 carnations last week, mostly white.

Wm. McCauley, of A. W. Smith's, has joined the naval reserves.

Joseph Jordon is to be married on May 22. M.

Cleveland, O.

MOTHERS HONORED TO LIMIT OF SUPPLY.

All the prophecies of the "wise men" who knew about Mothers' day business beforehand came true. It was a big day for growers, wholesalers and retailers. Plants and cut flowers sold equally well, and while the supply was good, it was not as large as last year, and far below the demand. A few long stemmed American Beauties and orchids were all you could find on the local market Sunday noon. Stock, too, was uniformly good in quality and prices ruled about the same as last year. White carnations were perhaps the best sellers, but other stock sold equally as fast; in fact, there was not much choice, as retailers generally ordered about everything on the bill. Snapdragon was in big supply, all colors, and of excellent quality. Sweet peas were plentiful, some of the best varieties bringing $2 per hundred. Darwin tulips, daffodils, baby gladioli, calendulas, stocks and irises were part of the receipts. Good lily of the valley was scarce. Orchids did not move, as well as expected, neither did long American Beauties. Perhaps the boys do not think it worth while to spend as much on mother as they do for sweetheart on Valentine's day. Greens were plentiful. Monday, May 14, was rather "slim picking" on the wholesale market, as growers had cut quite close, and not enough stock to make shipments early was to be had.

N. A. Elder, one of the sales force of the Lord & Burham Co.'s Cleveland office, left May 12 for Fort Benjamin Harrison to join the officers' reserve corps. V. A. Morgan, formerly of Cleveland, and now of the Lord & Burnham's Detroit office, is a first lieutenant of the Fifth Ohio and will leave with them as soon as called. C. F. B.

Terre Haute, Ind.

TRADE SWAMPED WITH ENORMOUS DEMAND.

The Mother's day business in this city was the largest ever known, and nearly all of the trade were entirely unprepared to meet the tremendous demand, especially for cut flowers. There was little left to sell after the rush of Saturday was over. Carnations led the call, with a good movement in all bright flowers. The florists' club pushed the event for three weeks with co-operative advertisements in the newspapers and every package that went out of the stores carried a posterette. Carnations sold at $1.25 and $1.50 per dozen, roses $1.50 to $3. Hydrangeas, large pot geraniums and baby rambler roses all sold well.

Cold, unseasonable weather has hampered the planting of bedding stock very much. Heavy rains have prevented the planting out of carnations and it has been necessary to fire at all times. N. B. S.

Rochester, N. Y.

BIG WEEK'S DEMAND FOR MOTHERS' DAY.

A wonderful volume of business is reported by all for Mothers' day. Advance orders came in early and the number of telegraph and mail orders were far ahead of last year. Carnations of good quality were scarce, the red varieties being a minus quantity and prices ruled high. Roses were in good supply and snapdragons in various colors were great favorites. Pot plants, especially hydrangeas, spireas, hyacinths and primroses, sold well.

NOTES.

The Mothers' day window of the Rochester Floral Co. was a clever arrangement featuring the efficiency of telegraph delivery of flowers.

The sympathy of the trade is extended to E. P. Wilson and Mrs. Wilson because of the death of Mrs. Wilson's mother, May 9.

J. B. Keller Sons recently had a handsome window of garden craft boxes attractively filled with pansies marguerites, etc.

F. R. Bohnke reports business far ahead of previous years. He has added a handsome Ford car to his delivery service.

E. C. Kaelber used a large wax figure in an attractive window arrangement calling attention to Mothers' day.

H. E. Bates of the Lord & Burnham Co. has returned from a business trip to western Pennsylvania.

White Bros., of Medina, are shipping excellent carnations to this market.

H. E. Wilson reports an exceptionally good Mothers' day trade.

Visitor: R. E. Blackshaw, representing A. L. Randall Co., Chicago. CHESTER.

San Francisco.

LARGE SUPPLY AND DEMAND MODERATE.

The market remains in much the same condition as reported last week. Stock of all kinds is in large supply with the demand rather moderate. The supply of the leading varieties is more than enough to satisfy the demand and prices are ruling low. The quality as a rule is splendid and the stock is clean, but the cut is too heavy just now for the market to absorb. Carnations are going off crop somewhat, but it has not brought about any rise in prices. Sweet peas are about the only item of which more could be used. Good sweet peas are bringing $1 per dozen bunches in the open market, principally the old grandiflora type. Owing to the very low prices received during the past few seasons, the majority of the growers discontinued the growing of this flower. Very few Spencers are to be seen, and from all accounts, the supply of sweet peas is going to be short all season. There is an immense cut of outdoor Cecile Brunners coming in, all of the finest quality. The supply of spring blooming bulbs is dwindling gradually. Some very fine Spanish iris are being received, but are not bringing very remunerative figures. There seem to be enough orchids and gardenias for the demand. The supply of greenhouse grown snapdragon is about over. This has proved a good seller this season. A few peonies are still to be had, but not in any great quantity. Delphiniums of splendid quality, all outdoor grown stock, are plentiful. A large number of perennials will be in very soon, owing to the favorable weather. There was quite a call for white carnations for Mothers' day business. The supply of good pot plants is getting rather limited. Greens of all kinds are in ample supply at steady prices.

NOTES.

Alexander H. Davidson, superintendent of Cypress Lawn cemetery and one of the best known gardeners in this city, was struck by an automobile last week and died several days later at St. Luke's hospital. The deceased was an old resident of this city and universally esteemed by all his friends among the trade. Mr. Davidson had charge of Cypress Lawn cemetery for years and it was largely through his efforts that it is considered one of the most beautiful on this coast. Mr. Davidson was a native of Scotland, 55 years old. He is survived by a widow and one daughter.

The ceremonies in connection with the planting of the Burbank dahlia in the plaza at the Oakland city hall, under the auspices of the Chamber of Commerce, took place May 6. After he had finished planting the "Oakland" dahlia, which he has given to Oakland as its official flower, Luther Burbank was the guest of honor of the Oakland Chamber of Commerce at the Hotel Oakland, where he was presented with an illuminated and engrossed parchment by the chamber in appreciation of his gift.

The chrysanthemum growers are now busily engaged in planting out stock for the coming season. The quantity being put out is considered larger than last season. Owing to the severe winter, many standard varieties will be in short supply, but their places will no doubt be taken with some of the newer varieties.

G. H. Hecke, state commissioner of horticulture, has issued a warning to all county commissioners of horticulture concerning the Japanese persimmon pest, a serious fungus disease and a serious insect pest. Hecke warns every California county commissioner to be on guard against the pest.

Frank G. Cuthbertson, of C. C. Morse & Co., is a busy man these days. He is at San Juan, where the new winter flowering Spencer sweet peas are now in full bloom. Some wonderful improvements are expected this year and vast trials are being made at this farm.

Frank Walters, the well known tree seed specialist of Los Angeles, is spending some time in this city and vicinity. He reports having had a very busy season in the south. Mr. Walters, before locating in the south, was connected with a large nursery in Menlo Park.

The annual rose carnival of the city of Santa Rosa is expected to surpass all former efforts in this line when it opens next week. The proceeds are to be devoted to the Red Cross. Mayor Rolph of this city will open the festival.

Ernst H. Trevve, of the MacRorie-McLaren nurseries, has left with his regiment for Douglas, Arizona. He spent several days calling upon friends in the trade before his departure.

Robt. Hughes has departed for the east to make his residence. Ned Hughes was connected with the exposition staff during the fair.

G. N.

Providence, R. I.

HEAVY SALES CHARACTERIZE MOTHERS DAY

The Mothers' day demand in this city was never better than this year. White carnations sold at sight and stock of all kinds cleaned up early. Carnations sold at wholesale at $10 per 100 for whites, with prices for other colors varying from four to eight cents each. Roses were quoted from four to 12 cents, with sweet peas bringing $1 and $1.50 per 100. Outside daffodils were among the offerings and sold well. Many of these, together with arbutus, were sold by street merchants on Saturday. Outside stock seems slow this year, there being little call for bedding plants. Cold, rainy weather has also had its bad effect.

NOTES.

In his annual garden contest, open to the mill villages of the state, Governor Beeckman has offered the following prizes in three classes: For village improvement, flag and flagpole; for best home garden, silver cup and $10, first, and a second prize of $5; for best vegetable garden, $5.

Among the numerous window displays that attracted many admiring glances from passersby was that of T. J. Johnston & Co., and it doubtless brought additional business as a result.

Professor E. K. Thomas of the state college will deliver an address on "Gardening" this week.

H. A. T.

Madison, N. J.

Duckham & Pierson are pushing work on their new rose houses and will have them ready for June planting. There are five of these houses, each 61x500 feet. The members of this firm are well known and popular, and both have done something for the trade. As a private gardener, William Duckham established the fact that he is a man of fine character. Everybody who has been attending shows for the past 20 years knows his reputation as a grower. Along the line of greenhouse building, his partner, Lincoln Pierson, is equally well known. As the originator of the Pierson-U Bar greenhouse he conferred a lasting service upon the growers. When their stock is ready for the market it will be sold by Joseph S. Fenrich of New York.

A. F. F.

OBITUARY.

William P. Brinton.

William P. Brinton died May 6, at his home in Christiania, Pa., in the eighty-third year of his age. He had been a resident of Christiana all his life, his ancestors, who were members of the Society of Friends, came to this continent with William Penn. His wife, who was Mary E. Cooper, of Bird-in-Hand, Pa., died in 1903, and he is survived by one son, Maurice J. Brinton, who succeeded him in the florist business several years ago. Five daughters also survive the deceased.

He was an active member of the Pennsylvania Horticultural Society, carrying on in his earlier years quite an extensive nursery business, and later on entering the florist business, of which he made a decided success, enlarging the plant until it has become one of the large ranges in the locality. He served as a lieutenant of volunteers when the Confederates attempted to cross the Susquehanna during the Civil War. During the 70's and 80's he appeared on the stump for his party, the republicans, being a man of sterling integrity and an able fighter for what he believed to be right.

The funeral took place Wednesday, May 9, with interment at the Sadsbury Friends' burial ground. The Lancaster County Florists' Club sent a wreath of flowers, and sincerely sympathize with our fellow member, Maurice J. Brinton, and the family in their loss.

ALBERT M. HERR.

William McCrae Thompson.

William McCrae Thompson, of Lansdowne, Pa., died May 9 of a complication of diseases. He leaves a wife and one daughter. Mr. Thompson was a well known member of the trade in Philadelphia. He learned the retail business with Robert Crawford, Jr., where he spent a number of years, later going into business on his own account at Thirteenth below Walnut streets. For the past 15 years he has been a valued employe of the S. S. Pennock-Meehan Co.

VANCOUVER, B. C.—A meeting of creditors of Brown Bros., Ltd., was held May 14.

EAST SUDBURY, MASS.—The business of C. A. Johnson, florist, who died May 4, will be continued by his son.

OMAHA, NEB.—Employes of Hess & Swoboda who so desire may use the firm's surplus land for vegetable growing.

OMAHA, NEB.—C. A. Baldwin, proprietor of The Fernery, has leased an adjoining store to take care of his rapidly growing business.

PROVIDENCE, R. I.—Fred Cole has opened a store at 95 Snow street, where in addition to plants, he will have fruit trees and shrubs.

WASHINGTON, D. C.—The tulip show under the auspices of the Takoma branch library, May 9, was a most successful event, twenty-three awards being made in 118 entries. Peter Bissett of the department of agriculture acted as judge.

RIVER FALLS, WIS.—H. B. Wieland, of the River Falls Floral Co., says his eldest son and foreman have joined the colors and more of the help will go soon. Brothers, sisters and cousins representing 10 families are now doing war duty, making it very difficult to carry on the business.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.00 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 68 PAGES WITH COVERS

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Look out for the new customer who pays small bills with forged checks and requires the change in currency.

THE old Iowa blue laws are to be enforced prohibiting the Sunday sale of flowers among other commodities.

THE Mothers' day business was greatly helped by the extensive publicity given in the general press and liberal advertising by the florists in their local newspapers.

WHITE CARNATIONS sold at Philadelphia, Pa., May 12, the Saturday preceding Mothers' day at 12 to 15 cents, wholesale. It will be recalled that this city is the home of Miss Jarvis, the founder of the day.

THE latest issue of Vaughan's "Pointers for Planters" has come to hand, containing many valuable and timely suggestions for the trade, as well as the amateur. This issue contains eight pages and may be had for the asking at the firm's Chicago and New York stores.

Yearbook of Agriculture.

We are in receipt of the Yearbook of Agriculture for 1916, an attractive volume of 783 pages, well bound and illustrated. The contents include "Color as an Indication of the Picking Maturity of Fruits and Vegetables" by L. C. Corbett; "The Plant-Introduction Gardens of the Department of Agriculture" by P. H. Dorsett; "Some American Vegetable Food Oils, Their Sources and Methods of Production" by H. S. Bailey; "The Dasheen; Its Uses and Culture," by Robert A. Young; "Suppression of the Gipsy and Brown-Tail Moths and Its Value to States Not Infested," by A. F. Burgess; "Business Essentials for Co-operative Fruit and Vegetable Canneries," by W. H. Kerr; "Co-operative Work for Eradicating Citrus Canker," by Karl F. Kellerman; "the Practical Use of the Insect Enemies of Injurious Insects," by Frederick W. Brown; "The Present Status of the Sugarbeet Industry in the United States," by C. O. Townsend; "Development and Localization of Truck Crops in the United States" by Fred J. Blair.

Mothers' Day Business.

The unprecedented call for flowers and plants of all kinds for Mothers' day, 1917, reported by the trade from all parts of the United States, gives indication that this event will in a few years take its place in the front rank with Christmas and Easter as a great flower day. Publicity, this year, played a greater part than ever before, and its value in stimulating interest is readily apparent in the greatly increased volume of sales as compared with Mothers' days of previous years. Co-operative advertising was done by the members of the trade in many cities and the national publicity with a full page advertisement in the Literary Digest made possible by the sales of posters and posterettes under the direction of the Chicago Florists' Club, were important factors to the splendid result.

While the carnation held undisputed claim as first in popularity, with white as usual most in demand, the fact that the public is coming to a realization that this event is a flower day, not a carnation day alone, is evidenced by the fact that in nearly every instance, a complete cleanup is the report, with a greater demand than ever before for flowering plants. Weather conditions in many sections were unfavorable, resulting in a shortened supply and higher prices. In some Eastern markets this was especially true, as high as $15 being recorded for the best carnations, while anything salable easily brought $8. Other cut flower stock was in fairly good supply and with moderate prices, found quick buyers.

War Brings Increased Business.

Greater business activity, not panic and a collapse of the market in any line, is to be expected during the war, according to A. W. Shaw, chairman of the commercial economy board of the Council of National Defense, in the Official Bulletin, Washington, D. C., issue of May 12. Readjustments and more economic organization of various industries must be made, in order to fill the gaps made by the withdrawal of men for fighting and to meet increased operating costs. But there is no fear of any slackening in demand.

"No matter how much individual economy in consumption is practiced," says Mr. Shaw, "British experience has shown that inevitably war wages increase the purchasing capacity of large classes of the people, thus expanding the market on a broad scale. Besides this, the men who have been withdrawn from productive work have to be fed and clothed as usual, increasing the proportionate demand for goods from those left in business. Added to all this, the foreign demand will continue to grow as the war progresses."

London department stores and retail houses show a gain in profit of from 5 to 50 per cent in 1916 as compared with 1915, in spite of increased operating costs, which in some lines rose as much as 40 per cent.

Systematic attention to details of management and elimination of waste must be relied upon to overcome the difficulties of readjustment. The commercial economy board hopes to assist in the adoption of improved business methods, and is now engaged in securing information through questionnaires and personal investigation, from which suggestions may be made as to the elimination of waste and more compact organization. When conclusions of value have been reached in regard to methods in a particular industry, they will be placed before the entire trade by means of individual letters, articles in trade publications and other forms of publicity.

"No merchant," says Mr. Shaw, "who faces the situation squarely, courageously and imaginatively need fear the war readjustment. Whatever disorganization comes can, with the proper treatment, be passed over with comparative smoothness and speed."

Personal.

Wm. H. Elliott, of Boston, Mass. and daughter, Ruth, passed through Chicago last week enroute to Washington, D. C., returning from California. Mr. Elliott was greatly impressed with the development and possibilities of the west.

Miss Margaret Rudd, second daughter of Mr. and Mrs. W. N. Rudd, left Chicago, May 16, with one of the Red Cross units for the front in France. Miss Rudd's paternal grandfather gave his life for America in the Civil War.

MANAGER GEORGE ASMUS of Schiller's stores, Chicago, says that 90 per cent of the flowers sold go to the masses of the people and only 10 per cent to the wealthy citizens of this country. Further, he says, the masses for the most part pay cash while the wealthy buyers in many cases take from 30 to 365 days and are quite exacting in their requirements.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By good grower of chrysanthemums, carnations, pot plants and general stock. Single man.
Key 789 care American Florist.

Situation Wanted—Experienced grower of commercial stock, plants and cut flowers. Single man. State wages and requirements. Address
Key 732, care American Florist.

Situation Wanted—As foreman or manager; have unusual ability as a grower of roses, carnations chrysanthemums and general stock, a life experience; fine credentials. Address
Key 788, care American Florist.

Help Wanted—Live men to sell greenhouse boilers in home territory. Exclusive territory, generous pay. Write for details.
GIBLIN & CO., Utica, N. Y.

Help Wanted—Young gardener with experience to assist in care of grounds and drive automobile. References required. JAMES C. KIMBERLY,
Neenah, Wis.

Help Wanted—Practical man to take charge of spring bedding and help all around in city store. Can you drive Ford car? Good salary. Address,
PANSY FLORIST, 4044 W. Madison St.,
Phone Kedzie 1017 Chicago, Ill.

Help Wanted—Experienced grower of roses, carnations, chrysanthemums and general greenhouse plants; permanent position for man who can produce first-class stock. Must be sober and good worker. Give references and state wages expected in first letter.
T. NELSON, Morris, Ill.

For Sale—Good windmill, with pump and tank.
THEO. FEHRMANN,
3744 Le Moyne Ave., Chicago.

For Sale—Florists' store, modern, fitted, good stock of supplies, etc.; 40 miles from Chicago, in city of 60,000; good connection and living. Owner has other interests and must sell at once.
Key 786, care American Florist.

For Sale—Special Bargain. An up-to-date place, four acres of ground, three greenhouses, fine dwelling and a large stable—Rowland Ave. and Rhawn St., Holmesburg, Philadelphia, Pa. Write to MICHELL'S SEED HOUSE,
518 Market St., Philadelphia, Pa.

Will Trade

Modern Chicago apartment buildings, valued at $25,000 to $50,000, for cleared greenhouses or farms. State full particulars in first letter to command attention.

Key 784, care American Florist.

HELP WANTED

Several growers and helpers.
Good wages and steady job.

BASSETT & WASHBURN
HINSDALE, ILL.

GLASS FOR SALE

In first class condition single strength 16x24, $2.00 per box.

McCALLUM COMPANY
Pittsburgh, Pennsylvania

LANDSCAPE ARCHITECT

Practical and theoretical man, 34 years of age, with 12 years' experience in all branches, well posted in nursery business and botany, wishes position with reliable firm. West or middle west preferred; not afraid of work. Best of references.

Key 787, care American Florist.

HELP WANTED

Laborers to work around our greenhouses. Steady employment at $2.50 per day. Apply at

BASSETT & WASHBURN,
HINSDALE, ILLINOIS.

Situation Wanted

Expert grower now in charge of a large commercial place near Chicago will be open for engagement as superintendent and manager in the near future. Well versed in general line of cut flowers, particularly carnations, chrysanthemums, etc. State salary, location and full particulars in first letter.

Key 783, care American Florist.

Help Wanted

Section men and helpers.
Apply at

POEHLMANN BROS. CO.
MORTON GROVE, ILL.

For Sale or Rent

Well established greenhouse business; reasons for selling, wish to retire from business. Address

RUDOLPH KAISER
104 College Ave., Annapolis, Md.

FOR SALE

Range of glass 10 miles from Pittsburgh. Everything in first-class condition, but compelled to sell. Will sacrifice at one-half of the value for either cash or payments to quick purchaser.

McCALLUM CO., Inc., Pittsburgh, Pa.

HELP WANTED

On a private estate in Milwaukee, Wis., an A No. 1 Florist, to take entire charge of four small greenhouses and one conservatory just built, where roses, carnations, chrysanthemums, orchids, and vegetables are grown: some knowledge for floral decorations is also required. Wages $90.00 per month for the start. Please give full information about your knowledge, and yourself. Address

A. KLOKNER, Wauwatosa, Wis.

LATEST EDITION

The American Florist Company's

Trade Directory

FOR 1916

Contains 546 Pages. **Price $3.00 Postpaid.**

THE AMERICAN FLORIST COMPANY'S Trade Directory for 1916, fully revised to date, with thousands of new names and changes of address, is now ready for distribution. It contains 546 pages, including extensive lists of the Florists, Seedsmen and Nurserymen of the United States, Canada, Central and South America arranged both by states and towns and all names alphabetically. Also lists of Foreign Merchants. Firms Which Issue Catalogues, Horticultural Supply Concerns. Parks, Cemeteries, Landscape Architects. Experiment Station Horticulturists, Botanical Gardens. Seed Growers, and much other conveniently indexed and invaluable trade information.

PUBLISHED BY THE

American Florist Co.

440 S. Dearborn St., CHICAGO

The Florists' Supply House of America

Preparedness Is The Watchword For Memorial Day.

Be Ready With BAYERSDORFER'S Made-Up Magnolia Wreaths, with Wax Flowers, Boxed; Ready for Instant Delivery.

Crepe flowers, Wax flowers, Metal Wreaths, Magnolia leaves.
Everything in supplies for the Day. **ORDER THEM NOW.**

Patriotic Novelty Baskets in Red, White and Blue

Write for our new illustrated folder for Decoration Day Novelties and June Wedding accessories. It's free.

H. BAYERSDORFER & CO., 1129-1131 Arch Street, PHILADELPHIA, PA.

Mention the American Florist when writing.

FOR MEMORIAL DAY

MAGNOLIA WREATHS IN PATRIOTIC COLORS

Red, White and Blue Pastel Colorings

12 in. wreaths.....per doz., $10.00 14 in. wreaths.....per doz., $12.00

RED, WHITE AND BLUE PASTEL SMILAX, at $1.75 per lb.

PASTEL OAK SPRAYS. **PASTEL BEECH SPRAYS.** **PASTEL SMILAX,** in all colors.

PLAIN MAGNOLIA WREATHS

12 in. frame.....per doz., $6.00 14 in. frame.....per doz., $7.50 16 in. frame.....per doz., $9.00

We prepare and make up anything that grows.

NATURAL FOLIAGE CO., 909-15 North Thirteenth St., Bell Telephone, Olive 1226 **St. Louis, Mo.**

Mention the American Florist when writing.

Detroit.

MOTHERS' DAY SWEEPS MARKET CLEAN.

Mothers' day business here was a record breaker, far exceeding that of a year ago, which excelled all previous years for the same event. A splendid campaign of publicity was carried on throughout the previous 10 days, increasing in extent every day as the big day itself approached. Throughout the week the daily papers alternately kept display advertisements of cleverly worded exploitation of the increasing popularity of Mothers' day, and these issues were profusely illustrated with figures of mothers receiving flowers from children and grown persons, embracing the youngest to the older, and associated with this form of publicity was the laudation of the day and all it implies in the reading columns. This work was so well and extensively done that it was little wonder that everyone was thinking of "Mother" when the day devoted to her honor was upon us. And, how was the trade thus developed cared for by the florists? And what were the results commercially, from the combined efforts of the club members and some others who worked hard co-operatively to build up the popularity of the day to such an extent that it may well be compared with Christmas and Easter trade? All must answer that it was a success, and were it possible to provide a greater supply of stock, it would have been still more remunerative and satisfactory. Never before was this market so completely sold out; not the wholesale house and growers alone, but the stock of every retailer was entirely consumed by the people, who clamored for flowers or plants of some kind to gladden the hearts of thousands of honored mothers. Wisely the florists have by all means trained the public to believe in the propriety of a flower or plant of any kind for this occasion, and while it is true the call for carnations was incessant, nevertheless it was easily diverted to many of the suitable substitutes that every store was well supplied with. In cut flowers, roses were probably the most popular, though the prices of these were comparatively high and bulbous stock filled the demand for cheaper flowers and happily there was a good supply of this class of stock embracing splendid daffodils, tulips and hyacinths. The supply of carnations was soon exhausted, though the retail price was maintained rigidly in most stores at $2 a dozen. Sweet peas were very popular and thousands of them were sold. Snapdragon, too, sold well and a good supply of high grade Russell roses at four to six and even eight dollars a dozen found plenty of buyers. Lilies were in fair supply, and with all the items on the list, sold out to the last flower. Rose plants were popular and the stock was fine, though far short of the demand in supply. The cold weather prevailing the previous two weeks made it possible for the growers to retard a big supply of bulbous plants that found speedy sale, and even the modest geranium was sought and adorned many of the poorer homes. The clear weather prevailing the last days of the week contributed largely to the success of the event, which will be long remembered by the local trade for its many favorable features culminating with the most satisfactory results.

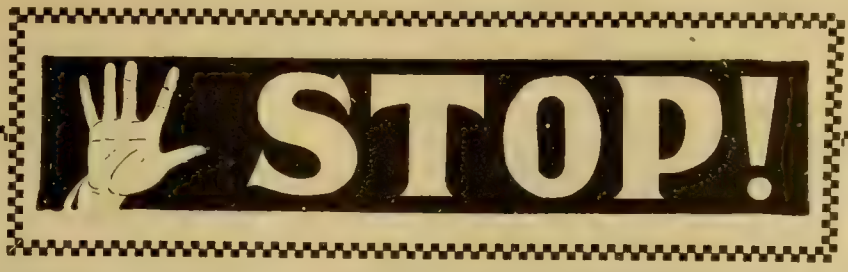
J. F. S.

AUTOMOBILE SUPPLIES

Have you received our catalogue? Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.
1349-51-53 S. Michigan Ave., CHICAGO, ILL.

Mention the American Florist when writing.



You should place your orders with us for Memorial Day this year to avoid disappointment. We will have a most complete line of Cut Flowers, particularly an extra heavy supply of very fancy

PEONIES

In all colors and in all the desired grades at prices ranging from

$4.00, $6.00 and $8.00 per 100.

CARNATIONS

ROSES-IRIS-LILIES-CALLAS-JESSAMINES-DAISIES-ORCHIDS
SWEET PEAS-CALENDULAS-ETC. Complete Line of Greens.

Make up a list of what you need and let us have your order as early as possible. Do it now.

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	1.00 to 1.50
Short stems	100, 4.00 to 6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES.		
Richmond, special		$10.00
" select		8.00
" medium	5.00 to	6.00
" short		4.00
Milady, special		$10.00
" select		8.00
" medium	5.00 to	6.00
" short		4.00
Killarney Brilliant, special		$10.00
" " select		8.00
" " medium	5.00 to	6.00
" " short		4.00
Ophelia, special		$10.00
" select		8.00
" medium	5.00 to	6.00
" short		4.00

ROSES—Continued.		Per 100
White Killarney, special		$10.00
" " select		8.00
" " medium	5.00 to	6.00
" " short		4.00
Killarney, special		$10.00
" select		8.00
" medium	5.00 to	6.00
" short		4.00
Mrs. Ward, special		$10.00
" " select		8.00
" " medium	5.00 to	6.00
" " short		4.00
Sunburst, special		$10.00
" select		8.00
" medium	5.00 to	6.00
" short		4.00
Cecile Brunner		3.00
Elgar		3.00
Baby Doll		3.00
ROSES, OUR SELECTION		5.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Special fancy white	$6.00
Red and pink	5.00

PEONIES.	
Fancy	$8.00
Special	6.00
Good	4.00

ORCHIDS.	Per doz.
Cattleyas	$9.00

EASTER LILIES.	Per 100
Select	$12.50 to $15.00

MISCELLANEOUS.	Per 100
Valley	$6.00
Spanish Iris, per doz.	$1.00 to 2.00
Calendulas	3.00 to 4.00
Daisies	.50 to 2.00
Snapdragons, per bunch	.75 to 1.00
Mignonette	4.00 to 8.00
Callas, per doz.	1.50 to 2.00
Sweet Peas	.75 to 1.50
Jonquils	2.00 to 4.00
Tulips	2.00 to 4.00
Daffodils	2.00 to 4.00
Cape Jessamines	1.50 to 3.00

GREENS.	
Asp. plumosus, per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Adiantum, per 100	1.00
Smilax, choice, per doz.	1.50 to 2.00
Fancy ferns, per 1,000	3.50
Galax leaves, per 1,000	1.25
Wild Smilax, per case	5.00
Boxwood —per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

In Large Supply for Memorial Day

PEONIES

Fancy Stock, $4.00 to $8.00 per 100

We handle the entire cuts of many of the largest growers who ship their stock into the Chicago Market and can fill your wants to the letter.

Carnations

Fancy, $5.00 to $6.00 per 100
Common . . $4.00 per 100

All the best new and standard varieties in tremendous supply. We lead in both quantity and quality.

Roses

You can safely leave the question of prices with us—no higher than elsewhere

Our list is complete in every respect, but we will be particularly strong on Russell, Ward, Ophelia, Milady and Killarney Brilliant.

Everything else in Seasonable Cut Flowers. Complete line of Greens.

Write for Special Memorial Day Price List—Ready Now

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE CUT FLOWER HOUSE in Chicago

169-75 Wabash Ave., L. D. Phones Central 1977-1978 CHICAGO

St. Louis.

BANNER MOTHERS' DAY TRADE.

Mothers' day business from all accounts seems to have been exceptionally good, with carnations in the lead and sweet peas a close second in popularity. All stock came in for more or less demand and it was noticeable that the general public paid less attention to particular colors than in former years. While the wholesale price of carnations was high the retailers contented themselves with moderate prices and a smaller profit rather than scare customers away with a charge of $2 a dozen, and in the majority of cases the volume of sales and usual profit reached a general average on sales of other items. Pot plants had an unusual call this year, and the only reason more were not sold is that they were not to be had. All in all, Mothers' day, 1917, will be remembered as a big day—and still brighter prospects in coming years. The market during the past week was tight almost to a scarcity. Carnations jumped from practically nowhere to $3 and $4 per 100, and increased to $6 and $8 for Mothers' day. Roses also shortened in supply but there were enough of them to meet requirements. Sweet peas have been getting scarcer due to unfavorable weather conditions. A few jonquils and Poeticus narcissus hold up well considering the season. It is fine and not nearly plentiful enough. It has been a fine money maker this year. The market is well supplied with greens of good quality.

NOTES.

The florists' club held its monthly meeting, May 10, as guests of the county growers at the Eleven-Mile House, about 30 members being present. The committee appointed for the purpose, reported that their investigations showed about one and one-fourth million dollars invested in the florist business in St. Louis and St. Louis county. The trustees were instructed to arrange for the annual picnic. F. J. Filmore read an account of a trip he and some of his brother florists took to a convention some years ago and it was enjoyed immensely because of its wit and humor. Paul Reden, of the Missouri Pottery & Supply Co., invited the club to hold their next meeting at his establishment in South St. Louis.

The sympathy of the trade is extended to W. A. Rowe of Kirkwood, whose mother-in-law was burned to death recently. Her clothes caught fire accidentally.

The county growers' association announce a dance at the Eleven-Mile House on Manchester road, May 26.

J. J. W.

Los Angeles.

GOOD STOCK IN AMPLE SUPPLY.

Conditions in the market during the past week have remained unchanged with stock quite plentiful and of good quality. The advance orders for Mothers' day were very good and a heavy Memorial day trade is looked forward to.

NOTES.

Andrew Bruce, head salesman for Wolfskill Bros. and Morris Goldenson, has resigned his position and will enter the cavalry. His many friends assure him of their best wishes. Albert Goldenson will have the store management henceforth.

Wright's Flower Shop is well supplied with good stock. There are many first offerings including Mexican poppies, scabiosas, watsonias, gladioli, gaillardias and sweet williams. There is the usual amount of funeral work.

Redondo Floral Co. recently had a very attractive window of delphiniums and Easter lilies. Irises are moving well, many being used in funeral work. Mothers' day business was better than a year ago.

The Broadway Florists are doing considerable shipping. An immense quantity of carnations are shown at all times and thousand are sold daily.

O. C. Saake is showing extra long stemmed roses and carnations.

G. H. H.

Nassau County Horticultural Society.

The monthly meeting of the above society was held in Pembroke hall, Glen Cove, N. Y., May 9, President James McCarthy occupying the chair. Alex. Sherriffs was elected to active membership. The chairman of the executive committee reported all arrangements complete for the annual tulip show to be held at the Glen Cove neighborhood house, May 23. An interesting schedule has been compiled which will be mailed to any intending exhibitor on request.

The president appointed Thos. Henderson, Geo. Ashworth and John T. Everitt as judges of the monthly exhibits and their awards were as follows: Three heads of Big Boston lettuce, Joe Mastroine, first; vase of cut flowers with vase of Prunus Pissardii, Harry Goodband, first; vase of salpiglossis, John F. Johnson, first.

An essay by Edwin H. Costich, New York, entitled. "Distinctive American Plants." was ably read by Robert Jones and a letter of thanks was ordered sent to the author.

Exhibits for the next meeting will be 12 gladioli, three heads of cauliflower and a bunch of asparagus.

HARRY GOODBAND, Cor. Sec'y.

EXTRA HEAVY SUPPLY OF
ROSES
For Memorial Day

Supreme Quality Mrs. Chas. Russell, Ophelia, Sunburst, Richmond, White and Pink Killarney, Baby Doll and Elgar

We Have All the Standard and Best New

CARNATIONS

and Can Supply the Best Grade in Quantity

Place Your Orders with Us and You Will Get the Best Stock Obtainable for the Least Money

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	$12.00 to $15.00
Good	8.00 to 10.00
MINIATURE ROSES.	**Per 100**
Baby Doll	$3.00
Elgar	3.00
WHITE AND PINK KILLARNEY, OPHELIA, SUNBURST AND RICHMOND.	**Per 100**
Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy	$5.00
Good	4.00
MISCELLANEOUS.	**Per 100**
Peonies	$ 6.00 to $ 8.00
Valley	6.00
Lilies	12.50 to 15.00
Ferns, per 1,000	3.50
Smilax, per doz. strings	2.50 to 3.00
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.25

Other Green Goods Market Rates.

Our Range of Greenhouses Is One of the Three Largest in America and Will Be in Full Crop for Memorial Day

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **Chicago**

RUSSELL, VALLEY, ORCHID

FOR MEMORIAL DAY

We Have a Good Supply. Place Orders No

BEAUTIES CARNATIONS LILIES
SWEET PEAS MINIATURE ROSES SNAPDRAG
HOOSIER BEAUTY OPHELIA WHITE KILLARNI
RICHMOND SUNBURST KILLARNEY BRILLIAN
MILADY AARON WARDS KILLARNEY
GLADIOLI JESSAMINES PEONIES

Ferns, Adiantum, Farleyense, Smilax, Plumosus, Galax, Leucothoe, Mexican Ivy, Spre

Our Roses consist of all grades, Short, Medium, Long and Special.

Price List Mailed Weekly; if you are not on our list let us know.

Poehlmann Bros. Co.'s Supply

(Annex to Cut Flower Departme

A complete line of supplies always on har
Have your goods shipped with your C
Flowers and save unnecessary express charg

Memorial Day Wrea

SPECIAL INTRODUCTORY OFF

12 Assorted 21-inch Wreaths like the accompanying illustration for $1

If you desire to make up your own wrea
in mind that we have the materials you need and
ply you with what you want at the most reasonab

MAGNOLIA LEAVI

15-lb. Carton, . . .

Immortelles, Cape Flowers, Prepared Lycop
Sphagnum Moss, per bale, $1.35; Doz., $1.

POEHLMA

72-74 E. Randolph St.

)SE PLANTS, GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

American Beauty, own root, 2-inch, strong, $75.00 per 1000; 3-inch, strong, $110.00 per 1000.

:D—2½-inch Aaron Ward, Milady, Killarney, White
ney, Cecile Brunner, Richmond, Sunburst............$120.00 per 1000
of 5000 or more.............................. 110.00 per 1000
These prices are absolutely net cash.
3½-inch stock an additional $50.00 per 1000 will be charged.

OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady,
Richmond, Cecile Brunner..................$7.00 per 100; $65.00 per 1000
Lots of 5000 or more.................................. 62.50 per 1000
Sunburst, own root ....$10.00 per 100; 90.00 per 1000

Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

H GRAFTED DORMANT ROSE PLANTS.

	Per 100	Per 1000
nk Killarney. / 1 Gold / gar	$6.00	$50.00

3½-INCH OWN ROOT DORMANT ROSE PLANTS.

	Per 1000
1300 Richmond / 165 Old Gold / 3000 Pink Killarney / 200 Elgar	50.00

2½-INCH OWN ROOT DORMANT ROSE PLANTS.

	Per 1000
2500 Pink Killarney / 350 White Killarney	$30.00

CHRYSANTHEMUMS

Rooted Cuttings and 2½-Inch Stock.

)W—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
Glow	October 1	$2.30	$20.00	$3.00	$27.00
ra	October 14	2.30	20.00	3.00	27.00
Eaton	November 1	2.30	20.00	3.00	27.00
:hadwick	November 7	2.30	20.00	3.00	27.00
gan (Improved Eaton)	October 25	6.00	.....	7.00	.....
—					
1	October 24	2.30	20.00	3.00	27.00
	November 2	2.30	20.00	3.00	27.00
	November 13	2:30	20.00	3.00	27.00
rdt	November 2	2.30	20.00	3.00	27.00
ate Pink	November 7	2.30	20.00	3.00	27.00

Rooted Cuttings and 2½-Inch Stock.

WHITE—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
Early Frost	October 26	$2.30	$20.00	$3.00	$27.00
Oconto	October 19	2.30	20.00	3.00	27.00
Smith's Ideal	November 2	2.30	20.00	3.00	27.00
White Chieftain	October 24	2.30	20.00	3.00	27.00
Eaton	November 1	2.30	20.00	3.00	27.00
W. H. Chadwick	November 7	2.30	20.00	3.00	27.00
Chas. Razer	October 29	2.30	20.00	3.00	27.00
Elise Papworth	November 2	2.30	20.00	3.00	27.00
BRONZE—					
O. H. Kahn	November 2	2.30	20.00	3.00	27.00

POMPONS

Rooted Cuttings and 2½-Inch Stock.

)W—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
bel	October 16	$3.00	$27.00	$3.50	$32.00
	November 1	3.00	27.00	3.50	32.00
	November 9	3.00	27.00	3.50	32.00
	November 16	3.00	27.00	3.50	32.00
llow	November 10	3.00	27.00	3.50	32.00
7	October 31	3.00	27.00	3.50	32.00
—					
arie	October 25	3.00	27.00	3.50	32.00

Rooted Cuttings and 2½-Inch Stock.

WHITE—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
Alva	October 21	$3.00	$27.00	$3.50	$32.00
Helen Newberry	November 16	3.00	27.00	3.50	32.00
BRONZE—					
Madam La Porte	November 9	3.00	27.00	3.50	32.00
Skibo—Bronze Button	October 16	3.00	27.00	3.50	32.00
RED—					
La Gravere	October 31	3.00	27.00	3.50	32.00

)alms Western Headquarters Palms

:gest and most complete stock offered in the West in a healthy, strong and clean condition.

:IA FORSTERIANA SINGLE PLANTS

pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
ubs	6-7	42-46 inches high	$ 4.00
ubs	6-7	48-50 inches high	5.00
ubs	6-7	50 inches high, heavy	7.00
ubs	6-7	8 feet high, heavy	40.00
ubs	6-7	9-10 feet high, heavy	50.00

A FORSTERIANA MADE UP PLANTS.

	Plants		
ubs	4	72-78 inches high, heavy	$30.00
ubs	4	75-80 inches high, heavy	35.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots			$1.50	$12	$100
3 inch pots	5	10-12 inches high	2.50	18	150
					Each
4 inch pots	5-6	16 inches high	5.00	40	.45
6 inch pots	5-6	26-28 inches high			1.50

Specimen plants, 15 inch tubs, $75.00 each.

ARECA LUTESCENS.

	Plants	Each
6 inch pots	4 bushy 24-26 inches high	$1.25

PHOENIX ROEBELENII.

5 inch pots.................................$1.00

ASPIDISTRAS.

5 inch pots, 10-12 leaves, vari.................. 1.50

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, 90c per doz...............$7.00 per 100

LIVISTONA ALTISSIMA.

2¼ inch pots, $1.00 per doz.............$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots..................................50c each

STEVENSONIA GRANDIFLORA.

4 inch pots..................................50c each

DRACAENAS.

	Each	Doz.	100
5 inch Imperalis	$1.00	$12.00	
4 inch Terminalis	.40	4.20	
3 inch "	.25		$22.00
5 inch Lindenii	.80	9.00	
3 inch Margaret Storey	.30	3.25	

MISCELLANEOUS PLANTS

RAMBLERS—35c, 50c, 75c and $1.50 each.

AMERICAN BEAUTY ROSES in pots—35c to 50c each.

	Size pots	Per 100
theras, Red and Yellow	2¼-in.	$ 3.00
)0		25.00
Plumosus, 3-in. pots, per 100		8.00
Plumosus, 6-in. pots, each		.35
Sprengerii, 3-in. pots, per 100		7.00
Sprengerii, 4-in. pots, per 100		12.00
uminosa and Vernon	2¼-in.	3.00
)0		27.50
:hatelaine	2½-in.	4.00

	Size pots	Per 100
Begonia Chatelaine	3-in.	10.00
Canna, King Humbert	4-in.	12.00
Coleus in variety	2½-in.	3.00
Per 1,000		27.50
Crotons, well colored, 4-in., $4.80 per doz.; 5-inch, 60c and 75c each.		
Pandanus Veitchii, 4-in., per doz		4.20
Pandanus Veitchii, 5-in., per doz		7.20
Pandanus Veitchii, 6-in., per doz		12.00

	Size pots Per 100
Pandanus Veitchii, 7-in., per doz	18.00
Pandanus Veitchii, 8-in., per doz..$24.00 to	30.00
Rubber Plants, 6-in. pots, per doz	9.00
Rubber Plants, 7-in. pots, each....$1.50 to	2.00
Larger Plants, each .... 2.50 to	3.00
Table Ferns, 2½-in. pots, per 100	4.00
Table Ferns, 3-in. pots, per 100	8.00
Pteris Assorted, 4-in. pots, per 100.$15.00 to	20.00
Holly Ferns, 4-in. pots, per 100... 15.00 to	20.00

A Nominal Charge is Made for Packing.

N BROS. CO.

ng Distance Phone, Randolph 35.

CHICAGO, ILL.

Beauties, Roses, Fancy Russell, Carnations

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

MEMORIAL DAY PRICE LIST—IN EFFECT MAY 25

AMERICAN BEAUTIES

	Per dozen
Specials, extra long stems	$4.00
Stems 30 to 36 inches	2.50 to 3.00
Stems 18 to 24 inches	1.50 to 2.00
Stems 12 to 15 inches	1.00
Shorter lengths	.50 to .75

RUSSELL—The best in this market.

	Per doz.
Specials, extra long	$2.00
Long	1.50
Good medium	1.00 to 1.25
Good short	.60 to .75

RED ROSES

Rhea Reid, Richmond and Hoosier Beauty	Per 100
Long	$8.00 to $10.00
Good medium	6.00 to 7.00
Good short	4.00 to 5.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$8.00 to $10.00
Good medium stems	6.00 to 7.00
Good short stems	4.00 to 5.00

Pink and White Killarney, Brilliant	Per 100
Long	$8.00
Good medium	6.00
Good short	$4.00 to 5.00

OUR SELECTION: Assorted Roses, our selection, in lots of 300 or more, at the rate of $4.00 per 100.

CARNATIONS

Red, extra fancy **Belle Washburn**	$6.00
Pink and White, extra fancy	6.00

VALLEY $5.00 to $6.00

GREENS

ASPARAGUS SPRENGERI Per 100	$2.00 to $3.00
GALAX, Green or Bronze Per 1000	1.25
CHOICE COMMON FERNS Per 1000	3.50

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

EXTRA HEAVY MOTHERS' DAY DEMAND.

The demand for stock for Mothers' day was extra heavy this year and some of the dealers report that their total sales exceed those of last Easter and Christmas, which were remarkably good and greater than in former years. Stock in all lines cleaned up completely at an early hour, especially carnations, which, as usual, had the best call. Roses were in brisk demand at high prices and sold quickly in all varieties, with the exception of fancy long stemmed Mrs. Chas. Russell, which should have brought more money. American Beauty roses had a good call and cleaned up completely, but prices on fancy stock were not as high as one would expect during a tight market, which was probably due to a certain extent to the large supply of long-stemmed Mrs. Chas. Russell that were offered. The demand for iris was very heavy and the same holds true for snapdragons, which were quite plentiful. Tulips, jonquils, daffodils and daisies moved surprisingly well and it was impossible to supply the demand for sweet peas, which had an exceptionally heavy call. Orchids, gardenias, pansies, lily of the valley, calendulas, candytuft, gladioli, mignonette, forget-me-nots, freesias, peonies, lilac, anemones, statice and other miscellaneous seasonable cut flowers had a good call, and like all the other offerings, cleaned up completely before the rush was over. The out-of-town demand was very heavy and orders were filled from all sections of the country, including the east, which called for a large quantity of stock. The city trade was very good and there was no stock left to offer. Many orders from out-of-town points were refused early in the week, for it was impossible for the local market to supply anywhere near the extra heavy demand. Taking everything into consideration, the Mothers' day demand from the wholesalers' and growers' standpoint was very satisfactory and exceeded all expectations. The outlook for a large supply of stock for Memorial day is very encouraging, but from present indications the demand promises to be heavier than ever and an early cleanup in all lines may be looked for. The writer advised all the retail florists to place their orders well in advance for Mothers' day in these columns four weeks ago and in every issue after that, so as to guarantee their supply, and nearly all those who did so, were pretty well taken care of and have no complaint to make. Everyone will do well to place his order for Memorial day as early as possible, for many orders have already been booked and everything points to a heavier than usual demand. Play safe, order early. Do it now.

NOTES.

A. L. Randall Co., who recently leased from the estate of Wilson Blair the seven-story and basement structure at 729 South Wabash avenue, 78x172 feet, in extent, between Seventh and Eighth streets, for a term of years from June 1, 1917, at an aggregate rental of $107,400, has subleased the store and basement of the building to the Studebaker corporation for a term of years at a total rental of $15,000. Mention of the Randall Co. leasing the property first appeared in THE AMERICAN FLORIST over a month ago.

Matt Mann and Charlie Hunt helped out the regular force at Zech & Mann's store during the Mother's day rush which was the heaviest that this firm ever experienced. Allie Zech says that their sales so far during May are away ahead of the same period of last year and that the total sales for this month promise to be the largest in the history of the firm.

O. J. Friedman, 516 South Michigan avenue, always has a fine showing of stock at his store and is using a large quantity of iris and anemones in his work lately. His able assistant, Victor Bergmann, is a firm believer in variety, and most of his arrangements consist of the many novelties obtainable in the local market.

A. L. Vaughan & Co. report a record-breaking Mother's day trade with the sales for the week showing a gain of more than $2,000 over the same period of 1916. Their out-of-town demand was exceptionally heavy and their city trade was surprisingly good.

Chas. Erne says that Erne & Company's Mother's day trade this year was the best ever, with a complete cleanup in all lines of stock.

Bernhard J. Delinke, 3802 West Chicago avenue, is back from a business trip to Milwaukee, Wis.

WANTED! PEONIES!

Can handle large supply to good advantage on commission.
Start shipping as soon as your stock is ready to cut. Checks weekly.

M. C. GUNTERBERG, WHOLESALE FLORIST
158 N. Wabash Ave., Telephone Central 3067 **CHICAGO**

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 **CHICAGO**

Heavy Supply of Fancy

PEONIES-ROSES CARNATIONS FOR MEMORIAL DAY

From present indications the demand for Memorial Day this year will exceed all expectations and while stock in all lines promises to be very plentiful with us it is advisable to place your orders early. We never book an order that we cannot fill, which is of great value to the buyer as was experienced at Mothers' Day when we took care of all our customers in fine shape. We will do the same for you for Memorial Day if you place your order with us well in advance.

RUSSELL AND OPHELIA

Our line of Roses is complete in every respect but we wish particularly to call attention to our large supply of Russell and Ophelia which are without question positively the finest obtainable in the World's Largest Cut Flower Market.

Iris, Snapdragons, Jessamines, Lilies, Callas, Calendulas, Sweet Peas, Daisies, and everything else seasonable in Cut Flowers. Complete line of Greens.

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

ORCHIDS.

	Per doz.
Cattleyas	$9.00

ROSES.

	Per doz.
American Beauties, 60-inch stems	$ 5.00
" 48-inch stems	4.00
" 36-inch stems	3.00
" 24-inch stems	2.50
" 20-inch stems	$ 1.50 to 2.00
Short stems	.75 to 1.00

	Per 100
Mrs. Russell, special	25.00
" " select	20.00
" " medium	12.00 to 15.00
" " short	6.00 to 8.00
Richmond, special	8.00 to 10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Milady, special	10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Killarney Brilliant, special	10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Ophelia, special	10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
White Killarney, special	10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Killarney, special	10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Mrs. Ward, special	10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Sunburst, special	10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Tipperary, special	10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Cecile Brunner	2.00 to 3.00
Elgar	2.00 to 3.00
Baby Doll	2.00 to 3.00
Firefiame	$4.00, 6.00 and 8.00

Extra special roses billed accordingly.

ROSES, OUR SELECTION	5.00

PEONIES.

Fancy	$8.00
Special	6.00
Good	4.00

CARNATIONS.

	Per 100
Extra Fancy	$ 6.00
Fancy	5.00

MISCELLANEOUS.

Valley	$ 6.00
Easter Lilies	$10.00 to 15.00
Callas	12.50 to 15.00
Jessamines	1.50 to 3.00
Iris	4.00 to 8.00
Snapdragon, per bunch	.75 to 1.00
Calendulas	1.50 to 3.00
Daisies	.75 to 1.50
Mignonette	6.00 to 8.00
Sweet Peas	.75 to 2.00
Tulips	3.00 to 4.00
Jonquils	3.00 to 4.00
Daffodils	3.00 to 4.00

DECORATIVE.

Plumosus strings	$0.50 to $0.75
Plumosus, per bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Adiantum, fancy long, per 100.	1.00
Smilax, per doz.	2.00
Ferns, per 1,000	3.50
Galax, per 1,000	1.25
Mexican Ivy, per 1,000	5.00 .75
Leucothoe sprays	.75
Boxwood, per lb., 25c; cases	7.50
Pussy Willows, per bunch	.35 to .50

Subject to market changes.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good.

The Always Reliable Wholesale Florists

ZECH & MANN

Large Supply of Flowers

For Memorial Day

Peonies Extra Fine Stock in Assorted Colors **Peonies**

ROSES

Extra Fancy Russell-Sunburst-Killarney-White Killarney - Ophelia - Ward - Etc.

Carnations - Sweet Peas - Cape Jasmines
Lilies and Complete Line of Green Goods

OUR LINE IS SO COMPLETE THAT IT INCLUDES EVERY ITEM OFFERED IN THE GREAT CHICAGO MARKET.

30 East Randolph Street, L. D. Phones: Central: 3283, 3284 Automatic: 42-965 **CHICAGO**

Poehlmann Bros. Co. enjoyed a splendid Mother's day trade and cleaned up completely in all lines at an early hour with total sales for the week showing a large increase over that of the same period in 1916. The supply department has a large quantity of made-up wreaths on hand for Memorial day and is prepared to fill all orders for same on short notice.

The Chicago Flower Growers' Association is receiving a large quantity of fancy Mrs. Chas. Russell roses from Stielow Bros. Co., of Niles Center, which are in good demand, owing to their splendid quality. The Mothers' day trade at this, their home, was a record breaker and everything points to a banner Memorial day trade.

O. A. & L. A. Tonner report that their local crops of peonies are about three weeks late and will not cut much of a figure in the Memorial day supply. They are, however, receiving a large quantity of peonies from southern points and expect to have enough to supply all their customers from now until the end of the season.

Peter Reinberg's sales for Mothers' day were ahead of those of last Easter, according to Manager Reichling, who adds that it was the best ever. The call from out-of-town points was tremendous and it was impossible to upply anywhere near the demand, although their regular customers were well taken care of.

A. T. Pyfer & Co. never had such a big Mothers' day business as it did this year, nor did they ever experience such a complete cleanup in all lines. Their shipping trade was particularly heavy and kept the entire force on the jump to get out all the orders on time.

Percy Jones, Inc., had its share of the Mothers' day business, with the sales showing a wonderful increase over any previous year. This firm is handling a large quantity of fancy candytuft which is sold almost as quickly as it is unpacked.

Wietor Bros. will be in full crop with roses and carnations for Memorial day, but expect an early cleanup in all lines for stock in general promises to be somewhat scarce. This firm is more than satisfied with their Mothers' day trade, which exceeded all expectations.

Philip J. Schupp, manager of the firm of J. A. Budlong, believes that stock will be nearly as scarce for Memorial day as it was for Mothers' day, so he is advising all their customers to place their orders well in advance, so as to guarantee their supply.

Hoerber Bros. are supplying their customers with a fancy grade of candytuft in addition to their usual fine line of roses and other stock. This firm experienced a most satisfactory Mothers' day trade.

John Michelsen says that the E. C. Amling Co.'s Mothers' day trade was very satisfactory in every respect. This firm will have their usual large supply of peonies to offer for Memorial day.

August Poehlmann, who has been receiving treatment at the Lake View hospital, is able to be about again, much to the gratification of his many friends in the trade.

Bassett & Washburn are in good crop with American Beauty and Mrs. George Shawyer roses, which are both in good demand, owing to the scarcity of stock in these varieties.

William Garland, youngest son of Mrs. George Garland, formerly of Des Plaines, joined the ranks of the benedicts this week.

Michael Freres says that Wiltgen & Freres are more than pleased with their first Mothers' day trade.

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches. .	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,
Wholesale Florist
1324 Pine St., ST. LOUIS, MO.

Mention the American Florist when writing.

DAGGER FERNS

New May Crop Southern Ferns.

10,000 in 1 case.....$11.00
50,000 in 5 cases..... 52.00

Check or money with order.

S. S. Brantley, Route B, Box 152, **EVERGREEN, ALA.**

Mention the American Florist when writing.

H. E. Humiston, of the Chicago Feed & Fertilizer Co., started on an extended eastern trip this week.

John Mangel, the Palmer House florist, has moved from Sheridan road to his new home in Winnetka.

Peter Hile, formerly with the Freres-Windler Co., is now with the John Kruchten Co.

AS USUAL

The Largest Supply in America.

PEONIES—GLADIOLI—BOXWOOD

Every indication points to a record breaking demand on all stock for Memorial Day and of course the PEONY will as always be the leading flower in demand. We want to warn you however that as far as we can see after carefully going over all the local crops none of these will be in before June and therefore you will have to depend upon the Southern crop for your supply.

As you know we have always handled the largest amount of Peonies and the best quality in the whole country barring no section, and while our Southern crop will be of normal supply it is only just starting to arrive and will without a doubt be of exceptionally fine grade. With the large local crops off the market and this exceptionally heavy demand we would strongly advise ordering at once if you want to be protected and be sure of your supply. Prices will be no higher than other years that is four, six and eight cents each.

Don't forget to order your Boxwood at the same time, and if you wish we will ship it ahead so that you can get ready to take care of the big rush and not be losing sales by having to wait for stock at the last minute. We will have plenty to go around at $7.50 per case of 50 pounds.

Last but not least we have made arrangements to handle a wonderfully large crop of GLADIOLI this month and they will come in just right for Memorial Day. We want you to order some of these right away and see for yourself just what they are like for we know absolutely you cannot go wrong if you arrange for a large supply of this fancy stock.

Established 1883 Incorporated 1892

KENNICOTT BROS. CO.

WHOLESALE COMMISSION FLORISTS

163-5 North Wabash Avenue, Chicago, Illinois

PREPAREDNESS

We Are Prepared To Take Care Of Your Orders For

PEONIES

All Colors at $6.00 to $8.00 per 100

ROSES All best new and standard varieties in quantity. Short, $4.00 per 100; Medium, $5.00 to $6.00 per 100; Long, $8.00 per 100.

CARNATIONS DE LUXE, $5.00 to $6.00 per 100.

CAPE JASMINE, GLADIOLI, BABY GLADIOLI, LILIES, CALLAS, SNAPDRAGONS, IRISES, DAISIES, WALL FLOWERS, SWEET PEAS, GREENS, ETC.

You will get satisfaction every time if you shoot your orders to

A. T. PYFER & CO.
Wholesale Florists
30 East Randolph Street
CHICAGO, ILL.

Mention the American Florist when writing.

J. E. Pollworth, of Kennicott Bros. Co., left May 10 to call on the trade in St. Louis and Kansas City, Mo.; San Antonio, Dallas and Fort Worth, Texas; New Orleans, La., and other important cut-flower buying centers enroute. H. B. Kennicott says that their sales for Mothers' day week were the best ever and larger than those of their best week preceding Memorial day, which is doing remarkably well considering that the last named week is always their biggest of the year, owing to the large supply of flowers that they handle.

F. F. Benthey has the sympathy of the trade in the loss of his wife, who died Wednesday morning, May 9, mention of which was made in our last issue. The funeral was held Friday, May 11, and the many floral offerings in evidence showed the high esteem in which the Benthey family is held by the local trade.

Nick Thinnis came near being minus a Super-six, which three fellows tried to get away with when he left it standing in front of Kennicott Bros. Co.'s store, Friday, May 11. After striking a garbage can and getting stalled the crooks lost their nerve and beat it just as the theft was discovered.

The Alpha Floral Co. had a large showing of stock at its South Wabash avenue store all during last week when stock was scarce and sold at a premium. Andrew Chronis is a firm believer in this kind of advertising and had over 25,000 roses on display one day during the recent glut.

Wm. Van Dame, president of the Rapid Wrapper Co., who recently underwent an operation, is recuperating at Excelsior Springs, Mo. He is so determined to recover his health that he will circle the globe if necessary.

At Vaughan's Seed Store there is a good movement of gladiolus and all spring bulbs. Trade in cannas, geraniums and other bedding stock is just starting, and there is brisk demand for all kinds of vegetable plants.

A. Lange showed the writer a copy of last week's issue of the Ottumwa Courier, of Ottumwa, Ia., in which carnations were offered for Mothers' day at 25 cents per dozen by a department store in that city.

The heavy advertising that Schiller did for Mothers' day brought good results. All three of their stores report an exceptionaly fine business, with the total sales away head of the same period of last year.

The Chicago Wholesale Cut Flower Association will meet at Quincy No. 9, 150 West Randolph street, Thursday evening, May 17, at 6:30 p. m. A Dutch luncheon will be served.

Etta A. Nott, of Charleston, a buyer in this market, has the sympathy of the trade in the loss of her mother, whose death occurred on Mothers' day, Sunday, May 13.

T. E. Waters, manager of Poehlmann Bros. Co.'s cut flower department, and A. F. Longren are back from a business trip to Burlington, Ia.

W. K. Palmer, of the Fleischman Floral Co., is receiving military training at the Officers' Reserve Camp at Fort Sheridan.

Joe Marks, with A. Henderson & Co., is back from a successful western trip.

John Kruchten is bothered considerably with rheumatism this week.

Visitors: Alois P. Frey, Crown Point, Ind.; W. L. Peglow, with the Kaber Co., LaPorte, Ind.; Thomas Heaven, Benton Harbor, Mich.; Dr. A. J. Knapp, Evansville, Ind.; Chas. Graham, Cleveland, O.

RAPID WRAPPER

Pat. May, 1916—Trade Mark Registered.

FASTEST

Plant Wrapping Device Known To The Florists' Trade.

California orders filled direct from branch office 448 Bush St., San Francisco, Calif.

THE RAPID WRAPPER CO.
56 E. Randolph St., Chicago.

New Crop Plumosus Sprays

Now Ready

Write for special prices.

L. A. FLORAL CO.
407 So. Los Angeles St., Los Angeles, Calif.

Mention the American Florist when writing.

For Memorial Day

If you want good stock and good treatment

Send Your Orders to us. Do it Now.

Roses, Carnations, Peonies

Valley, Sweet Peas, Lilies, Callas, Snapdragons, Stocks, Tulips, Mignonette, Daisies, Pansies, Forget-me-nots and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood. We have home grown Asparagus—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

All indications point to stock being fully as scarce as on Mothers' Day therefore it is your duty to profit by past experience and place your orders early.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Briggs House May 10, President Amling in the chair. There was a large attendance and much interest was shown in the various matters discussed. Most of the members expressed themselves as being deeply concerned as to the coal situation. A number of dealers in this commodity gave some valuable statistics and information regarding the coal business. George D. Stahmer, of the Fort Dearborn Coal Co., who was spokesman for the coal men, gave a very clear and comprehensive account of the difficulties of the situation. Among other things he stated that many florists were not using the particular kinds and sizes of coal best adapted to their requirements and in this way sometimes pay more than is necessary. Much of the difficulty in obtaining coal the past winter he said was due to car shortage and the service in this respect is not likely to be greatly improved in the near future. Mr. Stahmer considered the present about the poorest time of the year to buy coal as railroads and factories are

CAPE JESSAMINE BUDS

(GRANDIFLORA)

The Prettiest and Most Fragrant Flower, with White Wax-like Blossom and Dark Green Foliage.

Cape Jessamine (Grandiflora).

We expect to begin shipping buds about May 15th, and they last until June 10th to 15th.

Memorial Day orders should be in by May 21. Special attention given to weddings, entertainments and commencement orders.

PRICES F. O. B. ALVIN.

	Per 100	1000
Class X, 12 to 18 in. stem	$1.75	$15.00
Class A, 8 to 12 in. stem	1.25	10.00
Class B, 4 to 6 in. stem		6.00

Will ship C. O. D. to responsible parties.

We solicit your orders, which will receive our prompt attention.

Reference: Alvin State Bank.

T. W. CARLTON, Alvin, Tex.

Enormous Supply of

FANCY PEONIES

FOR MEMORIAL DAY

SEVERAL OF THE LARGEST GROWERS IN THE COUNTRY CONSIGN THEIR ENTIRE CROPS TO US.

Place your orders with us for what you need now and you will not be disappointed. Our supply will be as large if not larger than in former years which means that we'll be able to take good care of all our customers.

Heavy Supply of all Other Seasonable Cut Flowers and Greens.
Write today for our SPECIAL MEMORIAL DAY PRICE LIST.

A. L. RANDALL CO.

Wholesale Cut Flowers and Florists' Supplies

WABASH AVENUE AND LAKE STREET, CHICAGO, ILLINOIS

stocking coal now, using every available car in this work. He thought the best time for florists to buy is from the middle of June to the middle of July. Peter Reinberg did not agree with Mr. Stahmer on this point and thought that under present conditions, no one knowing what the morrow may bring, the florists should cover their coal needs as early as possible. Mr. Stahmer further recommended in general the use of small coal in preference to lump and thought it would be very foolish to consider such propositions as the buying of a mine or its output at the present high prices. E. A. Ollinger, in a later motion, killed off the mine idea and suggested the propriety of every greenhouseman taking care of his own coal needs by contract or on the market as early as possible.

F. Lautenschlager had a number of speakers on hand representing the city in the widespread garden movement, and the speakers called attention to the difficulty experienced in obtaining vegetable plants at this late date to meet the demands of the numerous volunteers who wish to join in the important work of food production. It was suggested that the florists operating greenhouses could aid in producing a supply of such plants as tomatoes, cabbage, celery, etc., if each sowed only a flat or two of seed under glass and advised the city authorities when they had the plants ready for distribution without charge for seed or growing. Peter Reinberg spoke in favor of the movement, stating he had already started to help the work by providing the land and a quantity of potatoes and strongly urged members to do what lies in their power to make the city's efforts successful. A resolution was adopted pledging the club's support and F. Lautenschlager was appointed chairman of the committee to co-operate with the city's representatives.

Reinhold Schiller introduced Benj. E. Gage, representing the Association of Commerce. Mr. Gage said that the new Subdivision 76 of his association included the florists, seedsmen and nurserymen of the city and urged the members in those trades to join the association as by membership in this body they could secure much by co-operation of the association as a whole which would be difficult to obtain otherwise in legislation, the promotion of flower shows, etc. The officers of the subdivision are Reinhold Schiller, chairman; Leonard H. Vaughan, vice-chairman; H. Van Gelder and Benj. E.

B. A. SNYDER & CO.

Wholesale Florists

278 Devonshire Street, BOSTON, MASS.

The House of Quality and Right Price

BY placing your orders with us for Memorial Day you are assured of the best stock grown in New England. We aim to please as a pleased customer is our best advertisement.

Write, wire or phone for quotations.

Mammoth Cuts of Fancy

RUSSELL ROSES

MEDIUM TO SPECIAL LENGTHS

MOST BEAUTIFUL STOCK THAT EVER CAME INTO THE CHICAGO MARKET — BAR NONE.

We are now offering an exceptionally large supply of fancy Russell roses in medium to special lengths at prices that are reasonable considering the high quality of the stock. Our shipments consist of 6,000 to 7,000 of these fancy Russell every day which enables us to fill every order to the entire satisfaction of the buyer. Order some of these Russells today. You will be well pleased with the value.

A. L. RANDALL CO.

Wholesale Cut Flowers and Florists' Supplies

WABASH AVENUE AND LAKE STREET, CHICAGO, ILLINOIS

Extra Fancy **PEONIES** Heavy Supply

Our supply of Peonies this year will be very heavy and the quality will be unsurpassed in this or any other market. If you want the best Peonies obtainable for Memorial Day at the most reasonable prices be sure your order goes to us. We are now booking orders for fancy Peonies for Memorial Day at

$6.00 to $8.00 per 100. **Extra Special Billed Accordingly.**

SPANISH IRIS, $5.00 to $10.00 per 100.

Large quantity of fancy lavender, white, blue and yellow. Leading Chicago Retail Florists use our Iris in their best work.

ROSES, SNAPDRAGONS, CARNATIONS, DAISIES, SWEET PEAS, CALENDULAS, GREENS AND ALL OTHER MISCELLANEOUS SEASONABLE STOCK.

Buyers placing their orders with us for Memorial Day may rest assured that we will give them the benefit of the lowest prevailing market quotations on day of shipment on such stock as they may order from us where prices do not appear. Buy here and you will not be disappointed.

SUPPLIES

Fancy line of Cut Flowers and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

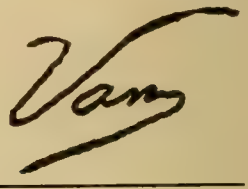
O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies **30 East Randolph St., CHICAGO, ILL.**

My Friend Bill—

Says:

CUT FLOWERS.



Gage. Mr. Schiller was appointed chairman of the club committee to secure members for the new sub-divison.

F. Lautenschlager reported progress in the publicity work, saying that while the St. Valentine's day posterette had been quite a financial success, the Mothers' day posterette had been saved from failure by the Florists' Telegraph Delivery in its generous order placed on the suggestion of George Asmus, for which Mr. Asmus and the Florists' Telegraph Delivery were accorded a vote of thanks. The profits from the posterette sales enabled the committee to place an attractive full page Mothers' day advertisement in the Literary Digest of May 5 for the benefit of the trade of the entire country.

Frank Feike, of Grosse Point, was nominated for membership.

Garden Movement in Chicago.

At a meeting of the Chicago Florists' Club held at the Briggs House May 10, the following resolution was adopted:

"Resolved, That the Chicago Florists' Club, in the spirit of patriotism and civic duty, does hereby endorse and encourage the furthering of the work now being carried on by the Garden Bureau of Chicago; and, be it further

"Resolved, That this organization does hereby offer its assistance and cooperation by pledging that its members will raise garden products of such kind and in such quantity as may be practicable, and donate same to the public under the direction of a committee appointed for the purpose by this organization."

This work will be in the hands of the following committee: F. Lautenschlager, chairman; Peter Reinberg, H. N. Bruns, Paul Klingsporn and George Mohr.

The plan of action is outlined as follows: Growers who wish to help this movement should arrange at once to sow a few flats of vegetable seeds, such as lettuce, tomatoes, peppers, beets, cabbage, egg plant and other varieties of vegetable plants that are easily transplanted. When these plants are ready for replanting notify F. Lautenschlager, 440 West Erie street, Chicago, who will make arrangements to have them delivered to the chief of the Garden Bureau of Chicago for distribution among persons who will plant community gardens. Every grower can help.

F. LAUTENSCHLAGER.

PORTLAND, ORE.—Oscar Johnson has discontinued his retail store and will devote his entire time to growing nursery and greenhouse stock.

HOUSTON, TEX.—The R. C. Kerr Floral Co. furnished nearly six auto loads of flowers for the funeral of Mrs. J. S. Rice, wife of one of this city's most prominent citizens.

MIAMI, FLA.—Victor Abel, formerly prominent florist of this city, is making an extended northern trip with his wife visiting Chicago and St. Louis. Mr. Abel is now engaged in the real estate business here on an extensive scale.

DWIGHT, ILL.—Fire of unknown origin destroyed two of the three houses together with the furnace room and work shop in the residence at the Dwight Greenhouses, May 4, entailing a loss of $2,000, partially covered by insurance.

Coal Prices.

	F. O. B. Chicago	F. O. B. Mines
Franklin County—		
Lump	$4.35@4.60	$3.25@3.50
Mine run	4.35	3.25
Screenings	4.10	3.25
Williamson County—		
Lump	4.35@4.60	3.25@3.50
Egg	4.35@4.60	3.25@3.50
No. 1 washed	4.35@4.60	3.25@3.50
No. 2 washed	4.35@4.60	3.25@3.50
Screenings	4.10@4.35	3.00@3.25
Saline County—		
Lump	4.85@5.10	3.75@4.00
Mine run	4.35	3.25
Screenings	4.35	3.25
Central Illinois—		
Lump	4.11	3.25
Egg	4.11	3.25
Mine run	3.86@4.11	3.00@3.25
Screenings	3.86@4.11	3.00@3.25
Clinton—		
No. 5 domestic lump	4.82	4.00
No. 4 mine run	4.57	3.75
No. 4 screenings	4.57	3.75
No. 5 and 6 mine run	4.07	3.25
No. 5 and 6 screenings	4.07	3.25
Knox County—		
Lump	4.17	3.25
Egg	4.17	3.25
Mine run	4.17	3.25
Smokeless—		
Mine run	7.55	5.50
Lump and egg	8.05	6.00
Hocking—		
Dom. lump	6.15	4.50
Kanawha—		
Dom. lump	6.40	4.50
Eastern Kentucky—		
Dom. lump	6.40@7.15	4.50@5.25
Egg	6.40@7.15	4.50@5.25

Heavy Supply for Memorial Day

Peonies--Roses

CARNATIONS

Beauties, Iris, Lilies, Callas, Sweet Peas, Valley, Snapdragons, Greens, Etc. We have Quality, Quantity, and Variety, so place your order with us.

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES	Per doz.
Extra long srems	$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	$1.00 to 1.50
Short stems	100, 4.00 to 6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES. Richmond, Milady, Killarney Brilliant. Ophelia.	Per 100
Special	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

ROSES—continued. White Killarney, Killarney, Mrs. Sunburst.	Per 100
Special	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00
Cecile Brunner	3.00
Elgar	3.00
Baby Doll	3.00
ROSES, OUR SELECTION	5.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Special fancy white	$6.00
Red and pink	5.00

PEONIES.	
Fancy	$8.00
Special	6.00
Good	4.00

ORCHIDS.	Per doz.
Cattleyas	$9.00

EASTER LILIES.	Per 100
Select	$12.50 to $15.00

MISCELLANEOUS.	Per 100
Valley	$6.00
Spanish Iris, per doz.	$0.75 to $2.00
Calendulas	3.00 to 4.00
Daisies	.50 to 2.00
Snapdragons, per bunch	.75 to 1.00
Mignonette	4.00 to 8.00
Callas, per doz.	1.50 to 2.00
Sweet Peas	.75 to 1.50
Jonquils	2.00 to 4.00
Tulips	2.00 to 4.00
Daffodils	2.00 to 4.00
Cape Jessamines	1.50 to 3.00

GREENS.	
Asp. plumosus, per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Adiantum, per 100	1.00
Smilax, choice, per doz.	1.50 to 2.00
Fancy ferns, per 1,000	4.00
Galax leaves, per 1,000	1.25
Boxwood —per lb., 25c; 50-lb. case	10.00
Mexican Ivy	.75
Leucothoe Sprays	.75

ERNE & COMPANY

—WHOLESALE FflorISTS—

30 E. Randolph St., L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Fort Wayne, Ind.

ADVERTISING BRINGS GOOD RETURNS.

The Mothers' day demand this year surpassed the record of any previous year. Co-operative advertising was used in the daily papers under the direction of a committee of the florists' club, and the posters sent out by the Chicago Florists' Club were quite prominently displayed in the store windows. The supply of carnations and roses sold out quickly. Spring flowers had a good call and pot plants were disposed of in large numbers. The cool weather of last week shortened the supply in general, but the temperature has moderated since Mothers' day and the trade now looks forward to a booming bedding season.

NOTES.

The monthly meeting of the florists' club was held May 14, with President W. J. Vesey, Jr., in the chair. Mr. Hildebrand, of the American Mutual Cyclone and Hail Insurance Co., of Muncie, Ind., gave a talk on cyclone insurance which was followed by a discussion. The price of bedding stock, particularly geraniums, was discussed and most of the florists are in favor of raising the prices. Edgar Wenninghof read an interesting paper on "Winning the Trade."

The Flick Floral Co. reports a record sale of cut flowers and blooming plants for Mothers' day. This firm has recently joined the Florists' Telegraph Delivery and their out-of-town business was enormous. Miss Mildred Flick, of this firm, is to be a June bride.

A. J. Lanternier & Co. sold out completely. They have several large wedding orders booked for the near future.

Wanted! Peony Growers!

GROWERS of high grade Peonies will find it to their interest to consign their stock to us. Our trade demands the best, consequently we realize the highest market prices. Start shipping as soon as your stock is ready to cut, or write immediately for further particulars. All returns made weekly.

J. A. BUDLONG

184 N. Wabash Ave., Chicago

Edgar Wenninghof says business was better than for any previous Mothers' day. He had an excellent call for pot plants.

Markey Bros. sold out clean by Sunday noon and had to close their doors. Their pot plants were exceptionally fine.

H. K.

A GOOD SELLER

The time is ripe to push this Fernery on Stand. Each year the demand has increased for this popular basket for use in the home, on the lawn or on the porch. Order a few today —you will be surprised how quickly they will sell when filled properly and placed on display in an attractive place.

No. 333.
Fernery on Stand.

RAEDLEIN BASKET CO.

713 MILWAUKEE AVENUE, CHICAGO, ILL.

Mention the American Florist when writing.

Milwaukee.

MOTHERS' DAY TRADE SHOWS GOOD GAIN.

Taking it all in all, the past week was one of the most satisfactory, if not the best, periods in the flower season thus far. As reported in the last issue, owing to the unfavorable weather conditions, stock was so much retarded as to cause a shortage commencing the fore part of the week. Shipping orders came rushing in daily, and then the unusually heavy local demand had the wholesale houses cleaned up by noon on Mothers' day. Everything in the form of a cut flower was easily disposed of after the regular supply of roses, carnations, sweet peas, snapdragons and bulbous stock was exhausted. The weather throughout the week was very favorable, but could not bring on the expected supply, which otherwise would have been available. It might also be added that the call for plants in pots, either flowering or ornamental, was very good, as quite a few were heard to remark: "With the advanced prices on cut flowers, I prefer a plant, which lasts so much longer." To sum up the whole situation "in a nutshell," we can report Mothers' day business as very fine, with a decided increase over any other year.

NOTES.

Fred Holton is a busy man these days, being on the committee for the Shriners' ball to be given at the Auditorium May 19, the proceeds to go to the Red Cross fund. The A. F. Kellner Co. will have charge of the decorations. The latter firm reports indoor decorations as numerous as ever, and greatly hindering them in their outdoor work

While the writer has spent the past 13 years in and around Milwaukee, this is the first season that carnation growers were forced, due to unfavorable soil and weather conditions, to begin field operations as late as May 7; still the week was ideal, and with a few more good days the bulk of the stock will "be out."

In touching upon the advertising done in the daily newspapers, we are pleased to report that all the retailers approached contributed their mites cheerfully, thus proving that the time has come so that now we can say: "They are all getting together now to boost the business."

At the Holton & Hunkel Co. it was found necessary to cut shipping orders as early as Wednesday, in order to give all the regular customers at least some stock. A large lot of hyacinths and numerous other pot plants at the Humboldt avenue range was cleaned up in the rush.

Gust Rusch & Co. report that the Cudahy Floral Co. was right on time with their rose crop for Mothers' day, which came in mighty handy, considering that the other lines of stock were far short of the demand.

To report for the retailers interviewed, they all have the same to say—"Business was ahead of expectations and exceeded any other Mothers' day in the past."

The C. C. Pollworth Co. attributes the success of last week's business to the co-operative work done by the press committee of the florists' club.

Last week the 140 employes of the Forest Home cemetery struck for an eight-hour day, plus an increase in wages. Same was granted.

Visitor: John Roratzos, of New York Floral Co., Minneapolis, Minn.

E. O.

HANGING BASKETS

Enameled Green
Extra well made.

8-inch	$1.00 per doz.
10-inch	1.35 per doz.
12-inch	1.75 per doz.
14-inch	2.25 per doz.
16-inch	2.90 per doz.
18-inch	3.70 per doz.

GREEN MOSS

Fancy sheet 3 bu- sack well filled.
XXX quality.

$1.50 per sack

Pittsburgh Cut Flower Co.
116-'18 SEVENTH ST., PITTSBURGH, PA.

Mention the American Florist when writing

—THE—

Cleveland Florists' Exchange

Wholesale Commission Florists and Florists' Supplies.

606 HURON RD., CLEVELAND, O.

Mention the American Florist when writing

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978.

HOERBER BROS.

Wholesale Growers of Cut Flowers

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. Store: 162 N. Wabash Ave. Chicago

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Joseph E. Wiltgen Michael F. Freres

Wiltgen & Freres

WHOLESALE FLORISTS

Long Distance Phone, Randolph 1975

173 N. Wabash Ave., CHICAGO

A. L. Randall Co.,

RANDO BRAND Wabash Ave. and Lake St., CHICAGO, ILL. RANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$5 00
" " 36-in.	4 00
" " 30-in.	3 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short...per 100,	6 00@ 8 00
" Mrs. Chas. Russell..	1 00@ 3 00
	100
" Hoosier Beauty	5 00@15 00
" Killarney Brilliant	4 00@12 00
" Killarney	4 00@12 00
" White Killarney	4 00@12 00
" Richmond	4 00@12 00
" Prince de Bulgarie	4 00@12 00
" Rhea Reid	4 00@12 00
" My Maryland	4 00@12 00
" Mrs. Geo. Shawyer	4 00@12 00
" Milady	4 00@12 00
" Sunburst	4 00@12 00
" Mrs. Aaron Ward	4 00@12 00
" Hadley	4 00@12 00
" Ophelia	4 00@12 00
" Double White Killarney	4 00@12 00
" Mrs. Moorfield Storey	5 00@15 00
" Champ Weiland	4 00@12 00
" Stanley	4 00@12 00
" Tipperary	4 00@12 00
" Francis Scott Key	4 00@12 00
" Bayard Thayer	4 00@15 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	4 00
Cattleyas...per doz.,	9 00
Gardenias....$2 00@ 4 00 per doz.	
Sweet Peas	75@ 2 50
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons, $0.50@$0.75 per bun	
Lilium Harrisii	10 00@15 00
Valley	4 00@ 6 00
Jonquils	2 00@ 4 00
Mignonette	4 00@ 6 00
Peonies	4 00@ 8 00
Spanish Iris	4 00@10 00
Adiantum Croweanum	1 00
Ferns.....per 1000, 3 50	
Galax..... " 1 00@ 1 25	
Leucothoe	75
Mexican Ivy...per 100, 5 00@6 00	
Plumosus Strings..each, 60@ 75	
Smilax.....per doz., 2 00@2 50	
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case. 8.00	
Wild Smilax.....per case, $5 00	

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

ZECH & MANN

Wholesale Florists

30 East Randolph St., - - Chicago

Telephone Central 3284

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

HUCKLEBERRY FOLIAGE

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.

Evergreen, Ala.

Huckleberry Foliage

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

D. E. FRERES R. J. WINDLER

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30 E. Randolph St., Chicago

Room 218 Atlas Block

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GROWERS AND SHIPPERS

SHIPMENTS EVERYWHERE — CUT FLOWERS — IMMEDIATE DELIVERIES

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PHONE CENTRAL 879

We Are Booking Orders Now for

NEW DAGGER FERNS

For delivery May 20th. The best ferns you have ever used so early in the season.
Near-by stock, not southern grown.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

LIMITED SUPPLY FOR MOTHERS' DAY.

Mothers' day business was the event of the week. Prices were influenced from the start, as telegrams and letters came pouring in with orders and requests for prices. In most cases, there was disappointment, as flowers, particularly carnations, were never so scarce for this event. A few of the venturesome ones skurried over to New York and were able for large cash payments to secure some very good white carnations which were fed to the anxious ones at $12 to $15 per 100, the latter being the price for Matchless. Ten dollars was easily obtained for all homegrown white that were at all salable. Few of any color sold for less than eight dollars. In all other lines there was a like scarcity, with quite an advance in prices. The dark, dull and cold weather of the past two weeks seemed to hold the stock stationery on the plants, while all concerned were hoping against hope for a little sunshine. In the final days of the week the dealers were at their wits ends to make ends meet, dividing the meagre stock as equitably as possible. The demand was unquestionably larger than ever before and the volume of business would have been 50 per cent greater than last season had the stock been available to supply it. White roses were popular, and at their low price as compared with carnations, were by many, taken in preference. In all the smaller stores, paper white carnations, a very good looking imitation, sold for 10 cents each. These were taken in preference to the fresh flowers at 25 cents, which had to be asked to let the dealer out. While all are ready to take the Mothers' day trade that comes to them, only a few do anything to boost the day. None of the large stores in the center of the city featured the event in their windows; two had a Mothers' day picture, but the rest nothing referring to the day. If 25 other retail lines of trade had been furnished vases of flowers to place in their windows together with Mothers' day cards, scarcely one would have refused. The advertising value of such a display would certainly be worth much more than it would cost for the flowers. Why does not the trade of this city get together on matters of such interest to themselves?

NOTES.

Jos. G. Neidinger, in speaking of advancing prices, stated that tin, such as is used to make basket containers, which used to cost $6 per case, was now $20, and only to be had after a wait of three to four months. Wax stock used in making flowers had also gone up 125 per cent. Paints and other materials had also greatly advanced in price.

The Rittenhouse flower market will be held in Rittenhouse square May 23. This is an annual charity event at which quantities of plants and flowers, all donated, are sold for the benefit of local hospitals. It is patterned after the flower markets of Paris.

C. C. McDermott, the Lord & Burnham Co.'s chief in this city, is much pleased with the outlook. Many inquiries are being received for new work

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE
Cut Flower Market
262B DEVONSHIRE STREET,
BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

Wholesale Flower Markets

CINCINNATI, May 16.	Per 100
American Beauty, per doz... 75@	5 00
Roses, Killarney	2 00@10 00
" Mrs. Chas. Russell	8 00@15 00
" Ophelia	4 00@15 00
" Richmond	2 00@10 00
" Sunburst	3 00@10 00
Carnations	3 00@ 4 00
Lilium Giganteum	8 00@10 00
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Sweet Peas	25@ 50
Gladiolus	4 00@ 8 00

BOSTON, May 16.	Per 100
Roses, Beauty	10 00@25 00
" Killarney Queen	2 00@ 8 00
" White and Pink Killarney	2 00@ 8 00
" Double White Killarney	2 00@ 8 00
" Killarney Brilliant	4 00@10 00
" Hadley	2 00@ 8 00
" Cardinal	2 00@ 8 00
" Mock	4 00@12 00
" Mrs. Chas. Russell	2 00@ 8 00
" Sunburst	2 00@ 8 00
" Taft	4 00@ 2 00
" Milady	2 00@ 8 00
" Ward and Hillingdon	2 00@ 8 00
" My Maryland	2 00@ 8 00
Cattleyas	35 00@50 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO. M	Per 100
Beauty Special	20 00@25 00
" Fancy	15 00@20 00
" Extra	10 00@12 00
" 1st	6 00@10 00
Roses, Killarney	3 00@ 8 00
" My Maryland	3 00@ 6 00
" Sunburst	2 00@ 5 00
" Ward	2 00@ 5 00
" Ophelia	3 00@ 8 00
" Russell	8 00@12 00
" Stanley	6 00@10 00
" Mock	3 00@ 5 00
" Shawyer	3 00@ 8 00
Lily of the Valley	6 00@ 7 00
Lilies	6 00@10 00
Cattleyas	40 00@50 00
Carnations	3 00@ 4 00
Violets	30@ 40
Tulips	1 00@ 2 00
Asparagus Sprengeri 35@ 50	
Ferns per 1000, 2 50	
Smilax	15 00@20 00

Wire Hanging Baskets

We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1.35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING,
1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist
262 Devonshire St., Boston, Mass.
Telephone Main 2698.
American Beauties,
Orchids,
Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market
ROSES, ORCHIDS, VALLEY
High Grade Carnations
Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RICE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing.

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa

Mention the American Florist when writing.

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, VIOLETS, EASTER LILIES and other Seasonable Flowers.
Up-to-the-Minute Service. Satisfaction Guaranteed.
A good opening for a few more growers of cut flowers.
1615 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

BEST QUALITY

Hanging Baskets

8 in.....	$0.90 doz.	14 in.....	$2.00 doz.
10 in.....	1.30 doz.	16 in.....	2.75 doz.
12 in.....	1.75 doz.	18 in.....	3.60 doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

Mention the American Florist when writing.

Wholesale Florists' Supplies

THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Philadelphia, Pa.

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., **Milwaukee, Wis.**

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.
Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.
FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.
C. A. KUEHN, Wholesale Florist. 1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, May 16.	Per 100
Roses, Beauty, special	20 00@25 00
" " fancy	10 00@20 00
" " extra	8 00@10 00
" " shorter grades	6 00@ 8 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	2 00@ 8 00
" White Killarney	2 00@ 8 00
" Liberty	6 00@15 00
" Hadley	6 00@30 00
" Sunburst	4 00@10 00
" Ophelia	4 00@10 00
" Hoosier Beauty	4 00@15 00
Carnations	1 50@ 3 00
Cattleyas.....each. $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	8 00@10 00
Calendulas	2 00@ 3 00
Daisies, yellow	1 00@ 2 00
Sweet Peas	50@ 1 50
Easter Lilies	6 00@ 8 00
Callas	6 00@ 8 00
Peonies	8 00@10 00

PITTSBURGH, May 1	Per 100
Roses, Beauty, special	40 00
" " fancy	30 00
" " extra	20 00
" " No. 1	15 00
" Killarney	3 00@ 8 00
" My Maryland	3 00@ 8 00
" Sunburst	3 00@ 8 00
" Mrs. Aaron Ward	3 00@ 8 00
Cattleyas	50 00
Lilium Giganteum	10 00
Carnations	3 00
Lily of the Valley	5 00
Snapdragons	5 00
Spanish Iris	4 00
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, May 16.	Per 100
Roses, Killarney and W. Killarney	3 00@ 8 00
" Ward	3 00@ 6 00
" Mrs. Chas. Russell	5 00@25 00
" Ophelia	3 00@10 00
" Hoosier Beauty	3 00@10 00
Lilies.....per doz., 1 50	
Cattleyas.....per doz., 6 00@ 7 50	
Carnations	3 00@ 4 00
Rubrums	4 00
Valley	4 00@ 6 00
Sweet Peas	50@ 1 00
Tulips	2 00@ 3 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16-inch	2.90
18-inch	3.70

THE McCALLUM CO.
INC.
Pittsburgh, - Pa.

Mention the American Florist when writing.

ST. LOUIS, May 16.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	6 00@15 00
Mrs Russell	6 00@15 00
Ophelia	4 00@10 00
Carnations	3 00@ 6 00
Valley	4 00@ 6 00
Lillies	10 00
Orchids	50 00@ 60 00
Ferns	per 1000, 3 50

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

from men, who in spite of the unsettled conditions, feel encouraged to go ahead.

Berger Brothers could have handled a much greater volume of business had the weather man treated their growers to a little more sunshine the past week. Roses, sweet peas and carnations were the specials.

Mothers' day demand was more than equal to the supply with the Leo Niessen Co. Everything excepting a few high class roses sold up clean. American Beauty roses of fine quality are leaders here.

The Philadelphia Wholesale Florists Exchange had a good Mother's day trade. White carnations were not scarce here if one had the price. Roses and sweet peas were handled in quantity.

The Joseph Heacock Co. had the best cut of roses May 12 that had been recorded for two weeks. It was due to the mild weather of the previous day which opened up the buds.

Paul Berkowitz, of H. Bayersdorfer & Co., is on a trip through the New England states. Their tricolor national baskets for Memorial day are having a great run.

"Could not begin to get enough stock," was the word at Bernheimer's. There was more demand than ever before.

Edward Reid reported everything sold up; could have handled twice as much had the stock come in. K.

New York.

TRADE FOR MOTHERS' DAY FAIR.

The Mothers' day business was very fair for the wholesalers, because the unseasonable cool and dark weather seems to have reduced the supply of carnations, at least in the eastern states. We did not observe that the local demands for white carnations was heavy, but buyers came in from neighboring cities, which put up the price. Good whites went to $8 per 100 with a few sales at $10. Ward and other good varieties ran from $6 to $8. The weather of the past week has been a continuation of what we have had since the first of May. The supply of cut stock has been greatly reduced, but there is more than enough to supply all demands. American Beauties are very slow at from $15 to $25 per 100. There is an abundant supply of other roses. Lilies are a little off crop and good stock brings eight cents per flower. In cattlyeas and various other stocks, there is an abundant supply.

CLUB METING.

The monthly meeting of the florists' club was held in its rooms in the Grand Opera House building on the evening of May 14. It was announced that the next flower show will be held in the Grand Central Palace, March 14-21, 1918. A very able committee will be in charge. The reports from various committees showed that everything was progressing most favorably, especially in regard to the convention of the S. A. F., which will be held here August 21-24.

A standard Vim chassis, mounted with a special body for florists, is being shown by the Manhattan Motors Corporation for service as a light delivery truck. A. F. F.

Boston.

RECORD-BREAKING SEASON'S BUSINESS.

All branches of the trade, without exception, are unanimous in their opinion that the past has been as good, if not their best season ever. A record-breaking Memorial day business is confidently expected and great preparations are being made to secure stock enough for all demands. Those who handle the magnolia wreaths trimmed with artificial flowers have them in from 500 to 4,000 lots. They range in price at retail from $1 to $1.50 and $2; some bring as much as $4, but the quantity is the $1.50 size. While there was great demand, particularly for carnations, for Mothers' day, comparatively few of the retailers featured the occasion in their windows. There were a few of the Chicago Florists' club posterettes to be seen, and a co-operative ad had been run in one issue of the Boston Post, occupying a space 6x9 inches, costing about $150, paid for by money collected from all branches of the trade. Patrick Welsh, in speaking of the growers and wholesalers contributing to this fund to create a demand for flowers, said the retailers would not pay the price that the present scarcity and the demand had created; as the market stood, carnations were worth, mixed and all white, $8 to $10 per hundred, but the retailers "squealed" so that he felt it was like throwing money away to help boost such an event. Of course, other stock was helped to an extent, but it was the carnation that was wanted first or nothing doing with the rest. Six to eight dollars was the price last season, but the market quantity is at least 40 per cent behind that of a year ago. The two cutflower markets were objects of interest to the buyers of flowers. From 6:30 until 7:30 a. m. there is one grand push and hustle, the buyers hurrying from one stall to another looking for this or that flower. Carnations were the leaders, and with only 60 per cent of a crop, and the usual or even larger demand, prices soared. Six dollars was high last year, but by common consent prices advanced to $8, and this figure soon became general for all mixed, with $10 for all white. There were quantities of other flowers, which, in the case of roses, advanced from 25 to 50 per cent, but with most of the other stock, much of which is sold in bunches and is produced in quantity, prices were normal, with a very good cleanup.

NOTES.

The coming outdoor show of the Massachusetts Horticultural Society is, Secretary Rich says, to be the horticultural event of the year. The grounds are enclosed. The R. & J. Farquhar & Co. rock garden and lily pond is in course of construction and other features are also well advanced. The first day's receipts are to go to the Red Cross Society. Tickets, $5 each.

David and Edward J. Welsh, 280 Devonshire street, had a splendid trade for their first season, with a most encouraging outlook. A great stock of magnolia wreaths with artificial flower trimming was on hand for the rush. Their large ice box was filled with a fine stock at Mothers' day, among which was a good proportion of carnations.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

Orders taken now for 1917 crop
Valley
Chas. Schwake & Co., Inc.
90-92 W. Broadway, New York

Mention the American Florist when writing.

—We are—
Wholesale Florists
Have twenty-two years' experience behind us, and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.
GUTTMAN & RAYNOR,
INC.
PHONES: FARRAGUT 558, 2036, 2037
101 W. 28th St., NEW YORK

Welsh Bros. Co. carried a very good stock of roses, sweet peas, candytuft and daffodils as well as carnations for Mothers' day. New crop dagger ferns were a feature. A splendid business was the result.

B. A. Snyder & Co., 278 Devonshire street, deal largely in supplies and carry a good line of cut flowers. Very good carnations in quantity were a feature. A great Memorial day business was expected.

McAlpine & McDonald, with both supplies and cut flowers, were kept very busy. Ophelia and other choice roses were in good supply.

H. M. Robinson & Co. was in the midst of a great rush in supplies and cut flowers that would last until after Memorial day.

CUT-FLOWER STORES UNEXCELLED.

The retail cutflower stores of Boston are as high class as any in the country. It would be hard to find three more elegant flower palaces than those of Philip L. Carbone, Thos. F. Galvin, Inc., and Penn, The Florist. Penn's Mothers' day window was exceedingly attractive. A figure of a middle-aged

PAUL MECONI
WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

J. J. COAN, Inc. Wholesale Florist
115 West 28th Street, NEW YORK
Phones 5413 5891 Farragut
EVERYTHING IN CUT FLOWERS

Riedel & Meyer, Inc.
Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
PHONES—4024 and 4025 MADISON SQUARE

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Consignments Solicited
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Walter F. Sheridan
Wholesale Florist
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301.
Mention the American Florist when writing.

John Young & Co.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone 7362 Madison Square
Mention the American Florist when writing.

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th St., New York
Telephone 5335 Farragut.

Geo. C. Siebrecht
WHOLESALE FLORIST
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut.
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Goldstein & Futterman
WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York

Telephone Farragut 634, 3066
HERMAN WEISS
Wholesale Florists
106 W. 28th St., NEW YORK

Wholesale Flower Markets

NEW YORK, May 16.	Per 100
Roses, Beauty, special	15 00@20 00
" " extra and fancy	8 00@10 00
" " No 1 and No 2	2 00@ 6 00
" Prima Donna	2 00@ 8 00
" Alice Stanley	1 00@ 8 00
" Mrs Geo. Shawyer	1 00@ 5 00
" Double White Killarney	1 00@ 5 00
" Killarney, Special	4 00@ 5 00
" " No 1 and No 2	50@ 2 00
" " Queen	1 00@ 5 00
" " Brilliant	1 00@ 5 00
" Aaron Ward	1 00@ 6 00
" Richmond	50@ 5 00
" Sunburst	1 00@ 6 00
" J L Mock	1 00@ 6 00
" Ophelia	50@ 6 00
" Mrs. Chas. Russell	1 00@ 5 00
" Hadley	2 00@30 00
" Hoosier Beauty	2 00@ 8 00
Cattleya Orchids, special	75 00
" inferior grades	25 00@35 00
Rubrums	6 00@ 8 00
Lilies, Longiflorum and Formosum	4 00@ 6 00
Lily of the Valley	4 00@ 5 00
Carnations	2 00@ 4 00
Mingonnette ...per doz	25@ 75
Gardenias ...per doz.	1 00@ 4 00
Sweet Peas	25@ 50
Sweet Peas, Spencers	1 00
Snapdragons	2 00@ 4 00
Yellow Narcissus	50@ 1 00
Tulips	1 25@ 2 50
Adiantum Croweanum and Hoyridum	75@ 1 00
Asparagus Plumosus ...doz. bchs.	2 00@ 3 00
Smilax ...doz. strings.	2 00@ 3 00
Iris ...per doz	25@ 1 00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, New York City
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.

Growers' Cut Flower Co., Inc.
E. J. VAN REYPER, Manager
Roses, Carnations, Violets
And all the NOVELTIES in the market.
LILIES AND VALLEY EVERY DAY IN THE YEAR
Consignments Solicited.
Phones: 6237 3563 Farragut 129 W. 28th St., New York

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JAMES COYLE
WHOLESALE FLORIST
64 West 26th St., NEW YORK
(Opposite Coogan Building)
20 years experience
Consignments Solicited and Prompt RETURNS GUARANTEED.
Mention the American Florist when writing.

W M. KESSLER,
Successor to Kessler Bros.
113 W. 28th St., NEW YORK
CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut. Shipments Everywhere
Prompt and satisfactory. Consignments solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 26th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising.
V. S. DORVAL, Secretary.

The Kervan Company
FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
Telephones: Farragut 2164-5893
119 West 28th St., NEW YORK

George B. Hart
Wholesale Florist
24-30 Stone St., Rochester, N.Y.

M. C. Ford
121 WEST 28th STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

BADGLEY & BISHOP, Inc.
Phones 1664—1665 Madison Square
34 West 28th Street, NEW YORK
Receivers and Distributors of Choicest Cut Flowers

Trade Directory
Containing the Names and Addresses of Florists of the United States and Canada.
PRICE: $3.00 POSTPAID
American Florist Co., 440 S. Dearborn St., Chicago

Send Your Telegraph and Mail Orders To Us For Delivery in

CHICAGO
AND VICINITY

We handle a larger, more complete, and finer supply of Cut Flowers and Plants than any other Retail Florist in this city, consequently we can give you unequalled service at all times. Another point to be taken into consideration is that we are located in the heart of the Great Chicago loop, close to the wholesale cut flower market, depots, leading hotels, theaters, restaurants, etc., making it possible for us to guarantee quick delivery and proper filling of each and every order on short notice.

ALPHA FLORAL CO.
RETAIL FLORISTS

146 South Wabash Avenue, CHICAGO

Mention the American Florist when writing.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,
1302-1308 W. Division St., CHICAGO

mother, seated in a chair, receiving a bunch of sweet peas from her 10-year-old daughter, was the centerpiece. On the floor of the window were placed in small easels a number of good-sized photographs, principally full figures of elderly ladies. On a larger easel was a draped picture of Whistler's mother in a frame. There were palms and daisies in pots as a background. Also, about the window, were made up baskets of cut flowers. The inscription underneath the Whistler frame was "Be thoughtful of your loving mother—Send her a box of flowers for Mothers' day." Thos. F. Galvin's Park street store, with its elegant show windows, the magnificent interior, commodious flower case, handsome statuary and appointments, is a model of perfection and utility. A very good season, and business still keeping up, was the report. Julius A. Zinn, a few doors further up Park street, had enjoyed a good season. A prominent sign read: "This is a Reciprocity Store." A black interior to the ice case was novel. Mr. Zinn contended that the flowers showed up much better than with a white or mirrored ground. Henry R. Comley, 6 Park street, featured a vegetable garden as a window attraction. His Eastern Beauty carnation, a white with a dash of pink in the center, is a novelty. It would sell in any competition. A very good business was the good word.

Carbone's beautiful collection of everything in handsome statuary, garden furniture, cut flower bowls and vases, jardinieres, etc., as well as the best in flowering and foliage plants and cut flowers is a veritable palace of beauty. Displayed wherever possible with plants and flowers best suited to them, and all artistically arranged on the street and mezzanine floors of his combined stores, everything was set off to the best possible advantage—a great source of artistic inspiration.

The Hoffman Flower Store was nicely decorated. Blooming plants are a feature. Examples of made-up work were conspicuous.

Oklahoma City.

DEMAND FOR MOTHERS' DAY HEAVY.

Business on Mothers' day was the largest ever experienced for the occasion. Everything in cut flowers sold out satisfactorily; not only was the local trade heavy but there were many telegraphic orders handled.

Mann, the florist on the south side, has had a trailer built for his Ford which seems a great convenience for bringing his plants and flowers to market. He conducts a store on California avenue which he supplies entirely from his own establishment.

The Stiles Co. has finished planting carnations in the field. The weather so far has been very favorable for the plants. S. S. B.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857.

Wittbold FLORIST

745 Buckingham Place.

L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing.

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullanphy Florists (INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Mention the American Florist when writing.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s
STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing.

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph Delivery Association.

THOS. F. GALVIN INC.

NEW YORK 561 Fifth Ave.

BOSTON 1 Park Street
799 Boylston Street

Deliveries to steamers and all Eastern Points.

Mention the American Florist when writing

Max Schling

NEW YORK.
No. 22 West 59th Street
Adjoining Plaza Hotel
Member of the Florists' Telegraph Delivery

Original Decorations a Specialty.
Branch:
THE VANDERBILT HOTEL
Main Phone, Murray Hill, 783 — Park Ave. and
Branch " " " 1808 — 34th St.

Kottmiller

Member F. T. D.
426 Madison Ave.
And 49th St., NEW YORK

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Philadelphia, Pa.

J. J. Habermehl's Sons

THE BELLEVUE-STRATFORD — BROAD AND WALNUT STREETS

The Best the Market Affords.

We cover Eastern Pennsylvania, New Jersey and Maryland.

Mention the American Florist when writing.

Young & Nugent

Telephone 2065-2066 Madison Square.
42 West 28th Street,
To out-of-town florists: We are in the Heart of **NEW YORK**
And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Bangor, Me.

Adam Sekenger

FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing.

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.,

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

Mention the American Florist when writing.

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
Cable address: Alexconnell, Western Union Code.

Mention the American Florist when writing.

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Avenue

Largest and most centrally located store in the city. All orders given prompt attention.

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Rochester, Minn.

Wire and Mail Orders Our Specialty.

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Successor to Rochester Floral Co.

RETAIL STORE. GREENHOUSES.

Member of Florists' Telegraph Delivery.

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W. J. PALMER & SON
Palmer's
304 MAIN STREET
BUFFALO, N.Y.
Members Florists' Telegraph Delivery Association

Mention the American Florist when writing.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

LARGEST FLOWER STORE IN THE CITY

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.
Established 1874.
DARDS
N. E. CORNER 44TH ST. AND MADISON AVE.
Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.
Members of Florists' Telegraph Delivery.

St. Paul, Minn.
Holm & Olson,
20-22-24 West Fifth Street.
We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.
HOLLYWOOD GARDENS
Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

Newark, N. J.
Begerow's
946 BROAD STREET.
Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.
A.W.Smith Co.
KEENAN BLDG.
Largest Floral Establishment in America
Established 1874. Incorporated 1909.

Philadelphia, Pa.
The London Flower Shop, Ltd.
1800 Chestnut Street
Members of Florists' Telegraph Delivery.

Syracuse, N. Y.
MILES S. HENCLE
FLORIST
536 SOUTH SALINA STREET
General designs—All flowers in season

Name Index to Retail Florists Filling Telegraph Orders.

Alfred Lozier Rosery, Des Moines, Ia.
Alpha Floral Co., Chicago.
Anderson, S. A., 440 Main, Buffalo, N. Y.
Archias Floral Co., Sedalia, Mo.
Baer, Julius, Cincinnati, O.
Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bragg's Flower Store, Rochester, Minn.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
California Florist, Tacoma, Wash.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave. and L, Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Quebec.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
Evenden Bros., Williamsport, Pa.
Forter, Edward A., Cincinnati, O.
Foster, Fred, St. Louis, Mo.
Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs., J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Galvin, Thos. F., Inc., New York.
Gasser Co., J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hanft Bros., Madison and 62nd Sts., New York.
Hardesty & Co., Cincinnati, O.
Hart, Henry, Inc., New York.
Hatcher, John C., Amsterdam, N. Y.
Heinl & Sons, J. G., Terre Haute, Ind.
Hencle, Miles S., Syracuse, N. Y.
Henderson, Lewis, Omaha, Neb.
Hess & Swoboda, Omaha, Neb.
Hessian, Madison Ave. and 76th St., New York.
Higgins, N. F., Springfield, Mass.
Hollywood Gardens, Seattle, Wash.
Holm & Olson, St. Paul, Minn.
Howard & Smith, Los Angeles, Calif.
Huscroft's Flower Shop, Steubenville, O.
Jahn, Hugo H., Brooklyn, N. Y.
Johnston & Co., T. J., Providence, R. I.
Joseph's, 233-235 Grant Ave., San Francisco.
Joy Floral Co., Nashville, Tenn.
Keller Sons, J. B., Rochester, N. Y.
Kerr Floral Co., Robt. C., Houston, Tex.
Kirchner, Chas. F., Cleveland, O.
Kottmiller, New York.
Lang Floral & Nursery Co., Dallas, Tex.
Lange, A., 25 E. Madison St., Chicago.
Leborius, J. J., Duluth, Minn.
London Flower Shop, Ltd., Philadelphia, Pa.
Mangel, Chicago.
Matthews, the Florist, Dayton, O.
Matthewson, J. E., Sheboygan, Wis.
May & Co., L. L., St. Paul, Minn.
McConnell, Alex., New York.
Metairie Ridge Nursery Co., New Orleans, La.
Miami Floral Co., Miami, Fla.
Mullanphy Florists, St. Louis, Mo.
Murray, Samuel, Kansas City, Mo.
Newell, A., Kansas City, Mo.
Palez, Paul M., Little Rock, Ark.
Palmer, W. J., & Sons, Buffalo, N. Y.
Park Floral Co., The, Denver, Colo.
Pearson, E. W., Newburyport, Mass.
Penn, The Florist, Boston, Mass.
Philips Bros., Newark, N. J.
Pikes Peak Flo. Co., Colorado Springs, Colo.
Podesta & Baldocchi, San Francisco.
Potter Floral Co., El Paso, Tex.
Pyfer & Olsem, Wilmette, Ill.
Randall's Flower Shop, Worcester, Mass.
Randolph & McClements, Pittsburgh, Pa.
Rock, Wm. L., Flower Co., Kansas City.
Saake, O. C., Los Angeles, Calif.
Schiller the Florist, 2221 W. Madison, Chicago.
Schling, Max, 22 W. 59th St., New York.
Schmidt, Chas. L., Harrisburg, Pa.
Sekenger Adam, Bangor, Me.
Smith & Fetters Co., Cleveland, O.
Smith Co., A. W., Pittsburgh, Pa.
Smith, Henry, Grand Rapids, Mich.
Stumpp, G. E. M., New York.
Trepel, Joseph, Brooklyn, N. Y.
Van Meter Flower Shop, Springfield, O.
Walker Co., The F., Louisville, Ky.
Weber, F. H., St. Louis, Mo.
Whitted Floral Co., Minneapolis, Minn.
Williams, Mrs. E. A., Pittsburgh, Pa.
Wittbold Co., G., 745 Buckingham Pl., Chicago.
Wolfskill Bros. & M. Goldenson, Los Angeles.
Young & Nugent, New York.

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John Breitmeyer's Sons
Corner Broadway and Gratiot Avenues.
Artistic Designs.
High Grade Cut Blooms
We cover all Michigan points and good sections of Ohio, Indiana and Canada.
Members of Florists' Telegraph Delivery.

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FLORIST
1000 Madison Avenue
Telephone—Lenox 3822.
In the Heart of the most exclusive residential section.

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Hess & Swoboda
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1415 Farnum St. PHONES: 1501 and L1582
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THE J. M. GASSER COMPANY,
CLEVELAND
EUCLID AVENUE
Members of Florists' Telegraph Delivery.

Toronto, Can.
Canada's best known and most reliable florist
Only the Best **Dunlop's**
8 and 10 West Adelaide Street,
We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford
HUGO H. JAHN
—Florist—
710 Nostrand Avenue
Corner Prospect Place, BROOKLYN, N
Brooklyn Representative of National Florist Corporation.

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M. J. CALLAHAN
FLOWERS
3924 Market Street Both Phones

Cleveland, O.
CHAS. F. KIRCHNER
9005 Superior Avenue.
Orders filled for all points in Ohio. Satisfactory Service Assured.

Mention the American Florist when writing.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to

Schiller The Florist
2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

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BROOKLYN'S LARGEST FLORIST
SEVEN STORES
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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(Successor to Geo. A. Heinl)
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Both Phones, 527.
Special attention to Mail and Telegraph Orders
Member of Florists' Telegraph Delivery.

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FLORISTS
25 Clinton Avenue, N.
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Bramley & Son
1181 E. 71st St.
The Largest Growers of Flowers in City

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Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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1814 Douglas St., Omaha, Neb.
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FLORIST AND DECORATOR
150 State St., SPRINGFIELD, MASS.

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Madison Ave. at 62nd Street
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Established 1848. Phone Plaza 428.

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2391 Broadway, New York
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FINE STOCK, ARTISTIC ARRANGEMENT AND PROMPT DELIVERY.

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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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938 BROAD STREET
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WILMETTE, ILLINOIS
Careful attention to all mail or telegraph orders for delivery in Wilmette—Chicago's North Shore Suburb—Evanston, Kenilworth Winnetka. Glencoe. Lake Forest.

New York Established 1849
David Clarke's Sons
2139-2141 Broadway, cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

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Podesta & Baldocchi
224-226 Grant Avenue
Mail or telegraphic orders promptly and most carefully executed.

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Established over 20 Years.
N. E. Cor. 10th and Grand Ave.
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2953 Broadway, Opp. Columbia College
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Madison Ave. and 76th St.
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Quality Flowers
TWO GREENHOUSES ON PREMISES.
Plant Specialists Phones 107 420 775 Lenox
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The Park Floral Co.
J. A. VALENTINE, President.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing.

Cincinnati.
Julius Baer
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Mail and Telegraph Orders carefully executed.
138-140 Fourth Street East
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Miami Floral Co.,
Orders promptly filled.
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Sedalia, Missouri.
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Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.
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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
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215 W. FOURTH STREET.

NASHVILLE, TENN.

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We solicit telegraph orders. Regular trade disct.
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Flowers delivered in city and state on short notice
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Orders Carefully Executed

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Friedman

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SAN FRANCISCO

JOSEPH'S

233-235 GRANT AVENUE

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Night and day service in all Central Pennsylvania.

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Covers all New England points.

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Will fill orders for the West on short notice

Trade discounts. First-class. stock.

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Every order receives prompt and careful attention

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CHICAGO

For Wisconsin Delivery

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WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DES MOINES IOWA

ALFRED LOZIER **ROSERY**

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Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

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853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

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Member of Florists' Telegraph Delivery.

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128 W. Fourth St., Phones, Main 1874–1875

Member of Florists' Telegraph Delivery.

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Member of Florists' Telegraph Delivery.

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BEST FLOWERS for EVERY OCCASION.

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EVENDEN BROS. CO.

Largest Growers in Central Pa.

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50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

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Greenhouses: Hatcher's Station, Hoffmans, N. Y.

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WHOLESALE AND RETAIL.

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Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Boston, Mass.

Penn, The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

Chicago Detroit

CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

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200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis

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Mention the American Florist when writing.

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

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THINK OF **HEINL'S**

Mention the American Florist when writing.

Rockford, Ill.

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Trade Directory

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Florists, Seedsmen and Nurserymen.

United States and Canada

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American Florist Co.,

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LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Cleveland, O.

A. Graham & Son

5523 Euclid Ave.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE

FLORIST

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Buffalo, N. Y.

S. A. ANDERSON

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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Randolph & McClements

Floral Experts

5936 Penn Av., PITTSBURGH, PA.

Mention the American Florist when writing.

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing.

PROVIDENCE, R. I.

and all T. J. JOHNSTON & CO.

NEW ENGLAND POINTS. 107 WASHINGTON ST., PROVIDENCE

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

CALIFORNIA will more than double her acreage of small table beans this year.

PARCEL POST service between the United States and Norway has been suspended.

IT is estimated that 734,000 pounds of beans are held in storage in Lynchburg, Va., by speculators.

CALIFORNIA jobbers in calla bulbs say it does not pay to collect, cure and ship them east at present trade prices.

ONION SETS are practically sold out in the Chicago district. The new crop is coming up in the fields, but needs rain.

THE board of directors of the Wholesale Seedsmen's League will meet Tuesday, May 22, at the Hardware Club, New York.

CHICAGO.—Prices for grass seed on the Board of Trade, May 16, were as follows: Timothy, $5.50 to $7.75 per 100 pounds.

THE backyard garden craze is said to have used up all the surplus lettuce seed in California. Nothing will be available but the 1917 crop.

ONE thousand bushels of No. 1 hard spring wheat were recently sold in Chicago for delivery in New England at $3.75 per bushel, for seeding purposes.

THE export of seeds of carrot, cauliflower, kohlrabi, mangold, parsnip, onion, Swede turnip and peas is now prohibited in England except by special license.

LOS ANGELES, CALIF.—S. Murata & Co. report lively demand in clover and blue grass. The counter trade at the Germain Seed & Plant Co. has been the largest in its history.

CHARLES G. WEEBER, who with Alexander L. Don, formed the firm of Weeber & Don, New York, in 1890, and from which he retired from active interest in 1901, died at his home in Brooklyn, May 8, aged 74 years.

CHAS. JOHNSON, the veteran seedsman, returned this week to his old home at Marietta, Pa., from Berkeley, Calif. Mr. Johnson accompanied his wife to California some years ago, going there for the benefit of her health. Mrs. Johnson died April 21, in her sixty-fifth year.

THE tuberose growers of North Carolina are now devoting their land to food crops. A freight rate to Europe of $10 per barrel, and new ocean travel conditions, has proved prohibitive there to the export of this stock this season, and the prospects of its continuance has evidently led the growers to change to food crops.

Seedsmen and Agricultural Dep't Meeting

At the meeting of seedsmen and representaatives of the department of agriculture, held at Washington, D. C., last week, the seedsmen present agreed as a war measure to mark packages containing 10 pounds or more of field and forage seeds in such manner as to show:

1. Name of seedsman.
2. Kind of seed.
3. Proportion of pure live seed present, with month and year of germination test.
4. Country or locality of origin in the case of the following imported seeds: Beans, soy beans, Turkestan alfalfa and red clover from Southern Europe and Chile.

All information either to be on labels securely attached or to be stenciled directly on sacks or other containers.

Among those present were representatives of W. Atlee Burpee & Co., Philadelphia, Pa.; F. W. Bolgiano & Co., Washington, D .C.; Crabb, Reynolds, Taylor Co., Crawfordsville, Ind.; D. M. Ferry & Co., Detroit, Mich.; Illinois Seed Co., Chicago, Ill.; J. Chas. McCullough, Cincinnati, O.; Wm. Henry Maule Co., Philadelphia, Pa.; Northrup, King & Co., Minneapolis, Minn.; Nungesser-Dickinson Seed Co., New York; Everett R. Peacock Co., Chicago; Jerome B. Rice Seed Co., Cambridge, N. Y.; T. W. Wood & Sons, Richmond, Va.; Wood, Stubbs & Co., Louisville, Ky.

Both the American Seed Trade Association and the Wholesale Grass Seed Dealers' Association will be asked by their presidents to conform with the practice.

Canary Island Onion Seed Crop Prospects.

The outlook at this date for the Canary Island onion seed crop is excellent, as both to quality and quantity, according to data supplied the consulate by leading growers. The 1917 crop has suffered little from the "blight," which in recent years has done much damage. As regards quantity this year's crop is said to be very large, planting having been much stimulated by the success of last season's record crop, when the exports to the United States reached a value of $84,314. Favorable growing conditions have prevailed, especially as regards rainfall for the large "secano" or unirrigated onion seed acreage. Present estimates appear to indicate seed in excess of the 74,987 pounds produced last year.

Conditions seem to indicate the probability of falling prices as soon as the effects of a large crop are felt in the market. A stock of the 1916 white or "wax" seed is reported to exist, and buyers would do well to carefully specify in all contracts for strictly 1917 seed, as year-old seed, it is claimed, fails to give as good results as the strictly fresh article.

Owing to the unusual conditions governing international trade the balance of exchange is heavily against the dollar and in favor of the peseta. Consequently, American buyers should, when possible, have all prices specified in terms of United States coin. It has also been suggested as advantageous for American buyers to agree to settle only after their purchases have been actually put on board ship in a Canary Island port. Many contracts already made have placed all the risk of failure to secure ocean carriage entirely on the American buyer. Yet with prospects of abundant seed, it might be possible for buyers to arrange payment only after actual embarkment on board ship.

Shipments of seed via Liverpool are not possible this season, and the only available route would appear to be via Havana, Cuba, or San Juan, Porto Rico. Even here there are now scheduled but two ships per month, as compared with four during the onion-crop season of last year.

The only remaining possible route would be via Cadiz, Spain, where transshipment to New York might be secured; but this route is not regarded favorably here because of the chances of having the merchandise damaged by delays at the intermediate port, a point especially to be avoided by southern buyers, who must make close connections in order to suit the early planting needs of that important onion-growing section.

NEW YORK—The MacNiff Horticultural Co. has bought the entire stock of the Cyphers Incubator Co., corner Barclay and Church streets, and after June 1 will be the sole representatives of the concern in this city. On completion of alterations this firm claims it will have the largest seed, plant and poultry supply salesrooms in the world.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
PW S
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Thorburn's
SEEDS AND BULBS
For the Trade
J. M. THORBURN & CO.
Established 1802
53 Barclay Street, - New York

Western Seed & Irrigation Co.
Wholesale Seed Growers and Dealers
SPECIALTIES:
Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, NEBRASKA.

TOMATO SEED
Grown for the Wholesale Seed Trade.
HAVEN SEED CO.
SANTA ANA, CALIFORNIA.
Mention the American Florist when writing

Henry Fish Seed Co.
Bean Growers for the Wholesale Seed Trade
CARPINTERIA, CALIF.
Mention the American Florist when writing.

California Onion Seed in Bermuda.

In November, 1915, a trade letter was received at the Hamilton consulate from an onion-seed firm in California. This letter was brought to the attention of the director of agriculture of Bermuda, with the result that two pounds of seed were ordered at once by cable. These seeds were planted at the agricultural station, with such satisfactory results that a local firm was induced to accept the agency in Bermuda for the sale of California onion seed. The director of agriculture states he anticipates that California will be the source toward which Bermuda will look in future for its supply of onion seed. The following statement is from the Bermuda Colonist and Daily News:

"We have on exhibition in our office a number of onions grown from imported California seed. The bulbs are exceptionally fine in appearance, being good and solid with plenty of thickness in proportion to diameter, but the point that will interest the Bermuda farmer the most and possibly affect the future of the Bermuda onion industry is the fact that the seed germinates very rapidly and tests have shown 98 per cent fertility. From the time of setting out the young plants to reaping the crop the time elapsed was four days less than three months to produce onions averaging about seven ounces apiece. Local tests have shown that seeds come practically true to type, not one per cent showing silver skins, and less than one-half of one per cent showing any trace of red."

GLADIOLUS
For Planting Out During May and June or for Counter Trade

	Per 100	Per 1000
STANDARD MIXED 7 kinds or more		$13.00
EXTRA FINE MIXED 12 kinds or more		16.50
OTHER LEADERS		
Mrs. Francis King, 1st size		$15.00
Europa, 1st size	$7.50	
Panama, 1st size	3.50	
Myrtle	10.00	
Mrs. F. Pendleton, 1st size	7.50	
Chicago White, 1st size	2.00	18.00
Augusta, 2nd size	1.50	13.00

New York Vaughan's Seed Store, Chicago
Our Spring "Book for Florists" should hang at your desk

ORDER SEED PACKETS NOW FOR 1918
Paper scarce. Requirements will be double.
THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

BEANS, PEAS, RADISH
AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write for prices.
LEONARD SEED CO.
GROWERS FOR THE TRADE
226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

Lilium Giganteum
7-9 in. and 9-10 in., for immediate delivery. Write for Prices.
Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

The L. D Waller Seed Co.
Guadalupe, California
Wholesale Growers of
FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS
Correspondence Solicited.

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA.
Rocky Ford, Colorado.
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.
Mention the American Florist when writing.

Lily Bulbs
Shipment from Storage

	Size.	Per Case.	No. in Case
Giganteum,	7- 9 in.,	$14.50	300
"	8-10 in.,	16.50	250
"	9-10 in.,	16.50	200
Multiflorum,	7- 9 in.,	15.00	300
"	8-10 in.,	17.50	250

Giganteum shipped from Chicago as well as New York.
McHutchison & Co. The Import House
95 Chambers St., NEW YORK

TUBEROSES.
Double Pearl.—Bulbs 4 to 6-in. in circumference. $1.00 per 100; $7.50 per 1000.
ARTHUR T. BODDINGTON CO., Inc.
128 Chambers Street,
NEW YORK.

Contract Seed Growers
Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.
Correspondence Solicited.
George R. Pedrick & Son,
PEDRICKTOWN, N J.

Grass Mixtures
FOR
Golf-Tennis-Polo
MEET ALL REQUIREMENTS FOR ALL SOILS
The Albert Dickinson Co.,
CHICAGO, ILL.

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.
Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners.

Smoot Attacks Seed Dealers.

Some days ago the newspapers reported Senator Smoot's speech telling how the recent agitation for home gardens was being capitalized by "some dealers." Senator Smoot was reported as saying: "A friend of mine proceeded to dig up his back yard and then went to purchase seed. He bought this seed in packages at five cents per package. In one there were eight peas, although the picture on the package showed nine in a pod; in another 13 beet seed and in a third were 15 radish seed. At this rate radish seed would cost $25 or $30 a pound. If this is to be the universal practice millions will be wasted on seed. I shall call the attention of the secretary of agriculture to the matter."

By all means do so, Senator, and give the secretary of agriculture the name of the seed concern that puts up packets of seeds of this kind. Several New York seedsmen have called the attention of the Sun to Senator Smoot's remarks and his reflections upon the seed trade. The seedsmen think that Senator Smoot should have investigated the matter before placing a statement of this kind before the public, the inference being that the practice was general, which is not the case. The name of the firm putting up such packets as referred to should have been given, as it was very likely some small and obscure concern. None of the seedsmen who advertise in the Sun put up any such light weight packets, and gardeners know it. Deal with reliable seedsmen, Senator, like Vaughan, Burpee, Dreer, James Vick's Sons, Weeber & Don, Boddington, Thorburn and any of the others who advertise in the Sun and fair treatment can be depended on. A Sun reporter last week bought enough seeds to start a good sized farm, but nowhere found evidence of overcharging. Five cent packets of beet and radish seeds contained nearer a hundred than the number named by Mr. Smoot, while each nickel expended for peas brought a quarter of a pint. Dealers denied indignantly that any extortion is being practiced.—New York Sun.

SEEDS Specially Prepared for Export
KELWAY'S
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free
KELWAY & SON Wholesale Seed GROWERS LANGPORT, Eng.
Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing.

My Winter Orchid-Flowering
SWEET PEA SEED
have again received the highest honors by the New York and St. Louis flower shows. Over 8000 commercial growers are more than satisfied. If you are not already our customer, send your address and we will mail you our new price list in May or June; it will contain many splendid novelties.
Ant. C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Mention the American Florist when writing.

American Bulb Co.
A. Miller, President.
WHOLESALE DEALERS IN
Bulbs, Seeds, Supplies, Etc.
178 N. Wabash Ave., Chicago, Ill.

Mention the American Florist when writing.

Jos. Heacock Co.,
Wyncote, Pa.
Grower of Kentias.

Mention the American Florist when writing.

R. & M. GODINEAU
SEED GROWERS
Angers, - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

TOMATO SEED
Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.
EDGAR F. HURFF,
Correspondence Solicited. SWEDESBORO, N. J.

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDENSEEDS

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
CONTRACT GROWERS OF
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing.

Vick's Quality Flower Seeds
In All Leading Varieties.
JAMES VICK'S SONS, Rochester, N. Y.

We carry a reserve stock of all the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply.
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

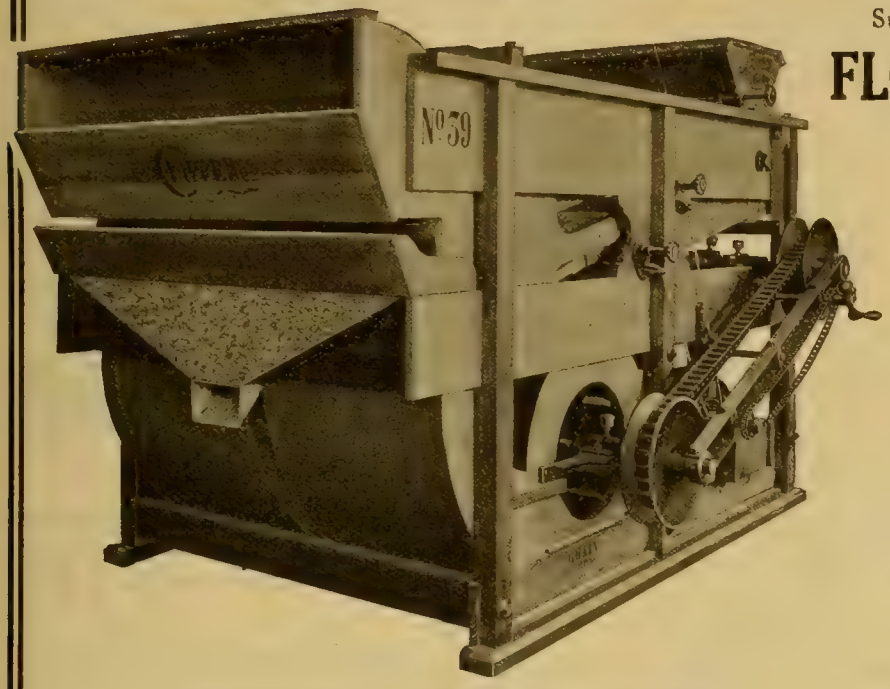
Mention the American Florist when writing.

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale Farm. **Bristol, Pa.**

Mention the American Florist when writing.

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER.
Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.
Correspondence Solicited.

The "Clipper" Cleaners



The "Clipper" Variable Air Regulator

Successfully Handle All Kinds of

FLOWER, GARDEN

—AND—

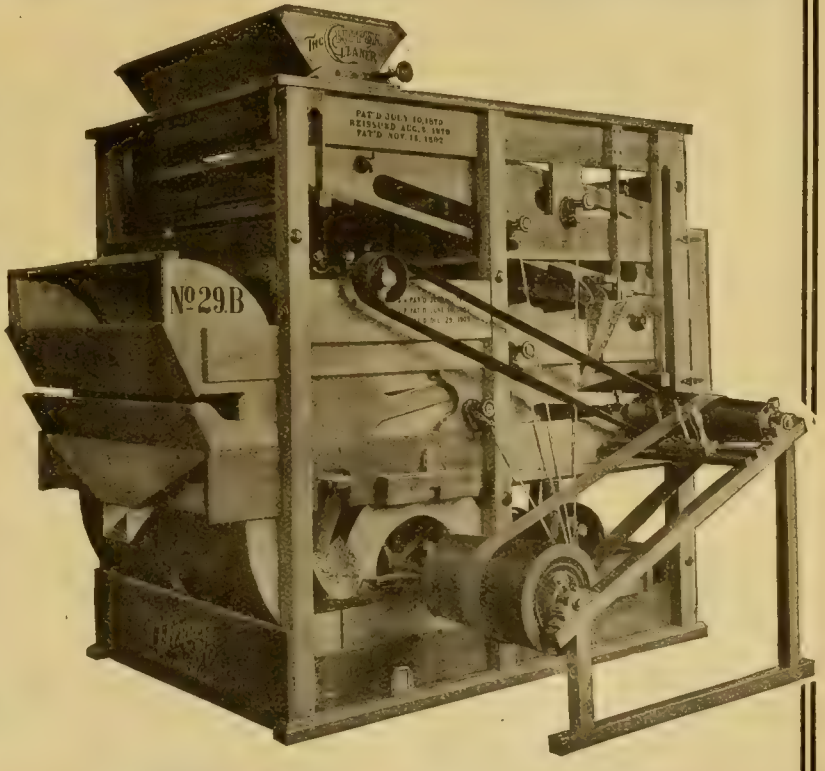
FIELD SEEDS

If you are interested in a machine for screening and grading any kind of seeds, grain, beans, peas or bulbs you might do well to investigate our claims in regard to our machines.

The "Clipper" Cleaners are used by all the large seedsmen in the United States, also in many foreign countries.

The No. 39 Cleaner shown herewith is equipped with our new Variable Air Regulator. A perfectly uniform air blast, absolutely under control and entirely free from fluctuation is one of the most essential and important considerations in cleaning seeds and grains.

No. 29-B Single Blast "Clipper" Grain and Seed Cleaner



Different kinds of seeds and grains, and, different conditions of the seeds or grains, call for varying strength of the air blast used in separating the dust, chaff, and light shrunken seeds or grain from the heavy, perfect seeds and grain. The "Clipper" Variable Air Regulator gives exact control of the air blast at every desired point. **"From a Zephyr to a Hurricane"** (and every intermediate point between) exactly describes the range of air blast that can be secured by this mechanical device. We can produce a blast strong enough to blow out the heaviest grain, or peas or beans, and by an adjustment requiring but an instant, reduce the blast sufficient for handling the lightest seeds such as timothy, red top or blue grass.

WRITE FOR CIRCULAR GIVING FULL DESCRIPTION.

MANUFACTURED BY

A. T. FERRELL & CO., Saginaw, W. S., Mich.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

THE standard barrel of the United States should contain 7,056 cubic inches, with 28½-inch staves and 17⅛-inch heads, head material not thicker than 2/5 of an inch.

Vegetable Shipments in Carlots.

Carlot shipments as reported by railroads to the United States department of agriculture, for the week, May 1-7, were as follows: Asparagus, 25; early cabbage, 190; celery, 105; lettuce, 147; new onions, 684; new potatoes, 979; tomatoes, 563.

Prices of Indoor Fruits and Vegetables.

Chicago, May 15.—Mushrooms, home grown, 75 cents to $1.00 per pound; lettuce, small cases, 20 to 22½ cents; radishes 50 to 60 cents, dozen bunches; celery, $1.00 to $2.00 crate; tomatoes, six baskets, $2.50 to $3.25; cucumbers, per 2-dozen box, $1.00 to $1.75.

New York, May 15.—Celery, per crate, 50 cents to $4.00; cucumbers, 40 to 60 cents; mushrooms, 75 cents to $1.60 per 4-lb. basket; tomatoes, per lb., 20 to 35 cents; radishes, per 100 bunches, $1.00 to $2.00; lettuce, per basket, 25 cents to $2.00.

Bermuda Onion Production.

Reports received from correspondents of United States department of agriculture, from all sections of the Bermuda onion district of Texas, indicate a general condition May 1, 1917, of 65.1 per cent of normal, as compared with a general condition of 67.8 per cent on April 15, 1917, a decrease of 2.7 points, which forecasts a yield of about 234 crates per acre, or a total production of 2,819,700 crates, the equivalent of 6,077 cars of 464 crates each, or 5,422 cars of 520 crates each. On April 1, 1917, the condition of the crop was reported as 68.5 per cent of normal, which indicated a yield of about 246 crates per acre, or a total production of 2,964,300 crates, the equivalent of 6,388 cars of 464 crates each, or 5,700 cars of 520 crates each. No change in this forecast was indicated by the condition of the crop on April 15, 1917.

New Zealand Spinach.

We have had excellent results from our New Zealand spinach under glass as a forcing vegetable, and now wish to call attention to the merits of this plant as a summer crop. It will stand the summer's heat and furnish continuous cutting when the common spinach is out of business. We hesitated at first to push this spinach, believing it would not sell, but as a winter crop it was fairly easy to invite people to try it. To this end, we often handed out free samples to interested parties until the demand exceeded the supply. Now after the customers are educated to use it, we will have less trouble to introduce it as a hot weather crop. There is in our locality an enormous demand for spinach in summer; so much so, that about July 1, when the common spinach fails owing to heat, the market is often wide open. This spinach is a vigorous growing, spreading plant of easy culture. It needs plenty of room—say from 18 inches upwards. Rows could be laid out for horse cultivation and the plants spaced closer in the rows. To cut for market, we trim off the side branches and allow the main plant to recover. This way a comparatively small area furnishes a big supply. MARKETMAN.

Vegetable Shipments from the South.

Rail shipments of new potatoes from Florida during the week, May 1-7, were 837 cars, as compared with 227 cars during the corresponding period last year, the total shipments for this season to date amounting to 2,359 cars. F. O. B. prices on carlots of new potatoes at Hastings, Fla., remain firm at $7.75 to $8.00 per barrel and $6.75 to $7.00 per 150-pound sack.

Shipments of Bermuda onions from Texas during the above period averaged nearly 100 cars per day; total shipments for the season, to May 7, amounted to 3,312 cars, only 377 cars less than during the comparable season in 1916. First grade yellows are quoted at Laredo at $1.40 to $1.50 per crate, an advance of about 30 cents per crate over prices last year on the same date.

Tomato shipments from Florida for the week of May 1-7 were 563 cars, as compared with 325 cars in the corresponding period last year; total shipments this season to date amount to 1,293 cars. The average price is from $1.50 to $1.60 per six-basket carrier.

Fungoid and Insect Pests.

"Fungoid and Insect Pests of the Farm," by F. R. Petherbridge M. A., biological adviser, School of Agriculture, Cambridge, a book of 174 pages, well illustrated, has been recently published by the Cambridge University Press for those wishing to acquire practical knowledge of the commoner forms of farm and garden pests and economical means of control. Included in its contents are chapters devoted to potato diseases and allied diseases, finger and toe and wart diseases, mildews, ergot and clover sickness, rusts, smuts, butterflies and moths, beetles, flies, aphides, sawflies and eelworms. The book may be had at the office of THE AMERICAN FLORIST, price $1.25.

Scarce Seeds

Of Witloof Chicory, Pink Chicory, Sea Kale, French Green Globe Artichoke.

These seeds should be planted the latter part of May. These seeds for sale now by

Warren Shinn, Woodbury, N.J.

97th Year

J. BOLGIANO & SON,

Wholesale Garden and Field Seeds, Onion Sets, Seed Potatoes

Growers of Pedigree Tomato Seeds

Baltimore, Md.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - Indiana

CHAS. H. TOTTY

MADISON, NEW JERSEY

Wholesale Florist

Chrysanthemum Novelties my Specialty

HYDRANGEAS

In bud and bloom, choice stock, from 75 cents to $3.00 each.

GARDENIA VEITCHII

3½-inch pots: $15.00 per 100.

A. L. MILLER, Jamaica, N. Y.

ROSES, CANNAS

Shrubbery

THE CONARD & JONES CO.,

West Grove, Penna.

HILL'S CHOICE LANDSCAPE, DECORATIVE AND FORCING STOCK FOR FLORISTS' TRADE

Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.

Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.

Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.

Araucarias—Best sorts, best values, in both small and large sizes, for immediate effect and growing on.

Forcing Stock—Azaleas, Rhododendrons, Aucubus, Skimmia Japonica, Hydrangeas, Lilacs, Spireas, Magnolias, Japanese Maples, Wistaria Chinensis, Japanese Flowering Cherry, Peonies, Roses, in large assortment, choicest quality, best commercial sorts.

Wholesale price list will be mailed promptly on request.

Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.

Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.

Deciduous Trees and Shrubs—Our leaders—Norway Maple, American White Elm and Japanese Barberry.

Young Stock for Lining Out—Ornamental Evergreens and Deciduous Trees and Shrub seedlings, rooted cuttings, grafts, etc., in large assortment at very low prices. Annual output, 10,000,000 plants.

Write for information and price today.

THE D. HILL NURSERY COMPANY, INC.

EVERGREEN SPECIALISTS
LARGEST GROWERS IN AMERICA

Box 404, DUNDEE, ILL.

WHOLESALE GROWERS AND IMPORTERS

LILIUM SPECIOSUM RUBRUM.

Cold Storage Lilies

For Summer Blooms

LILIUM GIGANTEUM

	Per 1000
7- 9-in. (Case of 300, $15.00)	$45.00
8- 9-in. (Case of 250, 15.00)	58.00
9-10-in. (Case of 200, 16.00)	75.00

COLORED LILIES

Splendid Solid Bulbs.

	Per 100	Per 1000
Lilium Auratum, 8-9 in. (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
Lilium Rubrum, 8- 9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00
Lilium Tigrinum Splendens		30.00
" " Fl. Pl		30.00

NEW YORK **Vaughan's Seed Store** CHICAGO

Our Spring "BOOK FOR FLORISTS" Should Hang at Your Desk.

Bedding Plants in Abundance.

Size of Pots	100	1,000
2¼-in. Abutilons, 6 varieties	$2.75	$25.00
2¼-in. Ageratums, 3 varieties	2.25	20.00
2 -in. Alyssum, double	2.25	20.00
2¼-in. Asparagus Sprengeri	3.00	25.00
3 -in. Asparagus Sprengeri	5.00	45.00
2¼-in. Aster, 3 varieties	2.25	20.00
2½-in. Begonia Vernon	3.00	28.00
3 -in. Begonia Vernon	6.00	55.00
3 -in. Cannas by the thousands.		
2½-in. Dusty Millers	2.75	25.00
2¼-in. Chrysanthemums, 28 varieties	2.75	25.00
2 -in. Coleus, any variety	2.50	22.50
2¼-in. Cupheas, cigar plant	2.35	22.00
4, 5, 6-in. Dracæna Indivisa, 15c, 20c, 25c per 100.		
2½-in. Heliotrope, 3 varieties	2.75	25.00
4 -in. Heliotrope, 3 varieties	7.50	70.00
2¼-in. Lantanas, 8 varieties	3.25	30.00
3½-in. Lantanas, 8 varieties	7.50	70.00
2 -in. Lobelias (Crystal Palace)	2.25	20.00
2½-in. Marguerites, 3 varieties	2.75	25.00
4 -in. Marguerites, 3 varieties	7.00	65.00
PANSY PLANTS	1.75	15.00
2¼-in. Petunias, double, 12 varieties	3.00	28.00
2¼-in. Petunias, single, finest mixed	2.50	22.50
2½-in. Salvia, Bonfire or Splendens.	2.75	25.00
3 -in. Salvia, Bonfire or Splendens.	5.00	45.00
2½-in. Stocks, Princess Alice or Beauty of Nice	2.50	22.50
2½-in. Verbenas, finest mixed	2.75	25.00
2½-in. Vinca Variegata	3.50	30.00
4 -in. Vinca Variegata	7.00	65.00
Rudbeckias (Golden Glow)	4.00	35.00
Funkia Variegata	5.00	45.00
2¼-in. Fuchsias, 12 varieties	2.50	22.50
4 -in. Fuchsias, 12 varieties	7.50	70.00
2¼-in. Geraniums, 20 varieties	2.50	22.50
4 -in. Geraniums	7.00	65.00

Also abundance of other stock, including millions of vegetable plants.

Correspondence solicited.

ALONZO J. BRYAN

Wholesale Florist, WASHINGTON, N. J.

Mention the American Florist when writing.

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

F. O. FRANZEN 5319 N. Clark St. CHICAGO

OWN ROOT ROSES

2½-INCH STOCK

	Per 100	Per 1000
Richmond	$3.50	$30.00
White Killarney	3.50	30.00
Pink Killarney	3.50	30.00
Maryland	4.50	40.00
Sunburst	4.50	40.00

3-INCH PLANTS

	Per 100	Per 1000
White Killarney	$4.50	$40.00
Pink Killarney	4.50	40.00
Richmond	4.50	40.00

White Enchantress Carnation Cuttings $2.00 per 100; $16.00 per 1000

SPECIFY PLANTS WHEN ORDERING.

Peter Reinberg

—WHOLESALE FLORIST—

30 East Randolph Street, Long Distance Phones Central 601 and 2846 CHICAGO

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GERANIUMS

Rooted Cuttings	Per 1000
S. A. Nutt and Buchner	$10.00
Ricard and Poitevine	12.50

Grown right, rooted right, packed right. Quality is as important in summer as in winter. You get quality all the year buying my stock.

ALBERT M. HERR, LANCASTER, PA.

The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

ROSEDALE, KAN.—Gerald L. Holsinger, nurseryman, has been appointed a lieutenant in the navy.

FREEPORT, ILL.—The contract for plants and shrubs for beautifying the city park system has been awarded to the Freeport Floral Co.

COLUMBUS, O.—The Upper Arlington Co. is planting a carload of shrubbery received from the Bay City Nursery Co. in the parkways of its subdivision.

ESPARTO, CALIF.—Robert McCloud is in a hospital at Woodland suffering from a fractured skull and other serious injuries, the result of a runaway.

SYRACUSE, N. Y.—David Campbell will continue in the position of superintendent of parks under Frank Wescott, recently appointed park commissioner.

THERE is a tree in California which produces fruit valued at $3,000 annually, according to report. It is an avocado pear tree and is insured for $30,000.

EUREKA, CALIF.—At the annual meeting of the Cottage Gardens Nurseries, Chas. Willis Ward was elected president; R. T. Brown, vice-president and S. E. Bergstrom, secretary-treasurer. The capital stock was increased from $75,000 to $300,000, all paid up.

NILES, CALIF.—The California Nursery Co. has enjoyed one of its busiest seasons, with an exceptional demand for evergreens. The supply of large sizes in many items was short. Heavy sales of fruit stocks are anticipated, due to the high prices offered for crops.

SAN JOSE, CALIF.—A feature of the tulip and iris show held here May 4-5, under the auspices of the Chamber of Commerce was the exhibit of 10,000 of the first named flowers staged by the Cottage Gardens Nurseries, Eureka, Calif., under the direction of W. B. Clarke, manager.

Forsythias.

It is three years since the forsythias have bloomed as they are blooming this year, for last year and the year before many of the flower-buds of some of the species were killed in the arboretum by severe winter cold. This year the flower-buds are uninjured and the flowers of many of the plants are now at their best. Those of the Servian F. europaea, however, will not open for a few days. Apart from the value of all the species as garden plants, forsythia is of special interest to gardeners for, like syringa and philadelphus, it is a genus whose species hybridize freely and produce new seedling forms which are often superior to the parents. The hybrid forsythias are probably all natural, that is, they have probably all appeared without man's assistance, and those which are now known appear to have been produced by the crossing of F. viridissima with F. suspensa or its variety, Fortunei. The general name of these plants is Forsythia intermedia and there are several forms. Those in the arboretum collection are planted at the rear of the large mass of forsythias on the bank at the base of the Bussey Hill road, below the lilac collection. The handsomest of them is F. intermedia spectabilis, and of all the forsythias which have been grown in the arboretum this is the most beautiful. The flowers are larger than those of its parents, and deep bright yellow. This plant was sent to the aboretum from Germany several years ago. Other distinct and handsome forms of the hybrid are var. primulina and var. pallida; the former has pale primrose colored flowers and appeared as a seedling in the arboretum a few years ago. The var. pallida has pale straw-colored flowers which are paler than those of other forsythias. The flower-buds of these hybrids appear to suffer less from extreme cold than those of either of their parents, at least in the arboretum, and the buds of the different forms of F. intermedia have never been injured by cold.—Arnold Aroboretum Bulletin, May 8, 1917.

Heart-Rot of Oaks.

In a reprint from the Journal of Agricultural Research, the United States department of agriculture calls attention to the fact that Polyporus dryophilus is one of the chief causes of deterioration of the oaks in the western United States. In Texas, Oklahoma and Arkansas, the piped rot produced by this fungus is very common, and among other species the white oak is commonly attacked. The first indication is a discoloration of the heartwood, which assumes a water-soaked appearance. In the chestnut oak the diseased wood is hazel in color. The fungus, as far as known, gains entrance in the wood of the host trees only through wounds in which the heartwood is exposed, the most common point being a broken or dead limb, although it enters freely through fire scars and other basal wounds.

Trees diseased with heart-rot should not be left standing for seed. Trees in the wood lot should be inspected annually, and all such as are affected with heart-rot should be removed. If the trunk of a tree so affected is struck with an ax it does not ring with a clear sound.

GRAND JUNCTION, COLO.—Francis X. Goeschl, of the Grand Junction Floral Co., was adjudged a bankrupt April 30. The first meeting of creditors will be held at the office of Charles W. Taylor, Referee in Bankruptcy, Glenwood Springs, Colo., May 22.

California Privet

Largest and finest stock of California Privet of any nursery in the world.

Polish or Ironclad Privet
Amoor or Russian Privet
Berberis Thunbergii

Very Attractive Prices on Carload Lots.

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Little Silver, - New Jersey
The Original Growers of California Privet as a Hedge Plant.

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Catalogues and Price Lists Free on Application.
PAINESVILLE, - OHIO

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

The Book of the Peony
The long and interesting history of the peony, charmingly written by Mrs. Edward Harding. Contains 259 pages with 44 illustrations in color and black and white. Handsome cloth binding.
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Reliably Hardy
Trees, Shrubs and Plants
for all purposes. Wholesale and Retail. Send for catalogs or special quotations.
THE NEW ENGLAND NURSERIES CO.
BEDFORD, - - - MASS.

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HYDRANGEAS For Growing On
2½ inch pots. Last Fall Propagation.
Gen. De Vibraye La Reine Mme. Emil Mouliere
Mme. Maurice Hamar Otaksa Radiant
Price 4.00 per 100.
JACKSON & PERKINS CO., Newark, New York

ANEMONE JAPONICA

A Select List of

HARDY PERENNIALS

	Per 100
Achillea, The Pearl, 3-inch	$ 5.00
Anchusa, Italica, 3-inch	8.00
" Opal, 3-inch	8.00
Anemone, Honorine Joubert,, 3-inch	5.00
" Rosea Superba, 3-inch	7.00
" Whirlwind, 3-inch	7.00
Anthemis, Kelwayi, 3-inch	6.00
Armeria, Laucheana, 3-inch	6.00
Artemisia, Lactiflora, 3½-inch	7.00
Aster, Climax, 3-inch	12.00
" Wells' White, 3-inch	18.00
Campanula, Med. Mixed, 3-inch	6.00
Delphinium, Formosum, 3-inch	7.00
" Belladonna, semi-pl. 3-in.	10.00
" " Cliveden Beauty 3-inch	10.00
" Lamartine, 3-inch	18.00

	Per 100
Dianthus, Plumarius Cyclops, 3-inch	$ 5.00
" Deltoides, 3-inch	6.00
" Diamond, 3-inch	5.00
Galega, Hartlandi, 3-inch	6.00
Geum, Mrs. Bradshaw, 3½-inch	10.00
Gypsophila Paniculata, 1-yr. field	6.00
Hemerocallis, Dumortieri, field	5.00
" Flava, field	5.00
" Fulva, field	5.00
" Kwanso, fl. pl., field	5.00
Heuchera, Sanguinea, 3-inch	7.00
Nepeta, Mussini, divided field clumps.	6.00
Poppy, Iceland, mix., 3-inch	5.00
Sage, Holt's Mammoth, 2½-inch	5.00
Sedum, Brilliant, 3-inch	10.00
" Latifolius Atropurpurea, 3-inch.	7.00
Statice Latifolia, field clumps	7.00
Vinca Minor, 3-inch	5.00

VAUGHAN'S SEED STORE

NEW YORK Greenhouses: Western Springs, Ill. CHICAGO

If You Have $3

and want to make the most business for yourself when you spend it, mail it today for the latest edition of the

American Florist Company's

Trade Directory

Contains 546 pages of concise information about trade firms. Extensive lists of Florists, Seedsmen and Nurserymen, arranged by states and towns, and also alphabetically. Many other valuable lists and much other important information.

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Wandering Jew, 5 varieties, **Lantana, Trailing Lantana, Sweet Alyssum, Ageratum, Feverfew, Dusty Miller, Salvia, German Ivy, Rose Geranium, Cupheas, Mesembryanthemums,** large flower, **Petunias,** double and single, **Snapdragons, Verbenas, Phlox Drummondi** (3 colors), **Coreopsis, Centurea Imperialis, Calendulas and African Marigolds. All above 2½ in. stock, $3.00 per 100; $25.00 per 1000.**

FUCHSIAS

2 in.....3c each 2½ in.....4c each
3 in.....6c each 4 in.....12c each
4½ in.....15c each

BEGONIAS

Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

PETUNIAS

California and Fringed Giant

2½ in., $3.00; 3 in., $8.00 per 100.
Rosy Morn, 2½ in.....$4.00 per 100

DRACAENA INDIVISA

4 in.....15c each 5 in.....25c each

SALVIA—Bonfire

2½ in., $3.00 per 100; 3 in., $5.00 per 100; 4 in., $8.00 per 100.

LOBELIA

2½ in.....$3.00 per 100

COLEUS—Brilliancy

2 in., $5.00; 3 in., $10.00; 4 in., $25.00 per 100; 6 in., 50c each.

PYFER & OLSEM, Wilmette, Ill.

For the Best New and Standard

DAHLIAS

Address

Peacock Dahlia Farms,

P. O. Berlin, N. J. Williamstown Junc., N. J.

Mention the American Florist when writing.

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.

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If you are interested in Mid-Winter

Blooming Plants

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Soft Wooded Plants

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Geo. A. Kuhl, Wholesale Grower PEKIN, ILL.

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FIRST AID TO BUYERS

SPRING LIST **ROSES** 2¼ and 4-inch

400 Best Sorts—Old, New, Tried, True

THE LEEDLE FLORAL COMPANY SPRINGFIELD-OHIO

Mention the American Florist when writing.

500,000 PANSIES

Field-Grown—In Bud and Bloom—Mixed Colors

There is no better strain for commercial purposes than my **Superb Strain Pansies,** grown from seed of my own raising, and the result of over 20 years' careful breeding. Send a trial order and be convinced. Fine, large plants. $1.25 per 100, $10.00 per 1000. Some extra large plants, $15.00 per 1000.

Largest Grower of Pansies for the Trade in the United States.

GERARIUMS, out of 3½-in. pots....$ 7.00 per 100
VINCA VAR., out of 4-in. pots..... 12.50 per 100

Cash with order. By express only.

LEONARD COUSINS, Jr., Concord Junction, Mass.

Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.

CYCLAMEN, our own selected strain.

APLENIUM NIDUS AVIS (Bird's Nest Fern

Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

Rooted Carnation Cuttings

Immediate Delivery.

We are now booking orders for our New Seedling SUPERB—$12.00 per 100; $100.00 per 1000.

SUPERB is a seedling of Gloriosa and Enchantress. It has the good stem of Gloriosa and the fine growing habit of Enchantress. The color is a flesh pink, and it keeps its color at all seasons. The flowers average about three inches, are very full, and generally receive full score on substance. The flowers are all perfect and do not split. In the four years we have grown it, it has proved the best commercial variety, barring none.

AVIATOR If you want Scarlet Carnations for Christmas, grow Aviator. **$6.00 per 100; $50.00 per 1000.**

STANDARD NEW VARIETIES.

WHITE.	Per 100	Per 1000
Matchless	$2.50	$20.00
MEDIUM PINK.		
Miss Theo	6.00	50.00
Pink Sensation	3.50	30.00

FLESH PINK.	Per 100	Per 1000
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00

RED	Per 100	Per 1000
Aviator	$6.00	$50.00
Champion	3.00	25.00
Philadelphia	2.50	20.00
DARK PINK.		
C. W. Ward	2.50	20.00

J. D. THOMPSON CARNATION CO., Joliet, Ill.

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1,000
Vinca Variegata, 2-in, $2.00 per 100	$20.00
S. A. Nutt, 2-in	16.00
Rex Begonias, 3-in. per dozen, 1.00	

Satisfaction guaranteed.

ELMER RAWLINGS,

Wholesale Grower

ALLEGANY, NEW YORK

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Orchids

If you want **Orchids** for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but **Orchids.** Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing.

Sewickley Horticutural Society.

The regular meeting of the above society was held May 8, President Barnet in the chair. The schedule as presented by the committee for the September exhibition was adopted.

The following motion was carried: That we, the Sewickley Horticultural Society, view with hearty approval the efforts being made by the Women's Club of Sewickley in the active work they have undertaken in the cultivation of vacant lots in Sewickley and its environs and offer them our hearty co-operation in the undertaking if acceptable to that organization.

M. Curran and Wm. Thompson exhibited fine specimens of herbaceous calceolaria and J. Barnet displayed vases of persica in variety.

JOHN CARMAN, Sec'y.

PARKERSBURG, WEST VA.—The flower store of J. W. Dudley & Son recently presented a patriotic window display that was greatly admired. A large plaque with the profile of President Wilson surrounded by choice blooms was draped with a continuous silk ribbon flag which made a background at all points that was an inspiration.

The Best Canna Novelty.

ORDER NOW **Planting Stock of**

Yellow King Humbert

25 Fine Started Plants for $5.00

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Greenhouses, Nurseries and Trial Grounds, Western Springs, Ill.

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Novelties For 1917

The Best Of 1916 Introductions.

Standard varieties, both commercial and Exhibition.

NOW READY.

Also **Pompons, Anemones and Singles.**

Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.

Adrian, Mich.

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SEEDLINGS

Clematis Paniculata

$1.50 per 100. Cash.

SAMUEL V. SMITH

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THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

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Ready Reference Section.

10 CENTS PER LINE, NET.

AGERATUMS.

AGERATUM. Heavy 3-in. Blue Perfection and Dwarf Blue, $5.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

ALTERNANTHERAS.

ALTERNANTHERAS.
Red and yellow varieties, 2-in. pots, $2.00 per 100, $20.00 per 1,000. Cash.
JOSEPH BANCROFT & SON,
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ALTERNANTHERA. Yellow and green, 2-in., fine, $2.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

ANTHERICUM

ANTHERICUM. Cosmoeum, 2½-in., $3.00 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

ASPARAGUS.

Asparagus plumosus, 2¼-in., $4; 3-in., $8 per 100; 6-in., 35c each. Asparagus Sprengeri, 2¼-in., $3.50; 3-in., $7; 4-in., $12 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.00 per 1000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Sprengeri, 2-in., $2.25 per 100, $20.00 per 1,000.
Abbey Ave. Greenhouses, Dayton, O.

ASPARAGUS Sprengeri, stocky 2-in., $2.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

ASPARAGUS SPRENGERI, strong 4-in., $10.00 per 100. CALVERT FLO. CO., Lake Forest, Ill. Ill.

Asparagus Sprengeri, 3-in., 7c; 3½-in., 9c; 4-in., 12½c. HARRY HEINL, West Toledo, O.

3-in. Sprengeri at $5.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

ASTERS.

Henderson's Invincible, a fine aster for cutting and trade pullers for your customers' own planting; separate colors; strong, transplanted plants; prompt shipment. $5.00 per 1,000. Cash.
BRILL CELERY GARDENS, Kalamazoo, Mich.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BARBERRY.

100,000 Berberis Thunbergii, $1.00 per 100 and up. 2-year, 18 to 24-in., $2.50 per 100. Get complete list of florists' stock for spring. BENJAMIN CONNELL, Merchantville, N. J.

BEDDING PLANTS.

Caladiums, fancy leaved, each...	5-in.	50c- .75
Caladiums, fancy leaved, each...	6-in.	1.00
Caladiums, made up, each......	7-in.	$1.50-2.00
Cobea Scandens, per doz.........	4-in.	1.50
Dusty Miller, for border.........	2½-in.	3.00
Per 1,000		27.50
Dracaena Indivisa	4-in.	15.00
Dracaena Indivisa	5-in.	20.00
Extra strong, each.............		.25
Fuchsia	4-in.	15.00
Geraniums, in best varieties.....	4-in.	$10-12.00
Heliotrope	3-in.	7.00
English Ivy	4-in.	15.00
English Ivy	4½-in.	20.00
German Ivy	2½-in.	3.00
Lobelias Speciosa	2¼-in.	3.00
Per 1,000		27.50
Lobelias Crystal Palace..........	2¼-in.	3.00
Per 1,000		27.50
Lobelias Bedding Queen..........	2¼-in.	3.00
Per 1,000		27.50
Marguerites, Mrs. F. Sanders....	2½-in.	4.00
Marguerites, Mrs. F. Sanders....	4-in.	15.00
Marguerites, Yellow.............	2½-in.	5.00
Marguerites, Yellow	4-in.	20.00

POEHLMANN BROS. CO.,
Morton Grove, Ill.

BEDDING PLANTS.

		Per 100
Pansies, best strain, in bloom....		3.00
Per 1,000		25.00
Phlox Drummondi, all colors.....	2½-in.	3.00
Petunias, single, best varieties...	3-in.	7.00
Smilax, strong new stock........	2¼-in.	3.00
Adiantum Cuneatum, Maiden Hair	3-in.	10.00
Adiantum Cuneatum, Maiden Hair	4-in.	$15-20.00
Hanging Baskets, planted with Sprengeri, Wandering Jew, Coleus and Geraniums. These baskets are made up early in the season and are thoroughly established and ready for use. Each...............		1.00
Mad. Salleroi Geraniums........	4-in.	12.00
Heliotrope	4-in.	$10-12.00
Petunias, single, best varieties..	4-in.	$10-12.00
Torenia Fourneri, blue...........	2½-in.	3.00
Vincas Variegated	4-in.	$12-15.00
Wandering Jew	2½-in.	3.00

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

BEGONIAS.

Begonia Chatelaine, 2-in...........	$4.00	per 100
Begonia Prima Donna, 2¼-in......	3.00	per 100
Begonia Erfordii, 2¼-in...........	3.00	per 100
Begonia Xmas Red, 2¼-in.........	6.00	per 100
Begonia Luminosa, 2¼-in..........	3.00	per 100

Begonia seedlings, transplanted, Erfordii, Luminosa, Prima Donna, $1.50 per 100; $12.50 per 1,000.
ERNEST ROBER, Wilmette, Ill.

BEGONIA LORRAINE, 2¼-in. pots, $14.00 per 100, $120.00 per 1,000. Mrs. J. A. Peterson, 2¼-in. pots, $20.00 per 100, $180.00 per 1,000. JULIUS ROEHRS CO., Rutherford, N. J.

BEGONIAS. Fine 3-in. in bud and bloom. Erfordi, $6.00 per 100; Vernon, $4.00; Luminosa, $5.00. THE WAGNER PARK NURSERY CO., Sidney, O.

REX BEGONIAS, mixed varieties, 3-in., $10 per 100; 4-in., 15c to 25c each; 6-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

BOXWOOD.

BOXWOODS.
PYRAMIDS. Broad, heavy specimens, 2 ft., $1.90 each; 2½ ft., $2.00 each; 3 ft., $2.50 each; 4 ft., $4.50 each. Price includes tubs, f. o. b., Dundee, Ill. Write for prices on larger sizes.
BUSH SHAPE, 10-12-in., balled, 30c each; 18-in., balled, 60c each; 30-in., balled, $1.75 each.
THE D. HILL NURSERY CO., INC.,
Box 404. Dundee, Ill.

Boxwoods. Most beautiful stock. For varieties and prices, see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BULBS.

Dwarf double pearl tuberoses. Caladium Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Hardy lilies and gladiolus. For varieties, sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs. Cold storage lilies for summer blooms. For varieties, sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Lily bulbs. Giganteum and Multiflorum. For sizes and prices see advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers St., New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CAMPANULA

CAMPANULA PYRAMIDALIS, two-year-old, $10.00 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

CANNAS.

CANNAS. 3½ and 4-in. pots. King Humbert, 8c; Florence Vaughan, C. Henderson, Louisiana, Austria, 7c—packing at cost. This stock will satisfy the most exacting customer. Don't hesitate to place the order if you want first-class stock.
KENNICOTT BROS. CO.,
163 N. Wabash Ave., Chicago.

CARNATIONS.

CARNATIONS.
Standard and New Varieties.

	Per 100	Per 1000
White.		
Matchless	$2.50	$20.00
Flesh Pink.		
Superb	$12.00	$100.00
Enchantress	2.50	20.00
Alice	3.00	25.00
Medium Pink.		
Miss Theo	$6.00	$50.00
Mrs. Akehurst	3.00	25.00
Pink Sensation	3.50	30.00
Dark Pink.		
C. W. Ward.....................	2.50	20.00
Red.		
Aviator	$6.00	$50.00
Champion	3.00	25.00
Philadelphia	2.50	20.00

J. D. THOMPSON CARNATION CO.,
Joliet, Illinois.

Rooted carnation cuttings, A1 stock, guaranteed in every respect. White Enchantress, White Wonder, Matchless, Peerless Pink, Washington, Ward, The Herald, Victory, Champion, $3 per 100, $25 per 1,000. Aviator, $6 per 100, $50 per 1,000. Thenanthos, $12 per 100. Pyfer & Olsem, Wilmette, Ill.

Carnation Superb. Fine new flesh pink. Rooted cuttings. Delivery now. $12.00 per 100, $100 per 1,000. J. D. Thompson Carnation Co., Joliet, Ill.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS

Immediate delivery.
CHRYSANTHEMUMS—ROOTED CUTTINGS.
Varieties listed in order in which they bloom.

	100	1,000
White.		
Crystal Gem	$2.50	$20.00
Oconto	2.50	20.00
V. Poehlmann	2.00	15.00
Alice Byron	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00
Yellow.		
Golden Glow	2.00	15.00
Golden Queen	2.50	20.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Odessa	2.50	20.00
Yellow Bonnaffon	2.00	15.00
Nagoya	2.00	15.00
Dolly Dimple	2.50	20.00
Pink.		
Amorita	2.00	15.00
Chieftain	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00
Red and Bronze.		
Shrimpton	2.50	20.00

Twenty-five at the 100 rate.
250 or more at the 1,000 rate.
J. D. THOMPSON CARNATION CO.
Joliet, Illinois.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.
Plants out of soil—cut back stock.

Tremendous supply of fine, healthy stock, ready for immediate shipment. We have all the best commercial varieties and grow every one we have listed in quantity for wholesale purposes in the Chicago market. Our experience as chrysanthemum growers has taught us that the following varieties are the best money makers:

Chrysolora	2.00	18.00
Maj. Bonnaffon	2.00	18.00
Roman Gold	2.00	18.00
Nogoya	2.00	18.00
Robt. Halliday	2.00	18.00
Bronze Touset	2.00	18.00
Col. Appleton	2.00	18.00
Golden Queen	2.50	20.00
Marigold	2.50	20.00
Chas. Razer	2.00	18.00
Lynwood Hall	2.00	18.00
Oconto	2.50	20.00
Clementine Touset	2.00	18.00
Early Frost	2.00	18.00
Wm. Turner	2.00	18.00
White Chieftain	2.00	18.00
Pink Chieftain	2.00	18.00
Dr. Enguehard	2.00	18.00
Intensity	2.00	18.00

POMPONS.
Plants Out of Soil—Cut-back Stock.

	Per 100	Per 1,000
Baby Margaret	$2.00	$18.00
Diana	2.00	18.00
Lulu	2.00	18.00
Souv. Mellania	2.00	18.00
Mensa	2.00	18.00
Lillian Doty	2.00	18.00
Fairy Queen	2.00	18.00
Emily	2.00	18.00
E. D. Godfrey	3.00	25.00
Fine Thanksgiving Pink Single.		
Billy Primrose	3.00	25.00
Fine Thanksgiving Pink Button.		
Mrs. Buckingham	2.00	18.00
Leona, midseason fine pink	2.00	18.00
Golden Climax	2.00	18.00
Golden Wedding	2.00	18.00
Quinola	2.00	18.00
Baby	2.00	18.00
Eugene Langulot	2.00	18.00
Pretoria	2.00	18.00
Mrs. Aster	2.00	18.00
Sabey	2.00	18.00
Lillia red	2.00	18.00
Mary Richardson bronze	2.00	18.00
Tiber	2.00	18.00
Mrs. Beu	2.00	18.00
Croesus	2.00	18.00
Mrs. Julia	2.00	18.00

WIETOR BROS.,
162 N. Wabash Avenue, Chicago, Ill.

ROOTED CHRYSANTHEMUM CUTTINGS.
These are the very best commercial varieties. Prices, unless noted different, are $3.00 per 100.

White Varieties—Crystal Gem, Oconto, White Chieftain, Josephine Foley, per 100, $4.00; October Queen, per 100, $4.00.

Yellow Varieties—Golden Queen, Bonnaffon, Marigold, Mrs. Morgan.

Pink Varieties—McNiece, Wells' Lake Pink, Chieftain.

BASSETT & WASHBURN.
178 N. Wabash Ave., Chicago

Chrysanthemum Hamburg Late White. Best late white on the market. Rooted cuttings, $12 per 100; 2-in. stock, $15 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemums. Novelties for 1917. The best of 1916 introductions. Also pompons, anemones and singles. Send for catalogue. Elmer D. Smith & Co., Adrian, Mich.

CHRYSANTHEMUMS. Leading commercial varieties, $3 per 100. Ask for list of varieties. HENRY SMITH, Grand Rapids, Mich.

Chrysanthemums, 2-in. standard varieties, early and midseason, $2.00 to $4.00 per 100. Abbey Ave. Greenhouses, Dayton, O.

CINERARIA.

CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COBAEAS.

COBAEA SCANDENS. Extra fine 2½-in., $3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

COLEUS.

Coleus "Defiance," the prettiest of all coleus. It defies any other coleus in beauty; the best for commercial purposes, as pretty as a poinsettia. Not higher priced than any other; $3.00 per 100, $27.50 per 1,000. Not less than 50 at the 100 price.
C. Winterich, Cyclamen Specialist, Defiance, O.

COLEUS.

COLEUS.
Strong 2-in. pots, fine assortment of best varieties, $2.25 per 100; 3-in. pots, $4.00 per 100. Cash.
JOSEPH BANCROFT & SON,
Cedar Falls, Iowa.

COLEUS. Complete assortment of colors. Ready for shipment May 15. Trade paper quotations prevail.
KENNICOTT BROS. CO.,
163 N. Wabash Ave., Chicago.

Coleus, R. or W., Trailing Queen, 2-in., $2.00 per 100. R. C., same, 75c per 100.
Abbey Ave. Greenhouses, Dayton, O.

Coleus, 3-in. stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

COLEUS. Yellow, heavy 2-in., $2.00 per 100. THE WAGNER PARK NURS. CO., Sidney, O.

CROTONS.

Crotons, now ready, an excellent lot, all good selling varieties, strong 4-inch, $5 per doz.; $40 per 100. Vaughan's Seed Store, Chicago and New York.

Crotons, well colored, 4-in., $4.80 per doz.; 5-in., 60c and 75c each. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclamen giganteum, improved Wandsbek type, strong seedlings, in 8 varieties, equally divided, $4.00 per 100; $30.00 per 1,000; transplanted, $5.00 per 100; $40.00 per 1,000.

Rococo Erecta (new), finest ever introduced (not to compare with the old Rococo), to be well recommended for commercial growing. Strong seedlings, $5.00 per 100; $40.00 per 1,000; transplanted, $6.00 per 100; $50.00 per 1,000.

2½ and 3-in. stock ready May 15. Orders booked in advance. We grow over 350,000 and can show many testimonials as to the quality of our strain and stock.
Ernest Rober, Wilmette, Ill.

CYCLAMEN. 2½ and 3-in., ready now, all colors, equally divided, $7 per 100; $60 per 1,000; 3-in., ready June 1, $10 per 100, $90 per 1,000. All selected stock. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c; 6-in., 50c to 75c; 7-in., $1.00 to $1.50 each; full of buds and blooms. HENRY SMITH, Grand Rapids, Mich.

CYCLAMENS. Best strain, separate colors or mixed, 3-in. pots, $10.00 per 100; $90.00 per 1,000. JULIUS ROEHRS CO., Rutherford, N. J.

DAHLIAS.

DAHLIAS.
Fine assortment, including 20 of Dreer's best varieties. Strong 2½-in. pot plants, $4.00 per 100. Cash.
JOSEPH BANCROFT & SON,
Cedar Falls, Iowa.

DAHLIA, Black Beauty, dark purple, dormant roots, $3.50 per 100. Mixed, good assortment, $2.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DAISIES.

DAISIES. Mrs. F. Sanders, $3.00 per 100; $25.00 per 1000; 250 at 1000 rate. 2-in. pots. Good stocky plants. Cash with order. RIVERBANK GREENHOUSES, Geneva, Ill.

SHASTA DAISIES, two years, not less than 6-in. limbs, $10.00 per 100; Yellow Marguerites, 2½-in., ready for 4-in., $4 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

DRACAENAS.

DRACAENAS.

	Each	Doz.	100
5 inch Imperialis	$1.00	$12.00	
4 inch "	.40	4.20	
3 inch "	.25		$22.00
5-inch Lindenii	.80	9.00	
4 inch Godseffiana	.25	2.50	

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

DRACAENA INDIVISA, 6-in. pots, $25 per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 3-in., 7c; 3½-in., 10c; 5-in., 35c. HARRY HEINL, West Toledo, O.

Dracaena indivisa, 2¼-in., $3.00 per 100.
Abbey Ave. Greenhouses, Dayton, O.

DRACAENA INDIVISA, 4-in., $15.00 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

ECHEVERIAS.

ECHEVERIAS.

	100	1,000
Large size	$5.00	$45.00
Small size	3.50	30.00

Cash, please.
W. H. KIDWELL & SON,
3806 Wentworth Ave., Chicago.

FERNS.

FERNS. Boston, heavy 4-in., $17.50 per 100; 5-in., $27.50; extra fine 6-in., $6.00 per doz. Scotti, 4-in., $16.00 per 100; 5-in., $25.00; extra heavy 6-in., $5.00 per doz. Table ferns, best commercial varieties, 2-in., $3.00 per 100; extra heavy 5-in., $1.50 per doz. THE WAGNER PARK NURSERY CO., Sidney, O.

Dagger Ferns. New May crop southern ferns. 10,000 in 1 case, $11; 50,000 in 5 cases, $52. S. S. Brantley, Route B, Box 152, Evergreen, Ala.

Ferns, 2½-in., good, healthy stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

TABLE FERNS, best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

FUCHSIAS.

FUCHSIAS. Mixed varieties, 6-in. pots, 25c; 7-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

GERANIUMS.

GERANIUMS. 3½ and 4-in. pots. S. A. Nutt, Ricard, Grant and Poitevine, $10 per 100. Packing at cost. This stock will satisfy the most exacting customer. Don't hesitate to place the order if you want first-class stock.
KENNICOTT BROS. CO.,
163 N. Wabash Ave., Chicago.

Geraniums. Large 2 and 2¼-inch, ready to shift to 3½ or 4-inch pots. For varieties and prices see advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

Geraniums, 2-in., $2 per 100, $18.50 per 1,000; 3-in., $3 per 100, $25 per 1,000. Maryland, $4 per 100 $25 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

RICARD GERANIUMS. 2-in. fine plants in bud and bloom, $2.25 per 100, $20 per 1,000. MT. GILEAD FLORAL CO., Mt. Gilead, O.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GERANIUMS. Hill, Jean Viaud and Poitevine, 4-in. in bud and bloom, $8.00 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

GLADIOLI.

Gladiolus mixtures. For planting out during May and June. Standard mixed (7 kinds or more), $13.00 per 1,000; extra fine mixed (12 kinds or more), $16.50 per 1,000. Vaughan's Seed Store, Chicago and New York.

GREENS.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

HARDY PERENNIALS.

Perennials. Surplus stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

HARDY PLANTS.

HARDY CARNATIONS. The only hardy carnation of merit for florists' use. Long-stemmed, very prolific and absolutely hardy. Red and white. Every florist should plant this carnation for summer blooming. Strong transplanted plants from soil, $2.00 per 100, prepaid; $18.00 per 1,000 by express.

IMP. SHASTA DAISY ALASKA. Transplanted plants from soil, $1.50 per 100, $12.00 per 1,000.
S. W. PIKE
Box 102, St. Charles, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

HYDRANGEAS.

Hydrangeas for growing on, 2½-in. pots. Last fall propagation. Gen. de Vibraye. La Reine, Mme. Emil Mouliere. Mme. Maurice Hamar, Otaksa and Radiant. $4.00 per 100. Jackson & Perkins Co., Newark, New York.

HYDRANGEAS OTAKSA, 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

Hydrangeas, in bud and bloom. Mme. E. Mouillere, Radiant, E. G. Hill, etc., $1, $1.50, $2 and $3 each. F. R. Pierson Co., Tarrytown, N. Y.

Hydrangeas, in bud and bloom, choice stock, 75c to $3 each. A. L. Miller, Jamaica, N. Y.

IVIES.

PARLOR IVY. Rooted cuttings, 75c per 100; 2½-inch, $2.50 per 100. Cut back plants. MT. GILEAD FLORAL CO., Mt. Gilead, O.

English Ivy, 3-in., 6c; extra strong, 3½-in., 8c; 2 to 3 vines, 2 to 3 ft., 4-in., 15c. HARRY HEINL, West Toledo, O.

FOR SALE—English Ivy, 4 to 5 vines to plant. Extra strong, $40 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

LANTANAS.

LANTANAS, 3-in., yellow and pink, strong plants, $8 per 100; weeping, 3-in., $6 per 100; 2-in., $3.50 per 100. ERNEST ROBER, Wilmette, Ill.

LONICERA

LONICERA AUREA, same as vinca, only partly hardy, 4-in. pots, $15.00 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

KENTIA FORSTERIANA SINGLE PLANTS.

2¼-inch pots, $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
6 inch pots	6-7	30-32 inches high....	$ 1.50
8 inch tubs	6-7	42-46 inches high....	4.00
8 inch tubs	6-7	48x50 inches high....	5.00
9 inch tubs	6-7	50 inches high, hv...	7.00
15 inch tubs	6-7	8 feet high..........	40.00
15 inch tubs	6-7	9-10 feet high.......	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots		....	$1.50	$12	$100
3 inch pots	5	10-12 ins. high	2.50	18	150
					Each
4 inch pots	5-6	16 ins. high	5.00	40.00	.45
6 inch pots	5-6	26-28 inches high........			1.50

Specimen plants, 15-inch tubs, $75.00 each.

KENTIA FOSTERIANA MADE UP PLANTS.

	Plants		Each
6 inch pots	3	26 inches high......	$ 2.00
15 inch tubs	4	72-78 inches high, hv..	25.00
15 inch tubs	4	75-80 inches high, hv..	30.00

ARECA LUTECENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high.	$1.25

ASPIDISTRAS.

5 inch pots, 10-12 leaves, vari............ 1.50

PHOENIX ROEBELENII.

4 inch pots, 50 cents each; 5-inch pots....$1.00

LIVISTONA ALTISSIMA.

2¼ inch pots, 90c per doz........$7.00 per 100

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, $1.00 per doz......$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots..........................50c each

POEHLMANN BROS. CO.,
Morton Grove, Ill.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANSIES.

PANSIES. Mammoth strain; transplanted plants in bloom, doz., 35c; 100, $2.50. Postpaid. DANIEL M. CLICK, Smoketown, Pa.

Pansies. 500,000 field-grown, in bud and bloom, mixed colors, $1.25 per 100, $10 per 1,000. Extra large plants, $15 per 1,000. Leonard Cousins, Jr., Concord Junction, Mass.

PANDANUS.

Pandanus Veitchii, 4-in., $4.20; 5-in., $7.20; 6-in., $12; 7-in., $18; 8-in., $24 to $30 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15, 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PELARGONIUMS. Easter Greeting, 4-in., in bud and bloom. A1 plants, just right for spring sales, 15c each. Cash with order, please. FELIX KRAMER, Niles, O.

PEONIES.

Peony buds. F. Maxima, Jule Elie, E. Superba, finest quality, $5.00 per 100. Ready to cut May 20. FRED F. PAULE, R. R. No. 2, Belleville, Ill.

PETUNIAS.

Petunia. Single and double. Ready for shipment May 15. Trade paper quotations prevail.
KENNICOTT BROS. CO.,
163 N. Wabash Ave., Chicago.

PEPPERS.

Peppers. Bird's-Eye, bushy plants, 4-in., $12.00 per 100; $100 per 1,000.
Peppers. Celestial, 4-in., $12.00 per 100; $100 per 1,000.
Jerusalem Cherry, 4-in., $12.00 per 100; $100 per 1,000.
PYFER & OLSEM. Wilmette, Ill.

POINSETTIAS.

Poinsettia orders booked now for June and later delivery. ERNEST ROBER, Wilmette, Ill.

PRIMULAS.

PRIMULA MALACOIDES.

Extra fine stock	100	1,000
2-inch	$3.00	$27.50
2¼-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM. Wilmette, Ill.

PRIMULA OBCONICA, best varieties, 2-in., $3, 3-in., $5 per 100. Obconica and Malacoides in bloom, 4-in., $12.50, 6-in., $25 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

California, Polish or Ironclad, Amoor or Russian Privet. Very attractive prices on carload lots. J. T. Lovett, Inc., Little Silver, N. J.

ROSES.

ROSE PLANTS.
Grafted and Own Root.
The Poehlmann Quality, Known Favorably Throughout the Land.

GRAFTED—2½-inch Aaron Ward, Milady, Killarney, White Killarney, Cecile Brunner, Richmond, Sunburst ....$120.00 per 1,000
Lots of 5,000 or more........ 110.00 per 1,000
These prices are absolutely net cash.
For 3½-inch stock an additional $50.00 per 1,000 will be charged.
OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady, Richmond, Cecile Brunner, $7.00 per 100 ....$65.00 per 1,000
Lots of 5,000 or more......... 62.50 per 1,000
Sunburst, own root, $10.00 per 100 .... 90.00 per 1,000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

ROSE PLANTS—2½-INCH STOCK.

	100	1,000
Pink Killarney	$4.50	$40.00
White Killarney	4.50	40.00
Ophelia	6.00	50.00
Sunburst	5.00	45.00
Richmond	4.00	35.00
American Beauty	6.00	55.00
Baby Doll	5.00	45.00
Baby Elgar	4.00	35.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

EXTRA FINE YOUNG ROSE STOCK.

	100
Ward, 2½-inch	$5.00
Sunburst, 2½-inch	5.00

Fine Bench Plants.

Pink Killarney.....	$5.00 per 100;	$45.00 per 1000
Baby Doll.........	5.00 per 100;	45.00 per 1000
George Elgar	5.00 per 100;	45.00 per 1000

CHICAGO FLOWER GROWERS' ASSOCIATION,
182 North Wabash Ave., Chicago, Ill.
L. D. Phone, Randolph 631.

ROSES.

ROSE PLANTS—GOOD STOCK.
From 3-inch pots.

	100	1000
Pink Killarney	$4.00	$35.00
Richmond	4.00	35.00
White Killarney	4.00	35.00
From 2½-inch pots.		
Sunburst	$4.00	$35.00

Two-Year-Old Richmond Bench Plants.
$6.00 per 100; $50.00 per 1000.
GEORGE REINBERG.
162 N. Wabash Avenue, Chicago.

Roses. Dormant, 2-year-old climbers and 2-year-old H. T. and H. P. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

ROOTED ROSE CUTTINGS.
Cecile Brunner ....$50.00 per 1000
Richmond .... 35.00 per 1000
BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago, Ill.

ROSES. American Beauty and other varieties, 6-in. pots, 35c and 50c each. Kaiserine, My Maryland and other varieties, 2¼-in., $4; 3-in., $8; 4-in., $12 per 100. HENRY SMITH, Grand Rapids, Mich.

Roses. Own root, 2½-in. stock and 3-in. plants. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

BABY ROSES. Well-rooted; started in pots; in bud, $4 per dozen. Ernest Rober, Wilmette, Ill.

SALVIAS.

SALVIA. 3½ and 4-in. pots. Bonfire and Zurich, 7c. Don't hesitate to place the order if you want first-class stock.
KENNICOTT BROS. CO.,
163 N. Wabash Ave., Chicago.

SALVIAS.
Extra strong, 3-in. pots, $5.00 per 100; 2-in. pots, $2.50 per 100. Cash.
JOSEPH BANCROFT & SON,
Cedar Falls, Iowa.

SALVIA. Splendens and Bonfire; fine 3-in., $5.00 per 100; extra heavy 4-in., $8.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

SNAPDRAGONS.

2,000 SNAPDRAGONS (mixed):
Extra strong plants and a big bargain at $3.00 per 100. First come—first served.
CHICAGO FLOWER GROWERS' ASSOCIATION.
182 N. Wabash Ave. Chicago, Ill.
L. D. Phone, Randolph 631.

SNAPDRAGONS. White, pink and yellow, 2-in. pots, $3 per 100. HENRY SMITH, Grand Rapids, Mich.

SNAPDRAGONS. Mixed heavy 3-in., $3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS. $2.50 per 100; $20.00 per 1,000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed. $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Seed. Asparagus plumosus nanus, greenhouse grown, 100, 50c; 1,000, $3.25; 5,000, $15.00. Asparagus Sprengeri, 100, 15c; 1,000, 85c; 5,000, $3.50. A. Henderson & Co., 211 N. State St., Chicago.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seed. Asparagus Sprengeri, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

Seed. Winter Orchid Flowering Sweet Pea. New price list, ready in May or June, will contain many splendid novelties. Send postal for copy. Anton C. Zvolanek Sweet Pea Ranch, Lompoc, Calif.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, sweet peas, Spencers, grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beets, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Flowers in all the leading varieties. James Vick's Sons, Rochester, N. Y.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SPIREAS.

Spiraea, short, stocky plants, full of blooms, 35c to 75c each. Pyfer & Olsem, Wilmette, Ill.

SWEET PEAS.

Sweet Peas. Spencer varieties. For names and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

VEGETABLE PLANTS.

CELERY PLANTS, Golden self-blanching (French strain), also the grand, new, easy blanching variety, which is easy to grow; fine plants, ready for the field, $2.00 per 1,000 or $8.75 per 5,000. Cash.
BRILL CELERY GARDENS, Kalamazoo, Mich.

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VERBENAS.
Assorted colors; extra bushy, 3-in. pots, $3.50 per 100. Cash.
JOSEPH BANCROFT & SON,
Cedar Falls, Iowa.

VERBENAS, strong 2½-in., all bud and bloom; 4 colors, $3.00 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

VINCAS.

VINCA, Variegata, extra heavy long vines, 4-in., $11.00 per 100; $100 per 1,000. Also fine 2-in., 2 to 3 shoots, $3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Vinca variegata 4-in., $12.00 per 100. Worth the money or we would not ask it. Cash, please. Abbey Ave. Greenhouses. Dayton, O.

VINCA, Variegata. 5,000 4 and 4½-in., 5 ft. long, $12.00 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

Vinca variegata, 2-in., $2 per 100; $20 per 1,000. Elmer Rawlings, Allegany, N. Y.

VIOLETS.

VIOLETS, Princess of Wales; well rooted divisions, $15.00 per 1,000. CALVERT FLORAL CO., Lake Forest, Ill.

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Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. C. Berning, 1402 Pine St., St. Louis, Mo.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

White wood easels. Very desirable for mounting floral designs. Sizes 36 inches to 66 inches. 50c to $1.15 each. Geo. H. Angermueller, 1324 Pine St., St. Louis, Mo.

Choice landscape, decorative and forcing stock for florists' trade. For varieties see advertisement elsewhere in this issue. The D. Hill Nursery Co., Inc., Box 404, Dundee, Ill.

Heavy hanging baskets with extra heavy hangers. For sizes and prices see advertisement elsewhere in this issue. The McCallum Co., Pittsburgh, Pa.

Hanging baskets. Enameled green, extra well made. For sizes and prices see advertisement elsewhere in this issue. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Nico-Fume, both in liquid and paper form. For prices see advertisement elsewhere in this issue. The Kentucky Tobacco Product Co., Louisville, Ky.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Munson, 1433 Wells St., Chicago.

Vaughan's Japanese plant tubs, height 13-in., diam. at brim 12½-in. Each, 75c; 10 for $7.00. Vaughan's Seed Store, Chicago and New York.

Trees, shrubs and plants for all purposes. Wholesale and retail. Send for catalogue. The New England Nurseries Co., Bedford, Mass.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, Ohio.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogues. Giblin & Co., Utica, N. Y.

Wizard brand manures. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

MISCELLANEOUS.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Tile greenhouse benches. Write for circular. Camp Conduit Co., Cleveland, O.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

GREENHOUSE INSURANCE.

Cyclone and hail insurance; also insurance on growing crops while in the fields. The American Mutual Cyclone and Hail Insurance Co., Muncie, Ind.

POTS AND PANS.

Kramer's pot hangers, $1 per doz., by express. I. N. Kramer & Sons, Cedar Rapids, Iowa.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Pots, Hews' standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

Red Pots. Geo. Keller & Sons, 2614-22 Herndon St., Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt., $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far. 35c for 1,000; 3,000 for $1, postage paid.
MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 85c; 500, $3; $5.50 per 1,000.
Pipe stems, about 6 feet, per 100, 60c; per 1,000, $5. Vaughan's Seed Store, Chicago.

WIRE WORK.

Florists' wire designs and fancy wire lamp shades. NORTHWESTERN WIRE WORKS, 228 13th Ave., N. E., Minneapolis, Minn.

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OF

"NICO-FUME"

"Nico-Fume" Liquid, 40 Per Cent Nicotine.

PRICES

8-lb. can	$10.50
4-lb. can	5.50
1-lb. can	1.50
¼-lb. can	.50

"Nico-Fume" Paper

PRICES

288 sheet can	$7.50
144 sheet can	4.00
24 sheet can	.85

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Manufactured by

THE KENTUCKY TOBACCO PRODUCT COMPANY

(Incorporated) **LOUISVILLE, KENTUCKY, U. S. A.**

Not So Bad.

(From the Boston Globe.)

Silas—Did that city feller have any luck with his vegetables last year?

Hiram—In a way. He got a sunstroke and collected $200 from a health insurance company.

Greenhouse Building.

The Philadelphia office of the King Construction Co., reports the following contracts recently closed:

Wm. M. Elkins, Elkins Park, Pa., one house 18x50 feet, containing two compartments with connecting passageway 11x16 feet to service building.

L. G. Graff, Paoli, Pa., sun parlor 13x26 feet.

Mrs. J. W. Black, Kingston, N. C., one house 18x50 feet.

Henry I. Faust, Merion, Pa., one house 42x200 feet.

Lawnside Cemetery Co., Woodstown, N. J., one house 25x100 feet and one house 25x75 feet.

D. G. Grillbortzer, Alexandria, Va., materials for four houses 32x150 feet.

Everett D. Webster, Brandywine Summit, Pa., one house 35x40 feet.

J. C. Buck, Devon, Pa., one house 18x25 feet.

The following list of contracts were recently closed by T. J. Nolan for the King Construction Co.:

Poinsard Bros., Dunmore, Pa., one house 21x85 feet.

Charles Angerstadt, Reading, Pa., one house 14x40 feet.

Isaac Brockhill, Souderburg, Pa., one house 25x75 feet.

J. D. Joyce, Pottsville, Pa., one house 21x100 feet.

George Seidel, Hazleton, Pa., one house 14x75 feet.

Susquehanna Floral Co., Binghamton, N. Y., three houses 35x100 feet each.

John F. Horn & Bro., Allentown, Pa., one house 14x125 feet.

John Stauffer, Lancaster, Pa., one house 21x50 feet.

Bruce Klinger, Milton, Pa., three houses 25x100 feet each.

Elmer Weaver, Ronks, Pa., one house 62x124 feet.

Ezra Miller, Ronks, Pa., one house 28x125 feet.

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE, $1.50.

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. PRICE, $1.50.

American Florist Co., 440 S. Dearborn St., Chicago

The Florists' Hail Association

rate of insurance from Nov. 1st, 1916, to Nov. 1st, 1917, will be twenty cents per hundred square feet of single thick glass and eight cents per hundred square feet of double thick glass. For particulars address

JOHN G. ESLER, Secretary, Saddle River, N.J.

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PERFECT HOUSES

Our houses are all model buildings. Up-to-date, strong, durable, perfectly made and perfectly built. Price right.

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American Greenhouse Manufacturing Co., Chicago

MASONIC TEMPLE BUILDING.

KING CONSTRUCTION COMPANY, North Tonawanda, N. Y.
GREENHOUSES
We Claim Maximum Strength and Minimum Shadow. Investigate

BRANCH OFFICES: New York, 1476 Broadway; Boston, 113 State St.; Scranton, 307 Irving Ave.; Philadelphia Harrison Bldg., 15th and Market Sts.

NIKOTEEN
For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for it.
NICOTINE MFG. CO.
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A Recent Subscriber to Our Credit and Information List Says:
"Think it the best money we have ever spent."
For full particulars write
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BESTBILT BRAND
$2.00 per 10,000.
WIRED TOOTHPICKS
Ask dealers or direct.
GEO. HERRMANN, Inc., Mt. Vernon, N. Y.
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Nashville, Tenn.

COLD WEATHER SHORTENS SUPPLY.

Cool weather for this season of the year, and for an unusually long period, has had the effect of shortening the supply of stock, and bedding plants have had little opportunity to come on. Vegetable gardens are also backward. Business has been very good with a daily cleanup at prices somewhat advanced. Carnations were scarce and Mothers' day was confronted with a decided deficiency in supply, with no relief to be had from the northern markets. The selling price was $1.50 per dozen and roses advanced from $2.50 to $3.50. Peonies are coming into flower and are very fine and luxuriant, many of them being much in demand in the northern markets. Outdoor lily of the valley, almost equal in quality to the forced variety, is quite abundant. The sale of bedding plants is tremenduous and everybody is doing a thriving business. The cold weather and high winds are causing the porch and window boxes to suffer. Rain is badly needed.

NOTES.

B. F. Woodward, superintendent of Mount Olivet cemetery, died recently aged 90 years. The cemetery greenhouses are now maintained solely for the purpose of supplying lot-owners with bedding plants, no other trade being catered to.

The Joy Floral Co. has been shipping fine peonies to Chicago and other points for several days. T. H. Joy has returned from a trip to various points in the state with the local Boosters' club.

Chas. Tritchler has been doing a fine plant business. M. C. D.

JAPANESE PLANT TUBS
Made of finest seasoned oak, bound securely with bamboo hoops. Ideal for shrubs and plants of all kinds adding 100% to their appearance and value. Height 13 in., diameter at brim 12½ in.
Each 75c; 10 for $7.00.
Vaughan's Seed Store, 31-33 W. Randolph Street CHICAGO

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VINE, PLANT & VEGETABLE
MANURE
FAMOUS FOR OVER 30 YEARS
Ensures success in your garden: so compounded from the finest ingredients procurable as to combine STIMULATING with LASTING effects, and produces in every crop vigorous, healthy and fruitful growth.
The direct result of LONG PRACTICAL experience in gardening.
Used by Amateur and Professional Gardeners the world over.
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For Special Terms to American Trade Apply to
SOLE MAKERS
Wm. THOMSON & SONS LTD CLOVENFORDS, N.B.

Special White
PAINT
for Greenhouses
READY FOR USE
BARRELS ..... $2.10 per gallon
HALF BARRELS ..... $2.15 per gallon
5 GAL. BUCKETS ..... $2.20 per gallon
1 GALLON CANS ..... $2.25 per gallon
Send for free sample can.
TABOR PAINT CO.
(NOT INC.)
803 W. MADISON ST.
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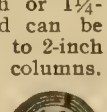
MOST PRACTICAL
Shelf Bracket

20c with bolts complete
Made for 2 6-inch boards or two lines of 1-inch or 1¼-inch pipe and can be clamped on 1 to 2-inch upright pipe columns.

FLATS
12x20x3 inches—8 cents
Non-Kink Woven Hose

In any length (one piece) with couplings, 14c per foot. Remnants 15 to 30 ft. coupled, 10c per linear foot. Unequaled at the price.

Hose Valve—70 Cents.
All brass except the hand wheel. Has a removable leather disk which is easily replaced to keep water-tight. Stuffing box prevents leaks at stem.

Metropolitan Material Co
PATENTED GREENHOUSES
1303-1319 Flushing Ave., Brooklyn, N. Y.

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 75c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

Mention the American Florist when writing

DAVIS & STEINER

Of Ottawa, Illinois, Are Erecting Another Garland Vegetable House, 84x900 Feet

This is the third order that this concern has placed with us during the last three years, which speaks well for the Garland Greenhouses. The first order was for a large vegetable house to be erected at Ottawa, 76 x 900 feet, and the second order was for 13 vegetable houses, which are now being operated at Streator. The last order will be an addition to their Ottawa range.

If you are planning on building any vegetable, plant or cut flower houses this season, it will be worth your while to get in touch with us. Garland houses are recognized by most growers as the best kind to build.

GARLAND MANUFACTURING COMPANY

DES PLAINES, ILLINOIS

GLASS

For Greenhouses and Hotbeds.

8x10, 10x12 and 10x14 in., Single, $2.50 per box of 50 square feet.

All sizes, single and double strength. Write us for prices.

Baur Window Glass Co., EATON IND.

Split Carnations
Easily Mended With
Pillsbury Carnation Staple
We find it very satisfactory. J. L. Dillon.
Can't get along without them. J. L. Johnson.
1000 for 35c; 3000 for $1.

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Galesburg, Ill.

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Builders of Greenhouses

NEW YORK	BOSTON	PHILADELPHIA
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Greenhouse Materials

Manufactured from clear, air-dried, red gulf cypress stock at our own mill with the most modern machinery. Will mill to your own details. An enormous stock on hand at all times for immediate delivery. We can furnish everything necessary for a complete greenhouse, cut and spliced ready for erection. Send for question blank.

Pecky Cypress Bench Lumber

We carry in stock 1 inch thickness for the bottoms and sides in all widths and lengths and 2 inch thickness ripped for cross pieces and legs.

Send for circular and prices.

Put Your Greenhouse Problems Up To Us.

We go anywhere in the U. S. to submit plans and prices.

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OF MUNCIE, IND.

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We are the **ONLY COMPANY** giving Florists and Vegetable Growers the combined protection.

Our **ASSESSABLE CAPITAL** ending Nov. 30th, 1916, **$1,258,500.00.**

For Application and Rates, address

OSCAR E. ANDERSON, Secretary
Office: Suite 2, Jones Block, Muncie, Ind.

Established 1765 Incorporated 1904

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POT MAKERS FOR A CENTURY AND A HALF. | Standard, Azalea, Bulb, Orchid, Fern, Hanging, Embossed, Rose, Carnation, Palm, Cyclamen, Cut Flower, Special Shapes to Order, Chicken Founts, Pigeon Nests, Bean Pots, Etc. | WORLD'S LARGEST MANUFACTURERS.

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WAREHOUSES: Cambridge, Mass. New York, N. Y.

Syracuse Red Pots Standard Pots Azalea Pots, Pans

A large stock ready for immediate shipments. Our catalogue will tell you all about them.

SYRACUSE POTTERY
C. Breitschwerth, Prop.
SYRACUSE, - - N. Y.

Mention the American Florist when writing.

Kramer's Pot Hangers

For sale by Wholesale Seedsmen, Florists and Supply Dealers.
Price, $1.00 per dozen by express. Sample dozen by mail, $1.25.

J. N. KRAMER & SON, Cedar Rapids, Ia.

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122 W. 25th St., NEW YORK.
FLORISTS' SUPPLIES
We manufacture all our Metal Designs, Baskets, Wire Work, and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices.
2614-2622 Herndon St,
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LARGE RUNS OF
CATALOGUES
OUR SPECIALTY
WRITE FOR PRICES
527 Plymouth Place, CHICAGO

1,000 Letterheads, 8½x11 } $4.75
1,000 Envelopes, 6¾ size }
CASH WITH ORDER—No C. O. D.
Proof will be submitted for approval. Stock, 20-lb. white bond on both letterhead and envelope—one color ink. Satisfaction guaranteed.
GORHAM PRINTERY, Inc.
542 So. Dearborn St., CHICAGO, ILL.
Reference: American Florist Co.

DREER'S "Riverton Special" Cedar Plant Tubs

No.	Diam.	Ea.	Doz.	100
10	20in.	$1.60	$17.50	$145.00
20	18 in.	1.45	15.50	130.00
30	16 in.	1.10	12.25	100.00
40	14 in.	.70	7.75	60.00
50	12 in.	.50	5.50	45.00
60	10 in.	.40	4.40	35.00
70	8 in.	.30	3.50	28.00

Manufactured for us exclusively. The best tub ever introduced; the neatest, lightest and cheapest. Painted green, with electric welded hoops. The four largest sizes have drop handle.
Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.

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GREENHOUSE GLASS

We are the largest manufactures of Greenhouse Glass west of the Mississipi River and carry at all times an adequate stock to enable us to make immediate shipment of your requirements. Our glass is heavy in thickness, well flattened and annealed, and especially manufactured for greenhouse purposes. Write us for prices.

Okmulgee Window Glass Co., Okmulgee, Okla.

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Flower Vegetable Waterproof
PAPER POTS
Waterproof, Don't Break, Cost Little. Shippers may use them and save their customers many dollars in express charges.
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Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.
Red Pots
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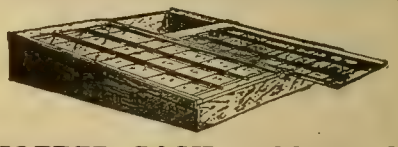

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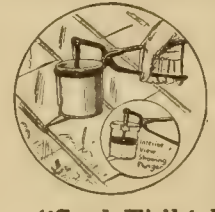

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR, Houston, Texas, President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

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WAR AND JUNE WEDDINGS.

What Will the Month Bring Forth?

Simplicity will not Affect Floral Features.

The approach of the month of brides raises in florists' minds the question of how much the business which the month of June usually brings, will be affected by the war. Some view with apprehension the tendency to diminish the eclat with which marriages, particularly in June, are wont to be celebrated, and to curtail the social affairs that accompany these ceremonies. It is well, however, to remember in this connection that it is the one extraordinary occurence which attracts our attention, while dozens, yea hundreds, of usual incidents transpire without getting our notice. Though the society pages of the daily newspapers just now play up the weddings where simplicity is substituted for extravagance, the florist knows from his own order books that plenty of ceremonies are being carried out in the customary elaborate fashion.

To overcome the unsettling effect of the newspapers' disturbing war-talk, London commercial houses two years ago advertised, "Business as Usual During the War." And it is remarkable, in view of the panic expected by some people upon the outbreak of hostilities, that many London retail shops have done business not merely "as usual," but with an increase of profit.

Weddings as Usual.

So, too, there will be weddings as usual during the period of the war. The class that rushed to the marriage-license bureau instead of to the enlisting office is not the sort which brings the florist profits. Nor are those who go through the ceremony on the spur of the moment, when the man prepares to leave for the front, the kind to contribute to any extent to the florist's coffers. Moreover, both these groups include relatively a very small number of people.

Society weddings are, if we believe the daily papers, being celebrated without the elaborate festivities that are customary. Yet, when one stops to think about it, these extremely "simple" affairs are the most expensive. It would not do for any society pair to give color to talk that they are doing the thing in simple manner in order to avoid expense. For, on the contrary, they are only doing it to be in tone with the solemn seriousness of the crisis which the country is facing. This they must make quite apparent, say they in their minds. So they have everything "simple yet elegant," "plain yet costly," as the story-books phrase it, and spend even more than they would otherwise, rather than less.

The Florist's Influence.

This the florist must bear in mind, and when he is preparing his advertising for June brides and bridegrooms, leave out anything which might be construed to mean that any economy is being practiced in weddings at present, particularly in the matter of flowers. The man who complains of dull business, usually does a dull business, while he who is eternally optimistic and says, "Never was better," takes the trade away from him. The human race has a marked and ineradicable desire to climb into the band-wagon and follow the procession. Why not, then, start the parade up the hill, rather than down?

Whether he understands it or not, the florist has it in his power to influence trade one way or another. The salesman who, when he sees a look of doubt in his customer's eyes, hastily says: "Now here is something a little cheaper," ends by cultivating a cheap trade, while the salesman who, in similar circumstances, says: "Perhaps you are interested in something better," is bound to raise the level of his sales prices in the long run.

Bridal Preparedness.

An additional reason why florists should go after June wedding orders with as great expectations as in other

years, is that families which patronize this trade for such an occasion, prepare for a large bill of expenses. An affair that comes but once (as a rule) in a lifetime is not the one on which they will stint themselves. Nor is the bridegroom, because the cost of living is ascending, at all likely to try to trim expenses when he orders the bride's bouquet. He may decide that, with gasoline rising buoyantly in cost, he can only afford a flivver this year instead of the seven-passenger car he contemplated previously, for another year he will be better able to get the more expensive machine, but he can never make up for skimping on his wedding expenditures. Moreover, marriage assumes an added seriousness in time of war, since this aspect of life is unconsciously associated with that other phase which war so greatly magnifies.

Getting the Business.

For these various reasons the florist who employs the means available to him for securing June wedding orders will find his efforts amply repaid. There are many ways open. Newspaper advertising and window displays are common, and very useful. The wide-awake florist who knows what is going on in a social way in his locality can use the additional methods of circularization and direct solicitation. Here is where that always handy but not enough employed device, the card index system, comes in well. The many little facts that the salesman learns when he sells an order are wedges for further business, if they are jotted down on a card under the customer's name, and so made available for use when the proper time comes. The announcement of a marriage date months ago becomes now the key to securing an order, provided the florist has filed that information.

Wedding Accessories.

With the advent of the spring wedding season, it is well to be supplied with all the latest up-to-date accessories. A good display of such material has its effect in securing orders, as "Here it is" makes a far better impression than, "We will get it for you."

One of the most important pieces of such furniture is the kneeling stool, or prie dieu. This is useful at the home wedding, as nicely decorated it is the cynosure of all eyes, just before the arrival of the bridal party. Behind this the clergyman stands waiting. After the ceremony it is pushed back against the palms, in front of which the bride and groom receive.

Frequently the bridal procession is through the parlor in which are gathered the quests. Ribbon posts and wicker stands, with a ring at the top through which the ribbon is passed, are used to form an aisle. Shepherd crooks stuck into flat round disc foundations, make good ribbon supports. These stand five to six feet in height; the ribbon is tied to each, together with a spray of a half dozen roses or lilies. These crooks present a very good and novel appearance for this purpose.

Tall floor vases are almost sure to be needed for the wedding decoration. To liven up groups of palms, there is nothing better; also, for chrysanthemums, lilies, long stemmed roses, peonies, etc.

Heavy white cord or rope, with generous tassels, is often used in marking the aisle in place of the ribbon and is quite effective.

Canopy frames are good stock to carry. The practical decorator can get up a canopy with the aid of smilax and strings of asparagus. To show the family, however, before the decision as to just what form the decoration will take, a frame work has its advantages.

Shepherd's Staff of Roses and Apple Blossoms.

By Z. D. Blackistone, Washington, D. C.

Bridesmaids' baskets, of which there are a number of patterns, some with handles, others low, while the folding hats are carried by the ribbon bows. Shepherds' crooks, tied with bunches of flowers and gay ribbons, take the place of bunches and baskets. A basket with a long stick which rests on the floor and relieves the maid of its weight during the ceremony, is said to be practical, although it would appear rather awkward to manage. At the church, when the ceremony is not performed at the chancel rail, but at the head of the center aisle below the pulpit platform, the prie dieu is a necessity.

To mark the section set aside for the families and relatives of the contracting couple, a pair of gates are often placed in the aisle, these being opened and closed by small boys dressed as pages.

Standards to hold large baskets or bouquets of flowers are affective on either side of the middle aisle. These should stand high so as not to obstruct the view of the bridal party. Decorated arches are also used in place of the standards with good effect.

A roll of white muslin of a width to almost cover the aisle adds a finishing touch that is well worth while. One end of this is tacked evenly to the floor at the extreme front end of the aisle and lies behind the prie dieu, rolled up on a round stick which projects a foot on either end. When the guests are seated, and as the bridal party are arriving, this is carried by two men, unrolling as they walk, to the front of the church where it is stretched out and with a tack or two fastened to the floor.

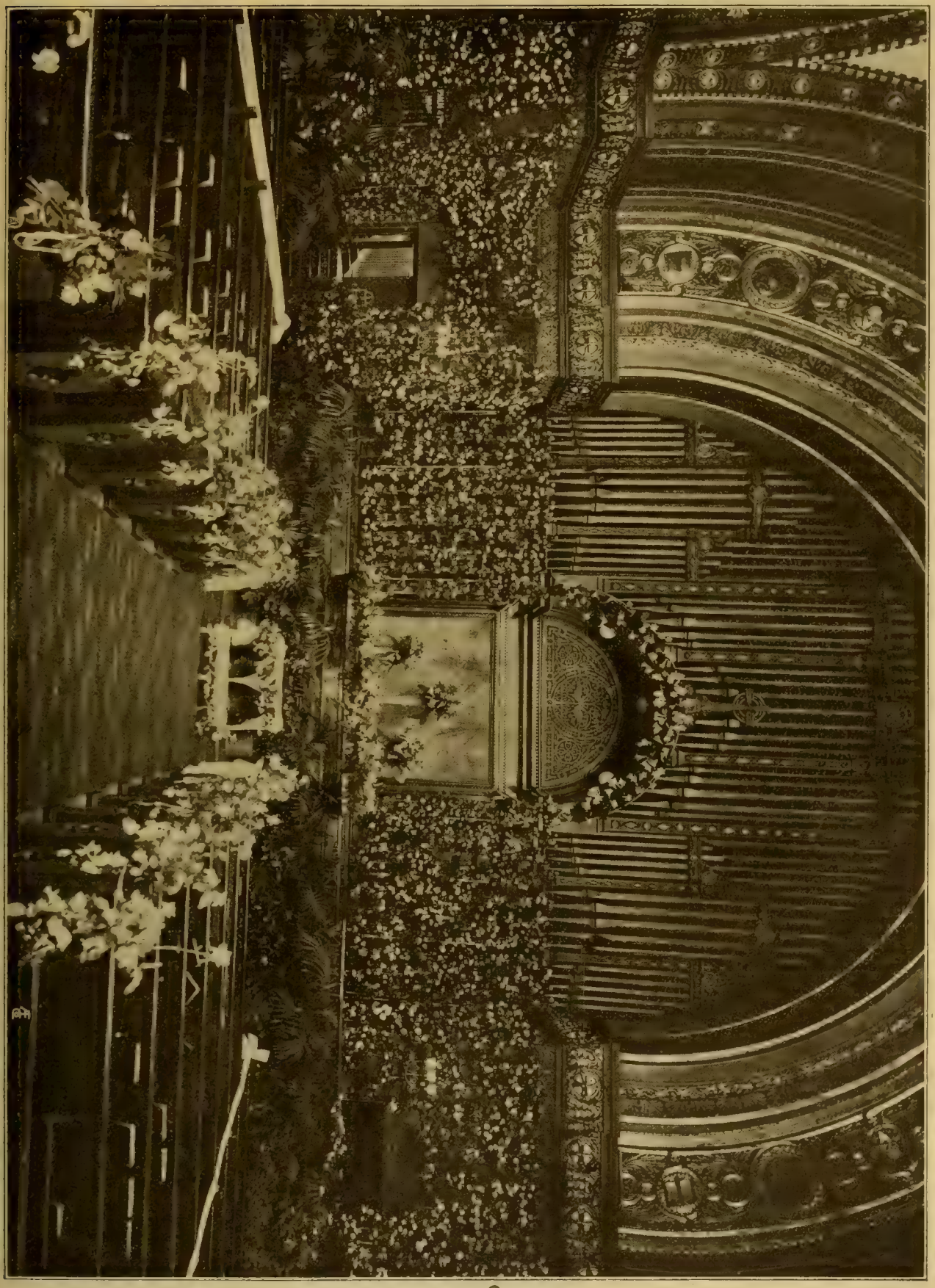
On either a carpet or tiled floor this clean white covering protects the fine dresses of the bride and her maids, and as an added feature is well worth the slight additional trouble and expense.

All the florist supply houses carry these "helps," each firm presenting something new each season, ideas worked out by their factory force, or gotten up to order for some of their trade and put into commerce in this way.

Church Decoration.

The decoration of the church for the wedding is an important branch of the business. In public such a wedding is always more or less elaborate and in most cases gives the artist an opportunity to add to his laurels and at the same time increase substantially his bank account.

There are as many different ways in which the decorations can be arranged as there are changes of architecture in the churches. In many buildings the platform on which stands the pulpit is high, and the ceremony is performed at the head of the middle aisle on the main floor directly in front of the pulpit. In this case the platform not being used, is banked with palms. In many churches the front of the platform contains a wooden or sometimes a stone bannister or railing, which will support mossed boards or shelves of cut flowers with drapings of greens and flowers to the floor. If the platform is without the railing and is three or four feet in height, a ledge or border of potted flowering plants and cut flowers can be arranged to fall over the edge with the taller palms as a background. There is a general rule to be followed in decorations of large buildings of this character, and that is that everything is to work in together for the general effect; there are certain points to be emphasized, but it is the view that spreads out before one and that is seen at once, that pleases. With the ceremony at the head of the aisle it is nearly always necessary to remove a few of the front pews to make room for the bridal party. A raised platform one foot high, made solid and covered with denim or crash, places the ceremony within the view of all the guests, and is well worth the small additional expense. On this is placed the kneeling stool, which should be well decorated, as it is the central point to which all eyes are turned.



CHURCH WEDDING DECORATION OF LILIES AND WHITE AND PINK ROSES.

The treatment of the main aisle is important. This may be decorated with bunches of flowers and ribbon at ends of every pew or at intervals, or only on the pews reserved for the family and special guests. From one to two arches, or more, placed at regular intervals over the whole length of the aisle make an elaborate showing. Another beautiful effect is with standards of cut flowers on either side of the aisle at intervals; these can be more or less elaborate. Iron plant stands about three feet high make a good foundation on which to place tall American Beauty wicker vases which, when filled, make fine standards. Quite tall stands mossed up to resemble tree trunks with a cybotium fern at the top are very effective. If all these are considered too heavy, one-inch poles painted or wrapped with white cheese cloth with a more or less elaborate tree or basket of ferns at the top, or just a bunch of long-stemmed roses and a bow of ribbon or chiffon tied to the pole will be found very decorative. Arches or canopies are sometimes erected at the place where the ceremony is to be performed. The old-time bell is now seldom used, but can be suspended from the arch or canopy.

In the churches where the choristers' pews occupy the front of the chancel the pew ends fronting the audience should be decorated with baskets of cut flowers and green or heavy garlands of the same, all arranged so as not to hide the view of the ceremony at the altar. The rear of the chancel each side of the altar will contain the palms in this case, and tall American Beauty wicker vases of cut flowers will relieve the somber green. The altar vases should be well filled with choice blooms and the font with a handsome fern or a basket of long-stemmed flowers of the season. The window ledges can also be banked with foliage and blooming plants, and add much to the effect. In many churches columns are to be reckoned with, and these can be garlanded or made to support a climbing rose. Wrap the column with a stout green cord, using small blocks to leave a space behind the cord and fill this with short branches of laurel. This can be done the day before. Have a lot of roses, stemmed loosely, several together, and as late as possible stick them through the green. If nicely done, the effect of the climbing rose is well brought out, particularly if a pot cover mossed and filled with bunches is placed on a pedestal and the bush appears to be growing from this.

After the company have assembled the ushers should tie them in with the strip of ribbon across the pew ends. This, by the way, is best done by having the right lengths of ribbon wound on two round sticks about a foot in length. These sticks are painted white or wrapped with ribbon. These rolls are placed in the last reserved pews on each side of the aisles with the loose end of the ribbon securely fastened. With this preparation it is but the work of a moment for two ushers to walk to the rear and fasten the ribbon to the extreme end pews. Another last minute touch that is worth the trouble is made with a roll of white muslin the length of the middle aisle and from 36 to 48 inches in width. This is rolled on a stick which projects six inches or more from either end so that it may be carried. The loose end is tacked to the floor or platform where the ceremony takes place and left rolled up. Just as the bridal party are arriving and the guests are all seated two of the ushers or two boys selected for the work pick up the roll and carry it down the aisle, the roll unwinding as they proceed, and the other end is then quickly drawn taut and tacked to the floor strip of the front door. This gives a finished path that adds much to the bridal procession.

Floriculture at Iowa State College.

The work in the department of horticulture at the Iowa State College has been materially strengthened by the development of a major course of study in floriculture. Since Professor A. S. Thurston has taken charge of the work a number of new courses have been added and the students now have an opportunity to get a good knowledge of professional floriculture, both in theory and in practice. During the first two years of their college work the floricultural students are required to take work in the fundamental sciences, among which might be mentioned chemistry, botany, physics, entomology, soils and fertilizers. Students then devote the remaining two years to specialized work in floriculture, and to such other work as will supplement the floricultural courses. The following courses in floriculture are offered:

1. Greenhouse management. The management of greenhouses and the cultural requirements of crops under glass, including propagation, potting, watering, ventilation, insect and disease control and heating.

2. Greenhouse management. A combination of the preceding course, designed to give the student practical knowledge of the organization of greenhouse work and the various cultural operations and methods employed throughout the entire year.

3. Greenhouse construction. The various types of houses, their construction; principles and methods of heating; preparation of plans and specifi-

BRIDAL BOUQUET BY Z. D. BLACKISTONE, WASHINGTON, D. C.

cations for commercial and private ranges; estimating costs.

4. Commercial floriculture. Special consideration of the cultural requirements and methods of growing florists' bench crops and pot plants; specific problems in the establishment of detailed plans for the year in a florists

6. Floral arrangement and judging. Principles and methods of cut flower arrangement; interior decoration; the exhibiting and judging of cut flowers and plants.

7. Garden flowers. The selection, care and uses of garden flowers including annuals, herbaceous perennials, bulbs, bedding plants and roses; the nursery as an adjunct for the florist.

8. Special problems. Special investigation of cultural methods.

9. Thesis. A special subject requiring independent investigation and study; the results to be presented in the form of a written report.

10. Floricultural practice. Garden and greenhouse work.

11. Floricultural practice. Practical work in the college greenhouses in the management of houses and the growing of florists' crops.

12. Floricultural practice. A continuation of the preceding course so that the student may have a complete knowledge through practical experience of the work throughout the year.

Students are required to take in addition to the courses outlined, considerable work in landscape gardening, including three courses in landscape design, two courses in plant materials, one course in landscape architecture and one course in construction and maintenance. Plant breeding, horticultural machinery, diseases of horticultural plants, horticultural entomology, greenhouse pests, market gardening and vegetable forcing are other supplementary courses required during the last two years.

In addition to the laboratory work, three courses in floricultural practice, which are of an apprentice nature, give the student an opportunity to get a good working knowledge. In addition to these practical courses the students are required to have six months' practical experience with some commercial florist before being allowed to graduate. Course 7 in floricultural practice is given in the sophomore year and prevents misfits, as it offers an opportunity for students to find out by practical experience what floriculture is and whether or not they are adapted for this kind of work.

Philadelphia Notes.

A. Lidden Pennock, of Pennock Brothers, prepared a large plot of ground at Lansdowne and gave the use of it to the married employes of the firm, who are given a day off each week in which to plant and care for vegetables. It is divided into plots 60x75 feet, which will give each of these amateur gardeners a full supply of vegetables for the season. Success to them and we will take a look in when the melons are ripe.

It seems as if growers of geraniums who have been trying to unite in raising the wholesale price of 4-inch pot plants from $8 to $10 are having a hard time. Everything was progressing nicely, when along comes three weeks of cold, cloudy weather, with little demand, and stock is freely offered at the old prices. This is the situation in Philadelphia, May 16.

The golden wedding of Abraham L. Pennock and wife of Lansdowne, June 5, will be a notable affair. Mr. Pennock, who has passed his ninetieth year, spends his winters at Jupiter, Fla., and attributes his activity and good health to these restful periods in that delightful southern clime.

BRIDAL BOUQUET OF PANSIES.
By Max Schling, New York.

J. Otto Thilow delivered an illustrated lecture on his recent trip to Hawaii before the Botanical Society of the University of Pennsylvania, May 18. The views were beautiful and his description of the fruits and flora of the islands wonderfully interesting.

George Craig is busy getting up magnolia wreaths for Memorial day. There is no fuss about this shop, which contains a full stock nicely displayed. "Just make sure that every order is right and on time and we will then get our share," is his motto.

The H. H. Battles' store window is gay with peacock plumage, four fine specimens of the taxidermist's are filling the entire space. They made a gorgeous display. Killarney roses and sweet peas were features in the Century Flower shop.

There is a rumor of a dissolution of partnership in one of the large commission houses, the retiring member withdrawing to enable him to give his entire attention to his greenhouse interests, which are quite important.

Bedding plants are now moving fast with the Robert Craig Co., which has a splendid stock of these ornamental garden requisites. This firm expects a grand rush during the next two weeks.

Robert Crawford, Jr., has some 30,000 four-inch pot geraniums at his Secane nurseries, all grown since Easter. He finds them in good demand. The Mothers' day business was fine.

Carl Corts, of the Jos. Heacock Co., reports stock coming strong and moving out satisfactorily. White Killarneys sell better than the pink. The shipping trade is increasing.

Henry A. Dreer, Inc., are still rushed with orders. At their Riverton nurseries an immense business has been done in pot roses, of which they have had a magnificent stock.

"A very good week," said J. M. Deutcher, of the Philadelphia Wholesale Florist Exchange. A full stock of flowers is seen here. Choice roses and irises are leaders.

Victor Ridenour, of Ridge avenue, was much pleased with his Mothers'

day business, which was much larger than ever. He sees great possibilities in this flower day.

A great Mothers' day rush was experienced by M. J. Callahan; the trouble was to get the flowers. An increasing call for funeral work is the feature here.

The Habermehl shop at the Bellevue-Stratford has had a busy week. John Habermehl was on the sick list for a couple of days, but is all right again.

Quality stock, the real Reid brand, and plenty of it, is Edward Reid's good word. Maryland and Ophelia roses and sweet peas were features.

H. Bayersdorfer & Co. are having a great run on all kinds of stock for Memorial day. Their patriotic novelty baskets have had a big sale.

White carnations, My Maryland roses and fine snapdragons are features of the Berger Bros. stock. A good week was the report.

Eugene Bernheimer found stock moving well the past week. Very good Prima Donna roses were seen here.

The London Flower Shop has had a very good trade since Easter. Good June weddings are already booked.

Smilax is a feature with the Philadelphia Cut Flower Co., a very good stock which finds a ready sale.

K.

Wichita, Kan.

MOTHERS' DAY BETTER THAN EVER.

Although war talk, economy agitation, the Red Cross campaign and climatic conditions all claimed their share of attention, Mothers' day still held its own, and better, compared with last year, and there no longer remains an excuse for not making it a red-letter day on the calendar. While carnations still stick in the minds of a large part of the buyers, there was an excellent sale for any flower that was good, and, before the day closed, many that were only fair, were taken by buyers who preferred them to nothing. So the final clean-up was total. Except for carnations, there was very little stiffening of prices, which is well for the fixing of the custom. Plant sales were good, and many a little chap was started on the right road by spending 25 or 50 cents for a plant for mother. Made up baskets of moderate price sold well.

NOTES.

Memorial day stock promises to be short of jessamine and peonies; also, the outdoor roses, especially the various ramblers, promise to be slow, owing to the generally cool weather to date. So it is likely that there will be all the business that stock can be found to take care of.

W. H. Culp & Co. made a number of combination baskets of bright geraniums, vincas, coleus, etc., selling at from $1 to $5, and they sold clean. The fact that the plants could soon be planted out seemed to help their sale.

The backward season, with a lack of rain, is making the final results in spring bedding stock uncertain, although there seems to be about enough to keep everybody busy.

Visitor: Clifford Pruner, of Poehlmann Bros. Co., Chicago.

W. H. C.

Buffalo.

MOTHERS' DAY TO BECOME SECOND EASTER.

Mothers' day business was by far better than last year, and bids fair to be a second Easter, outrivaling St. Valentine's day. Judicious advertising, it has been demonstrated, will help the day, and all flowers and floral arrangements will be equally popular, dethroning the carnation as the "exclusive" offering for this occasion. The growers must also soon realize that carnations cannot be held back to get an inflated price for one day. It is directly up to the florist to stimulate trade with the flowers that he can best sell to the fullest measure of the customer's satisfaction, and the white carnation will play a very small part when it is explained other flowers and plants as well express the same sentiment and carry their message of love equally as well. Let us bear that in mind. Several weddings of varying proportions and a few luncheons have added a little activity to the market, but festive occasions have otherwise been limited in these times when the call of preparedness is sounded, and the florists, like all others, are doing their part to help the cause. Greenhouse men are more than busy now, cemetery, veranda boxes and other planting keeping them on the jump, and a friendly visit at this time would not mean a long conversation.

BISON.

Washington, D. C.

GOOD BUSINESS DESPITE RETRENCHMENT.

Business has been exceptionally good during the past week. Commencements have called for quite a quantity of stock, but the demand was not quite as large as in former years. The decorations have been cut down and the bouquets are not as elaborate. There seems to be an inclination to retrench in the purchase of higher priced flowers and basket arrangements, dividing the amount between the offering to the graduate and the Red Cross. It is a good cause, however, and every florist in this city is doing his "bit" to help. Stock of all kinds has been plentiful and prices have been satisfactory. Carnations are holding out very well and peonies are more plentiful.

NOTES.

The American Florist Co., one of the latest additions to the ranks of the local retail stores, is more than pleased with business, having had some very good decorations during the past week.

George H. Cooke has been exceptionally busy during the past week with the decorations for the commencement week at Mt. Vernon Seminary.

George C. Shaffer had the order for the decorations at the Paul Seminary, using large quantities of weigelia, spireas and white peonies.

Harry Payne, formerly manager for Mrs. Freeman, reports business at his establishment far beyond his expectations.

The Leo Niessen Co. is growing some fine peonies, also excellent gladioli.

Visitors: J. J. Gandy and W. B. Lake, Philadelphia, Pa.; Geo. Manz, New York; J. C. Ryerson, Newark, N. J.

G. C. D.

Hail in Ontario.

A terrific hailstorm in the vicinity of London, Ont., May 19, resulted in thousands of dollars loss at the establishments of florists and gardeners. Driven before a gale of wind, hailstones as large as marbles ploughed and covered the ground, broke the glass in greenhouses into splinters and completely destroyed the tulip beds in Victoria park. This was followed by a rain and electric storm that lasted two hours with a precipitation of 1.3 inches. Among the heaviest losers were John Pawlisitz, whose range on McCleary avenue was wrecked and many plants ruined, the damage amounting to about $600, and Fred Dicks whose glass damage was large, in addition to the loss of many choice plants grown especially for the local market. The storm also brought grief to numerous amateur gardeners, much seed having been planted during the past few days. Fruit growers report considerable damage to trees in bloom. Despite this a good crop is expected.

J. E. K.

Cincinnati.

OVERSUPPLY AND WEAK DEMAND.

The market is suffering from an oversupply; ever since the middle of the past week, receipts have been very heavy, while the demand has been rather poor. Roses are more plentiful and among others include some blooms of the highest quality. Carnations, too, are plentiful. Easter lilies are in heavy supply, which is met with a weak demand. Sweet peas are also seen in large numbers and only the best have a fair sale. A good supply of outdoor stock, including lily of the valley, peonies and corn flowers, is coming in. The daily receipts of gladioli are on the increase. To the good stock from the south some excellent cuts from the local growers are being received. Snapdragons are very plentiful.

NOTES.

E. G. Gillett's wire work department has been very busy with orders for wire designs and basket work this season.

C. E. Critchell has been receiving an excellent supply of peonies. He visited friends at Richmond, Ind., May 21.

P. J. Olinger is cutting from an excellent crop of Russell at his range.

H.

Fort Wayne, Ind.

BEDDING PLANT DEMAND DOUBLES.

Summery weather last week brought an increase of 100 per cent in bedding sales, and an especially heavy call for vegetable plants. The landscape departments are also rushed with orders. At the retail stores, business was brisk, weddings constituting the bulk of the demand. The rose supply is unusually large and carnations are plentiful. Outdoor lily of the valley is now retailing at $1 per 100. There is a good call for corsages.

NOTES.

The Vesey Floral Gardens, four miles from this city, at present planted with vegetables and fruit trees, have been sold by the owners, W. J. & M. S. Vesey, to the Doud Real Estate Agency. The Vesey firm has planted several hundred muskmelon plants in their greenhouses. They are cutting heavily on Shawyer roses at present, the average from one house being over 1,000 per day.

The Doswell Floral Co. is featuring fine Ophelia roses and sweet peas from its greenhouses. The landscape department of this firm is very busy at present.

The Flick Floral Co. is busy with decorations for pre-nuptial parties and weddings. The showing of Shawyer and Sunburst roses here is noteworthy.

Visitor: P. J. McCarthy, representing M. Rice Co., Philadelphia, Pa.

H. K.

Pittsburgh, Pa.

SUPPLY INCREASES WITH WARM WEATHER.

The past week brought some very warm weather, and incidentally, plenty of stock of all kinds, some of it, such as sweet peas, showing the effect of the warm sunshine. These will soon be over for the year. Carnations are very fair in quality and are good sellers. It is to be hoped that they will continue until Memorial day as the weather has held the peonies back. A local crop is not looked for this year. Roses are plentiful and prices have dropped considerably. Some very good American Beauties are coming to this market, also callas and lily of the valley. The country market was filled with outdoor lily of the valley, May 19, the first seen here this year; aso, some very fine lilac which hurt the sale of other flowers. Greens are still scarce, especially smilax.

M. C.

Baltimore, Md.

MOTHERS' DAY ADVERTISING PULLS.

The Mothers' day demand cleaned up everything in sight. The local trade advertised freely and the results therefrom were certainly most gratifying. Following the unusual demand, stock arrived in limited quantities, although roses are now coming a little better in the shorter grades. American Beauty is moving very slowly. Irises sold well at the beginning of the week but began to lag at the end due to the very heavy supply. Carnations have a fair call. Snapdragons are being received in fair supply and thousands of outside tulips were received Friday and Saturday. The stores could not handle them all, and many went to the street. Daisies, calendulas, mignonette and other miscellaneous stock is coming in plentifully.

NOTES.

At the May meeting of the florists' and gardeners' club, Mr. Hamilton read a letter from Wm. F. Gude of Washington, D. C., in which the latter expressed the opinion that the coal situation presented a "mighty hard nut" for the florists to crack, it being not so much the question of price—but whether they could get the coal at all. Some of the members suggested burning wood, others favored hard coal, but only certain kinds of boilers are adapted to this.

Chas. E. Smith & Co. are much pleased with the volume of Mothers' day business at their establishment—an increase in sales of 150 per cent over 1916.

Charles Cook has the sympathy of the trade in the death of his son, Robert, May 15, aged 18 years.

Pierce & Co., on Howard street, at all times make their window an attractive feature.

S. S. Pennock-Meehan Co. reports the best Mothers' day business in its history.

C. C. S.

Boston.

PRICES FIRM WITH GOOD DEMAND.

There has been little change in market conditions during the past week. An excellent demand followed the Mothers' day trade, with prices holding firm on all good stock, carnations being held at $5 per 100 for the best offerings. All indications point to an exceptionally heavy Memorial day demand and the trade is making every effort to be fully prepared for it.

NOTES.

The ground has been broken and plans are well under way for the outdoor flower show of the Massachusetts Horticultural Society in the Fenway, June 1, being the opening day, when the proceeds will be donated to the Boston chapter of the American Red Cross. To date, $2,000 worth of tickets have been sold. The grounds are being attractively laid out, and included in the many pleasing features will be the rock garden and lily pond of R. & J. Farquhar & Co.; Italian garden, arranged by Philip L. Carbone; rose garden of Thomas Roland, Nahant; display of azaleas, 60x100 feet, from the Charles Sargent estate; exhibit of rhododendrons from the Hunnewell estate; a display of wistaria, 60x100 feet, from the Sargent estate; shrubs from the Blue Hill Nurseries, Braintree, and pansies from Wm. Sim, Cliftondale.

Among the most artistic window displays seen in this city for some time were those of Philip L. Carbone, in honor of the visit of Marshal Joffre and the French mission. One window with the American flag as a background contained a large eagle with spreading wings, blue iris and red roses being the floral features. The French window featured a large portrait of the "hero of the Marne" set in a victor's wreath of laurel, draped with the French colors.

In both the supply and cutflower departments of E. A. Snyder & Co. Mothers' day business was fully up to all expectations. This firm was especially fortunate in having a good supply of carnations of excellent quality in addition to many other good offerings for the occasion. All indications point to one of the best Memorial day demands in years, and as usual, they will be well prepared.

Welsh Bros. Co., although well supplied with quality stock for Mothers' day, felt the effect of an unusually heavy demand and report a most satisfactory business in every respect. As usual, Memorial day stock will be a feature, and they expect to be well supplied to meet all requirements.

Among those reported on the sick list are William Phelps, of Lexington, who is at a local hospital undergoing an X-ray examination for stomach trouble, and C. Joseph Sloane, who is confined to his home with a severe cold. Their many friends wish both a speedy recovery.

Wm. McAlpine, manager of the New England Rose Co., is justly proud of the splendid Ophelia, both in color and size, that his firm is offering on this market. Tipperary and Mignon are also extra good, and the new rose, Crimson Queen, never showed to better advantage.

David and Edward J. Welsh report a most gratifying Mothers' day business, in keeping with the generally good business that has marked the season with them. They are looking forward to a splendid call for Memorial day and are well prepared for it in every way.

Chas. E. Evans, the "hydrangea king," reports that this has been his most successful season with Hydrangea Otaksa and baby ramblers. His Calceolaria Stewartii is superior to any other grown in this vicinity.

The New England Supply Co. reports a wonderful demand for Memorial day, the entire force working every night in getting out the orders.

Esty Bros. have finished a most profitable season with ranunculus and anemones and have started cutting their new iris.

Wm. R. Nicholson, of Framingham, is cutting his new Primulinus hybrid gladioli, also Gypsophila elegans.

L. K. G.

Columbus, O.

MEMORIAL DAY SHORTAGE INDICATED.

With outdoor flowers generally tardy, carnations and roses constitute the mainstay of the trade. Both are prolific, but are being absorbed at staple prices. Mothers' day business was larger than last year, and more satisfactory as applying to a larger variety of flowers. The box and basket trade showed a big increase by being talked up aggressively. It is felt that the scarcity in carnations was a good thing, in giving opportunity to educate the public on more catholic buying. The snapdragon, iris and peony are latest additions to florists' stocks, but the latter are in very limited supply. It will take good weather to develop the home crop by Memorial day. The outlook is for a scarcity of all outdoor flowers for this event. A minimum price of $1.50 a dozen on peonies is prophesied, about double that of ordinary seasons. Rose cutting promises to be very heavy on all varieties grown under glass. The bedding situation is not wholly satisfactory. While some florists report business very good, others find it lagging. The cause is laid largely to vegetable-growing activity. The weather has also been unfavorable. Attempts are being made to get slightly better prices, but this is not universal. Some florists with large stocks are ready to sacrifice a little for the purpose of moving them.

NOTE.

Guy Woodrow, secretary-treasurer of the Fifth Avenue Floral Company, suffered the loss of his father, Charles F. Woodrow, on May 17, who died at the neighboring village of Briggsdale. The deceased was a half-brother of President Woodrow Wilson. When the nation's chief executive was a lad he was brought by his mother for a visit with the late Mr. Woodrow. The latter was 67 years old, and had spent his entire life in this country.

C. J.

Oklahoma City.

PLANT DEMAND BREAKS ALL RECORDS.

Business has been very good this week in the cut flower line and the prospects look good for a continuance of this condition owing to graduation exercises and weddings that are in sight. The plant trade also is breaking all records, hardy roses especially being in great demand. Local peonies and sweet peas are in the market. The latter are coming from plants, the seed of which was sown last December. Spanish iris from California is a useful feature just now, arriving in very good shape. Some gladioli are also coming from the same state. Shipments of carnations from Colorado are being tried in a patented container which permits of the flowers being in water during the journey. Whether the added express charges and the returning of the empty container will be offset by the superior quality of the flowers on reaching their destination will have to be demonstrated by actual experience.

C. W. Stiles is confined to his home with an attack of malarial fever. Mrs. Eager is visiting in Missouri.

S. S. B.

The Late Charles H. Fischer.

Charles H. Fischer, a well known grower of Winfield, which is a part of the City of New York, was found dead in his bed at his home, 116 Prospect street, Winfield, on the morning of May 17. He had previously had symptoms of heart failure, but on the night of May 16 retired, seeming to be in good health and spirits. He was in his fifty-first year and was born in New York, and in his younger years was a farmer at Maspeth, now also a part of New York.

After his marriage he took up the florist business and had continued it with success for 26 years, growing carnations and a variety of other stock. He had about 20,000 square feet of glass. He was a stockholder in the Cut Flower Exchange of New York, where he had always sold his stock. He is survived by his wife, Mrs. Anna Fischer, two sons, Alfred A. and August, and by two daughters, Mrs. S. Underwood and Clara Fischer, all of Winfield.

Charles H. Fischer was a man of fine character, highly respected by his neighbors and business associates and his sudden death came as a great shock. The widow, Mrs. Anna Fischer, is a sister to Rev. F. E. Tilly, pastor of St. Jacobus' Lutheran Church of Winfield, and has been organist and director of the choir at that church, where funeral services were held on the afternoon of May 20.

WASHINGTON, D. C.—A Central Garden Committee having for its object extensive plans for furthering gardening work in this city has been formed. The demand for lots for planting is much in excess of the number available.

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THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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YARRAWA sweet pea is proving a great favorite in the Chicago market this season, bringing as high as $3 per 100 wholesale this month.

DURING the coming month of June the trade should not fail to emphasize the great desirability of plants and cut flowers as wedding presents, delivered in attractive receptacles. This can be done in circulars to patrons as well as in local advertising.

Personal.

Professor C. B. Sayre, in charge of the floricultural work at Purdue University, has been assigned to Fort Benjamin Harrison, Ind., as first lieutenant of field artillery.

MEMORIAL DAY.

On account of the holiday next week, The American Florist will go to press on Tuesday. Advertisers and correspondents will oblige by mailing copy one day earlier than usual.

American Rose Society.

WASHINGTON MEETING DEFERRED.

It is announced that the annual outdoor meeting of the American Rose Society originally scheduled to be held June 1 at the national rose test garden at Arlington Farms, Washington, D. C., as mentioned in our issue of May 19, page 957, has been postponed to June 4.

The programme includes an inspection of the rose garden at 10 a. m., followed by a meeting at 11 a. m. at which S. S. Pennock will preside. After the address of welcome by Wm. F. Gude, there will be a response by Hon. Carl Vrooman, assistant secretary of agriculture. Among the others speakers will be the following: Dr. E. M. Mills, president Syracuse Rose Society; David Fairchild of the department of agriculture; Benjamin Hammond, secretary of the American Rose Society, and Dr. D. W. Shoemaker, representing the Citizens' Association of Washington.

Those expecting to attend will please notify Wm. F. Gude, 1214 F street, N. W., Washington, D. C., or Robert Pyle, West Grove, Pa.

"Business As Usual"—Or Better.

"The prompt adoption by the American people of the 'business as usual' idea is going to enable this nation to prosecute war without experiencing a temporary depression such as England and France have recently recovered from. Modern war requires the expenditure of huge sums of money and means maximum employment and high wages for all workers. Other conditions, peculiar to this war, make it certain that this nation will enjoy a period of business and industrial activity the like of which has never been seen and which is assured whether the war lasts several months or several years.

"Continuation of the great prosperity that has ruled in this country for two years is assured. There is an abnormal demand for everything the workers of this nation can grow or manufacture. There is work at high wages for every man and woman who wants work; the earning power of the people is restricted only by physical limitations; the buying power of the public is greater than ever before. These are certain guarantees of continued prosperity and of an ever widening scope to our business and industrial life."

Mothers' Day Results.

The great value of publicity as a lever in moving and encouraging the sale of flowers, was never so forcibly demonstrated as is shown by the reports of the business for Mothers' day in Detroit, Cleveland and other western cities. Here live co-operation exists in all branches of the trade. The raising of from $750 to $1,200 to advertise this one event is a noteworthy achievement, as was the great work of a national character accomplished by the Chicago Florists' Club. The results of these efforts were in each instance productive of wonderful returns showing that people will respond when their interest is sufficiently aroused. In the large eastern cities it seemed impossible to create any enthusiasm for the day among the trade.

The florists of Boston ran a co-operative ad costing about $150 in one issue of the Boston Post. Henry Penn's advertising for the event would equal five times this amount. The great cities of New York and Philadelphia did not spend one cent for publicity, and very few, scarcely any of the large stores, featured the event in their windows in any way. One cannot criticize successful business methods, and there is no question but the leading retailers in these large business centers are successful. Why they do not collectively, or even individually call attention to the event, by window decorations, display cards, or feature it in other ways, is a problem which possibly concerns the ethics of the business. They take, however, all the trade that comes along and may some day be forced into seeing its importance as a great floral holiday.

Cleveland Flower Show.

The question has been asked several times recently regarding the possible change in our plans for conducting the annual exhibition of the Chrysanthemum Society of America, in connection with the Cleveland flower show this fall. In reply to these inquiries and for the information of the many private and commercial growers who are looking forward to exhibiting in Cleveland this fall we wish to announce that the Cleveland show will be conducted in the same manner as we originally planned early in the year.

We see no reason at this time to alter our plans; in fact, there is all the more reason for developing flower shows and other activities. In event war conditions develop and are intense in November, at the time of the Cleveland flower show, the committee will make arrangements with the Red Cross Society and hold the show for their benefit.

At this time the executive committee wishes to extend an invitation to all growers to plan on exhibiting in Cleveland. Premium lists may be secured by addressing M. A. Vinson, 402 Leader-News building, Cleveland, O.

H. P. KNOBLE,
Chairman Show Committee.

Native Flora in Danger.

The St. Louis Association of Gardeners at its regular meeting unanimously resolved to conserve the native flora of St. Louis and county. Our native flora, owing to indiscriminate collectors, is rapidly becoming in danger of extermination, especially in proximity of St. Louis. The frequent practice of picnic parties, etc., visiting the country for Sunday vacations, unfortunately become over-enthusiastic with native flowering plants to such an extent that they devastate the landscape of its beauty, with the idea of reproducing the effect in the city garden. In the majority of cases the amateur does not study the environmental factors, the result being a total loss.

The association, therefore, recommends to the people of St. Louis, that the woodland flowers should remain unmolested to their environments, allowing their beauty to be admired by all. A copy of this resolution is being sent to all garden clubs, horticultural societies and florists' clubs of St. Louis.

G. H. PRING, Publicity Secretary.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By good grower of chrysanthemums, carnations, pot plants and general stock. Single man.
Key 789, care American Florist.

Situation Wanted—Middle aged, grower of roses, carnations, chrysanthemums, general stock designer; best references. Good wages. G., Florist, care 412 Grand River, Detroit, Mich.

Situation Wanted—As foreman or manager; have unusual ability as a grower of roses, carnations chrysanthemums and general stock, a life experience; fine credentials. Address
Key 788, care American Florist.

Help Wanted—Live men to sell greenhouse boilers in home territory. Exclusive territory, generous pay. Write for details.
GIBLIN & CO., Utica, N. Y.

Help Wanted—Young gardener with experience to assist in care of grounds and drive automobile. References required. JAMES C. KIMBERLY, Neenah, Wis.

Help Wanted—Practical man to take charge of spring bedding and help all around in city store. Can you drive Ford car? Good salary. Address, PANSY FLORIST, 4044 W Madison St., Phone Kedzie 1017 Chicago, Ill.

Help Wanted—Experienced grower of roses, carnations chrysanthemums and general greenhouse plants; permanent position for man who can produce first-class stock. Must be sober and good worker. Give references and state wages expected in first letter.
T. NELSON, Morris Ill.

For Sale—Good windmill, with pump and tank.
THEO. FEHRMANN.
3744 Le Moyne Ave., Chicago.

LANDSCAPE ARCHITECT

Practical and theoretical man, 34 years of age, with 12 years' experience in all branches, well posted in nursery business and botany, wishes position with reliable firm. West or middle west preferred; not afraid of work. Best of references.
Key 787, care American Florist.

Will Trade

Modern Chicago apartment buildings, valued at $25,000 to $50,000, for cleared greenhouses or farms. State full particulars in first letter to command attention.
Key 784, care American Florist.

HELP WANTED

Several growers and helpers.
Good wages and steady job.
BASSETT & WASHBURN
HINSDALE, ILL.

GLASS FOR SALE

In first class condition single strength 16x24, $2.00 per box.
McCALLUM COMPANY
Pittsburgh, Pennsylvania

GREENHOUSES FOR SALE.

I have three houses under glass, 35x175, all cement wall and iron and steel supports all through; one of the finest steam-heat plants with a first-class pumping station; has large water tank inside of work-rooms, with ten acres of soil; fine steam-heated house, with good barn, one-half mile from coaling station and close to Grand Rapids; only $9,000.00.
This bargain will interest you if you are looking for a greenhouse proposition. Address
Key 790, care American Florist.

HELP WANTED

Laborers to work around our greenhouses. Steady employment at $2.50 per day. Apply at
BASSETT & WASHBURN,
HINSDALE, ILLINOIS.

Situation Wanted

Expert grower now in charge of a large commercial place near Chicago will be open for engagement as superintendent and manager in the near future. Well versed in general line of cut flowers, particularly carnations, chrysanthemums, etc. State salary, location and full particulars in first letter.
Key 783, care American Florist.

FOR SALE

Range of glass 10 miles from Pittsburgh. Everything in first-class condition, but compelled to sell. Will sacrifice at one-half of the value for either cash or payments to quick purchaser.
McCALLUM CO., Inc., Pittsburgh, Pa.

WANTED

Seed Store Manager

An opportunity for a progressive man with a thorough knowledge of retail seed merchandising. He must know garden seeds, plants and garden accessories, and be familiar with field and grass seeds. A middle-western man preferred, one who has the ability to manage a seed store handling a full line; who can select and train clerks to be successful salesmen; who has attained the age of good judgment, but sufficiently young to be ambitious, enthusiastic and willing to work.

It is important that you give full information about yourself in your first letter.

NORTHRUP, KING & CO.
SEEDSMEN
Hennepin Ave. at First St.,
MINNEAPOLIS, MINN.

LATEST EDITION

The American Florist Company's

Trade Directory

FOR 1916

Contains 546 Pages. **Price $3.00 Postpaid.**

THE AMERICAN FLORIST COMPANY'S Trade Directory for 1916, fully revised to date, with thousands of new names and changes of address, is now ready for distribution. It contains 546 pages, including extensive lists of the Florists, Seedsmen and Nurserymen of the United States, Canada, Central and South America arranged both by states and towns and all names alphabetically. Also lists of Foreign Merchants Firms Which Issue Catalogues, Horticultural Supply Concerns Parks, Cemeteries, Landscape Architects. Experiment Station Horticulturists, Botanical Gardens Seed Growers, and much other conveniently indexed and invaluable trade information.

PUBLISHED BY THE

American Florist Co.

440 S. Dearborn St., CHICAGO

The Florists' Supply House of America

Preparedness Is The Watchword. Last Call For Memorial Day.

Be Ready With BAYERSDORFER'S Made-Up Magnolia Wreaths, with Wax Flowers, Boxed; Ready for Instant Delivery.

Crepe flowers, Wax flowers, Metal Wreaths, Magnolia leaves.
Everything in supplies for the Day. **ORDER THEM NOW.**

Patriotic Novelty Baskets in Red, White and Blue

Write for our new illustrated folder for Decoration Day Novelties and June Wedding accessories. It's free.

H. BAYERSDORFER & CO., 1129-1131 Arch Street, PHILADELPHIA, PA.

Kansas City, Mo.

TRADE IS EXCEPTIONALLY BRISK.

During the past week the market was almost glutted with roses, which arrived by the thousand, especially the Killarneys, and in many shipments they were wide open. Ophelia, Russell and Sunburst are coming in with fine buds and good long stems and American Beauty is also in fine shape. Carnations are not so good, but lilies and sweet peas are plentiful and hold a high mark in sales. Peonies have made their appearance on the market and the quality is good. With the bedding season at hand and many weddings, a heavy call for graduation bouquets and orders for Memorial day, the trade is working overtime to keep up with the demand.

NOTES.

W. J. Barnes and his force are very busy handling the bedding plant demand, enormous quantities of stock being called for. He completed the planting last week at Fairmount park and the Hillcrest golf links.

T. J. Noll & Co. are carrying a fine line of roses, lilies, carnations, sweet peas and peonies among other items. More orders have been booked in advance for Memorial day than in any previous year.

Wm. L. Rock Flower Co. reports stock plentiful in general. Business is good and there is a big call for funeral and graduation work.

H. Kusik & Co. report a plentiful supply of everything and expect to handle the greatest supply in years for Memorial day.

Chas. Thomas, of the Rosery, says he is well pleased with business. He is featuring some very fine canterbury bells.

E. Frandsen, of Independence, Mo., is building three houses, each 38x270 feet, which will be devoted to roses.

A. Newell is booking many orders for graduation bouquets and Memorial day flowers. E. J. B.

Los Angeles.

MOTHERS' DAY BECOMES FIXED OCCASION.

From all indications Mothers' day has come to stay in this city. Without exception the dealers all declare this year's trade for this occation was greater than ever before. The call for stock was also more varied than in former years. Since Mothers' day funeral work has constituted the bulk of the demand, and with a limited call otherwise prices have been low with a plentiful supply. Memorial day trade gives promise of being excellent and a good June business is anticipated.

NOTES.

At Wright's Flower Shop excellent American Beauty, Mrs. Aaron Ward, White Killarney, Shawyer and Prima Donna roses are to be seen. An exceptionally good Mothers' day trade is the report here.

Seki Bros. & Co. have had considerable business in funeral orders. Cut flower demand is reported dull. This firm is bringing in great quantities of carnations.

A. F. Borden of the Redondo Floral Co. reports Mothers' day better than ever before. This firm has had several large funeral orders of late.

S. Murata & Co. enjoyed an excellent Mothers' day demand and a greater variety of stock was handled than in previous years.

Wolfskill Bros. & Morris Goldenson had a fine Mothers' day trade. At present they are handling a good cut of roses.

Everybody is busy at the establishment of the Broadway Florists. Carnations and sweet peas are features here.

The Los Angeles Floral Co. is sending out carnations in large numbers together with a good supply of gladioli.

Tassano Bros. are having a good wholesale business, especially in plumosus and gypsophila.

O. C. Saake reports a good Mothers' day call, enhanced by considerable funeral work. G. H. H.

Milwaukee.

HEAVY MEMORIAL DEMAND IN SIGHT.

Market conditions the forepart of last week were good, due to the fact that most stock was cut very close for Mothers' day, consequently being just about equal to the demand. The unexpected change happened; with the beginning of the week the weather gradually grew warm, until the mercury reached the 84 mark on Friday. The heat naturally rushed on the indoor crops, so that by Friday and Saturday there was a small glut of sweet peas, roses, carnations, tulips, irises, snapdragons, etc., which, with a decided drop in demand, had to be moved at bargain prices. Saturday night, the wind ushered in decidedly cooler weather, which was accompanied by rain all during Monday, and undoubtedly will decrease the supply to such an extent as to again make market conditions normal in a short time. We hope, and have reason to expect, a big run of business for Memorial day, for advance orders are being booked freely at reasonable prices. The outlook as far as the outdoor cut stock is concerned, greatly depends upon weather conditions between now and May 30.

NOTES.

We understand that Riebs Bros., whose lease on the Wm. Eschrich range expires July 1, are about to start a new place on the Cedarburg plank road, North Milwaukee, within short distance of the A. Reinhardt, Wm. Manke & Co., Greenwood Carnation Co., Fred Manke and Grunewaldt Bros. establishments.

Among a large party who helped celebrate a silver wedding anniversary, May 19, in this city, was Mrs. Joseph Poehlmann, aged 82 years, mother of the Poehlmann brothers, of Morton Grove, Ill., who makes this city her home.

Hugo Locker & Sons report having had an exceptionally heavy crop of sweet peas, irises and snapdragons for Mothers' day. Their houses are filled with a good supply of fine bedding stock at this time.

Visitors: C. Schulz, Menominee, Mich.; Rich. Haentze, Fond du Lac, Wis.; John Rindfleisch, Beloit, Wis. E. O.

AUTOMOBILE SUPPLIES

Have you received our catalogue?
Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.
1349-51-53 S. Michigan Ave., CHICAGO, ILL.
Mention the American Florist when writing.

SIOUX CITY, IA.—George Thallas and George Cosmos, proprietors of the Olympia Flower Store, have brought suit for $6,540 damages against the Olympia Candy Company and have asked for an injunction to restrain the latter from selling flowers under that name, claiming that the name "Olympia" as relating to the sale of flowers is registered by them with the secretary of state.

BIG SUPPLY OF

ROSES

FOR MEMORIAL DAY

Exceptionally fine White Killarney, Killarney, Killarney Brilliant, My Maryland, Richmond, Sunburst, Ophelia, Mrs. Chas. Russell, Milady and Champ Weiland.

CARNATIONS

Heavy Crop of White, Pink and Red.

Place your orders with us this year for Memorial Day and you will not go wrong. We will be in full crop with both Roses and Carnations.

Lilies, Sweet Peas, Valley, Peonies. Complete Line of Greens.

Buy Direct From The Grower. **MEMORIAL DAY PRICE LIST** **Subject to Change Without Notice.**

AMERICAN BEAUTIES	Per doz.
48 to 60-inch stems	$5.00 to $6.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

MRS. CHAS. RUSSELL	Per 100
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

RICHMOND	Per 100
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

MILADY	Per 100
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

Champ Weiland, Killarnay, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia	Per 100
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

ROSES, OUR SELECTION	Per 100
	$5.00

CARNATIONS—Fancy ..... **$5.00 to $6.00**

Peonies, fancy	$ 6.00 to $ 8.00
Harrisii	12.50 to 15.00
Sweet Peas	.75 to 1.50
Valley	6.00
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Galax, bronze and green, per 1,000	$1.25
Ferns, per 1,000	$3.50
Leucothoe Sprays	.75 to 1.00
Smilax	per doz. strings 2.00 to 2.50

PETER REINBERG

WHOLESALE FLORIST

30 East Randolph St., LONG DISTANCE PHONES: CENTRAL 601 and 2846. **CHICAGO**

For Decoration Da

Peonies -- Carnations -- Roses
Sweet Peas--Valley--Orchids

RUSSELL BEAUTIES

LILIES MINIATURE ROSES SNAPDRA

HOOSIER BEAUTY OPHELIA WHITE KILLARI

RICHMOND SUNBURST KILLARNEY BRILLIA

MILADY AARON WARDS KILLARNE

GLADIOLI JESSAMINES

Ferns, Adiantum, Farleyense, Smilax, Plumosus, Galax, Leucothoe, Mexican Ivy, Sp

Our Roses consist of all grades, Short, Medium, Long and Special.

Price List Mailed Weekly; if you are not on our list let us know.

Poehlmann Bros. Co.'s Supply

(Annex to Cut Flower Departi

A complete line of supplies always on
Have your goods shipped with your
Flowers and save unnecessary express ch

Memorial Day Wre

SPECIAL INTRODUCTORY O

12 Assorted 21-inch Wreaths like
the accompanying illustration for $

If you desire to make up your own w
in mind that we have the materials you need a
ply you with what you want at the most reason

MAGNOLIA LEAV

15-lb. Carton, . . .

Immortelles, Cape Flowers, Prepared Lyco
Sphagnum Moss, per bale, $1.35; Doz , $

POEHLMA

72-74 E. Randolph St.

SE PLANTS, GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

American Beauty, own root, 2-inch, strong, $75.00 per 1000; 3-inch, strong, $110.00 per 1000.

2½-inch Aaron Ward, Milady, Killarney, White
Cecile Brunner, Richmond, Sunburst.............$120.00 per 1000
000 or more...................................... 110.00 per 1000
These prices are absolutely net cash.
-inch stock an additional $50.00 per 1000 will be charged.

OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady, Richmond, Cecile Brunner....................$7.00 per 100; $65.00 per 1000
Lots of 5000 or more.. 62.50 per 1000
Sunburst, own root ....$10.00 per 100; 90.00 per 1000

Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

RAFTED DORMANT ROSE PLANTS.

	Per 100	Per 1000
Killarney. old	.........$6.00	$50.00

3½-INCH OWN ROOT DORMANT ROSE PLANTS.

	Per 1000
1300 Richmond 165 Old Gold 3000 Pink Killarney 200 Elgar	.... 50.00

2½-INCH OWN ROOT DORMANT ROSE PLANTS.

	Per 1000
2500 Pink Killarney 350 White Killarney	......................$30.00

CHRYSANTHEMUMS

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
	.........October 1	....$2.30	$20.00	$3.00	$27.00
	.........October 14	.... 2.30	20.00	3.00	27.00
(Improved ton)	....October 25	.... 6.00	.....	7.00	.....
	.........October 24	.... 2.30	20.00	3.00	27.00
	.........November 2	.... 2.30	20.00	3.00	27.00
	.........November 13	.... 2:30	20.00	3.00	27.00
	.........November 2	.... 2.30	20.00	3.00	27.00
Pink	....November 7	.... 2.30	20.00	3.00	27.00

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
WHITE—					
Early Frost	.........October 26	....$2.30	$20.00	$3.00	$27.00
Oconto	..............October 19	.... 2.30	20.00	3.00	27.00
Smith's Ideal	........November 2	.... 2.30	20.00	3.00	27.00
White Chieftain	.....October 24	.... 2.30	20.00	3.00	27.00
Eaton	..............November 1	.... 2.30	20.00	3.00	27.00
W. H. Chadwick	.....November 7	.... 2.30	20.00	3.00	27.00
Chas. Razer	.........October 29	.... 2.30	20.00	3.00	27.00
Elise Papworth	.....November 2	.... 2.30	20.00	3.00	27.00
BRONZE—					
O. H. Kahn	.........November 2	.... 2.30	20.00	3.00	27.00

POMPONS

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
	.........October 16	....$3.00	$27.00	$3.50	$32.00
	.........November 1	.... 3.00	27.00	3.50	32.00
	.........November 9	.... 3.00	27.00	3.50	32.00
	.........November 16	.... 3.00	27.00	3.50	32.00
	.........November 10	.... 3.00	27.00	3.50	32.00
	.........October 31	.... 3.00	27.00	3.50	32.00
	........October 25	.... 3.00	27.00	3.50	32.00

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
WHITE—					
Alva	...............October 21	....$3.00	$27.00	$3.50	$32.00
Helen Newberry	....November 16	.... 3.00	27.00	3.50	32.00
BRONZE—					
Madam La Porte	.....November 9	.... 3.00	27.00	3.50	32.00
Skibo—Bronze Button	.October 16	.... 3.00	27.00	3.50	32.00
RED—					
La Gravere	.........October 31	.... 3.00	27.00	3.50	32.00

alms Western Headquarters Palms

st and most complete stock offered in the West in a healthy, strong and clean condition.

FORSTERIANA SINGLE PLANTS

$1.50 per doz., $12.00 per 100, $100.00 per thousand.

Leaves		Each
6-7	42-46 inches high........	$ 4.00
6-7	48-50 inches high........	5.00
6-7	50 inches high, heavy	7.00
6-7	8 feet high, heavy..	40.00
6-7	9-10 feet high, heavy..	50.00

ORSTERIANA MADE UP PLANTS.

Plants		
4	72-78 inches high, heavy..	$30.00
4	75-80 inches high, heavy..	35.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots		....	$1.50	$12	$100
3 inch pots	5	10-12 inches high	2.50	18	150
					Each
4 inch pots	5-6	16 inches high	5.00	40	.45
6 inch pots	5-6	26-28 inches high.........			1.50

Specimen plants, 15 inch tubs, $75.00 each.

ARECA LUTESCENS.

	Plants	Each
6 inch pots	4 bushy 24-26 inches high........	$1.25

PHOENIX ROEBELENII.

5 inch pots.......................................$1.00

ASPIDISTRAS.

5 inch pots, 10-12 leaves, vari.................. 1.50

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, 90c per doz.............$7.00 per 100

LIVISTONA ALTISSIMA.

2¼ inch pots, $1.00 per doz...........$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots.................................50c each

STEVENSONIA GRANDIFLORA.

4 inch pots.................................50c each

DRACAENAS.

	Each	Doz.	100
5 inch Imperalis	$1.00	$12.00	
4 inch Terminalis...........	.40	4.20	
3 inch "	.25		$22.00
5 inch Lindenii.............	.80	9.00	
3 inch Margaret Storey.....	.30	3.25	

MISCELLANEOUS PLANTS

MBLERS—35c, 50c, 75c and $1.50 each.

AMERICAN BEAUTY ROSES in pots—50, 75 to $1.00 each.

	Size pots	Per 100
s, Red and Yellow.	2¼-in.	$ 3.00
....		25.00
mosus, 3-in. pots, per 100....		8.00
mosus, 6-in. pots, each......		.35
engerii, 3-in. pots, per 100..		7.00
osa and Vernon...	2¼-in.	3.00
....		27.50
laine	2½-in.	4.00
elaine	3-in.	10.00

	Size pots	Per 100
Canna, King Humbert............	4-in.	12.00
Coleus in variety	2½-in.	3.00
Per 1,000		27.50
Crotons, well colored, 4-in., $4.80 per doz.; 5-inch, 60c and 75c each; 6-in., $1.25 each.		
Pandanus Veitchii, 4-in., per doz..........		4.20
Pandanus Veitchii, 5-in., per doz..........		7.20
Stocks 2½ in., $3.00 per 100.		

	Size pots Per 100
Pandanus Veitchii, 7-in., per doz.	$18.00 to $24.00
Pandanus Veitchii, 8-in., per doz.........	30.00
Rubber Plants, 6-in. pots, per doz.........	9.00
Rubber Plants, 7-in. pots, each....$1.50 to	2.00
Larger Plants, each .... 2.50 to	3.00
Table Ferns, 2½-in. pots, per 100.........	4.00
Table Ferns, 3-in. pots, per 100...........	8.00
Pteris Assorted, 4-in. pots, per 100.	$15.00 to 20.00
Holly Ferns, 4-in. pots, per 100...	15.00 to 20.00

A Nominal Charge is Made for Packing.

BROS. CO.

Distance Phone, Randolph 35.

CHICAGO, ILL.

Memorial Day Price List

BEAUTIES, ROSES, FANCY RUSSELL, CARNATIONS

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

AMERICAN BEAUTIES

	Per dozen
Specials, extra long stems	$4.00
Stems 30 to 36 inches	2.50 to 3.00
Stems 18 to 24 inches	1.50 to 2.00
Stems 12 to 15 inches	1.00
Shorter lengths	.50 to .75

RUSSELL—The best in this market.

	Per doz.
Specials, extra long	$2.00
Long	1.50
Good medium	1.00 to 1.25
Good short	.60 to .75

RED ROSES

Rhea Reid, Richmond and Hoosier Beauty	Per 100
Long	$8.00 to $10.00
Good medium	6.00 to 7.00
Good short	4.00 to 5.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$8.00 to $10.00
Good medium stems	6.00 to 7.00
Good short stems	4.00 to 5.00

Pink and White Killarney, Brilliant	Per 100
Long	$8.00
Good medium	6.00
Good short	$4.00 to 5.00

OUR SELECTION: Assorted Roses, our selection, in lots of 300 or more, at the rate of $4.00 per 100.

CARNATIONS

Red, extra fancy **Belle Washburn**	$6.00
Pink and White, extra fancy	6.00

VALLEY $5.00 to $6.00

GREENS

ASPARAGUS SPRENGERI	Per 100	$2.00 to $3.00
GALAX, Green or Bronze	Per 1000	1.25
CHOICE COMMON FERNS	Per 1000	3.50

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

EARLY MEMORIAL DAY DEMAND HEAVY.

Stock of all kinds was very plentiful last week owing to the warm weather, consequently everything was sold in large lots at extremely low prices. American Beauty roses were in large supply and very choice stock was obtainable in the longer stemmed grades at reasonable cost. Mrs. Chas. Russell roses were seen in quantity at many of the stores and like all the other stock were to be had at unusually low figures. Roses and carnations are reaching the market in large numbers but are not so plentiful at this writing as they were last week. Sweet peas are a large factor in the market now and are in good demand, but prices could be much better. Orchids are coming in crop and there is a good supply of lily of the valley. Peonies are in heavier supply but the receipts are far below those of last season at this time. Lilac, gladioli, snapdragons, candytuft, Double White narcissi, gardenias, tulips, daffodils, jonquils, pansies, daisies, calendulas, mignonette, forget-me-nots, anemones, statice, Cape Jasmines, stocks, wallflowers, poppies, white, blue, yellow and lavender iris, lilies, callas, ranunculus and other seasonable flowers are included in the many offerings. The early demand for Memorial day is heavy and all the buyers who have not yet placed their orders will do well to do so immediately for the buying promises to be heavier than usual this year. Some of the dealers think that stock in general will be very plentiful while others claim it will be scarce. From present indications it would not be at all surprising to the writer if there was an early cleanup in all lines if the weather is at all favorable. The east is calling for a large quantity of stock, particularly peonies, which are in exceptionally brisk demand. Play safe, order early. Do it now.

NOTES.

F. M. Van Gieson, sales promotion manager and landscape architect, formerly connected with the Geo. Wittbold Co., has taken charge of the horticultural department promotion work of the H. M. Van Hoesen Co., direct advertising specialists, with headquarters at 5 South Wabash avenue. Mr. Van Gieson is an expert in his line and his many friends in the trade wish him every success in his new undertaking.

Vaughan's Seed Store employes held their annual spring picnic at the Homewood farm of the senior member of the firm, May 20. Threatening weather early in the day deterred some from making the trip but the considerable number participating greatly enjoyed the fine day in the country.

Peter Reinberg filled an order for rose plants this week which was shipped to the Juneau Florists, Geno, Alaska. The Juneau Florists have two greenhouses which are devoted principally to roses.

Practically all the local wholesale florists have signified their intention of keeping their stores open until 6 p. m., Sunday, May 27, for the accommodation of their out-of-town customers.

J. A. Budlong is having signs painted on the vacant windows of the new store that was added to their old quarters in the LeMoyne building recently.

Percy Jones, Inc., is looking forward to a record breaking Memorial day trade for orders are numerous and there promises to be plenty of stock to go around.

Samuel Seligman, representing Wertheimer Bros., New York, is calling on the trade here this week.

My Friend Bill

Says:

Worry not work *Kills*

He says:

Service

when you receive your stock as ordered, at the right time, billed to you at the right price

That is Service

The day will come when everybody will give their growers and customers—that conscientious service which eliminates all worry—OUR

100%

Service

Van

Cut Flowers.

PERCY JONES, Inc., Chicago, Ill.

P. S. Our earnest, sincere efforts which consist of hard work does away with all worry on the part of our customers and is adding daily to our success.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 **CHICAGO**

Peonies, Roses, Carnations, Iris, Snapdragons, Jessamines, Lilies, Callas, Calendulas, Sweet Peas, Daisies, Complete line of Greens.

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

ORCHIDS.	Per doz.
Cattleyas	$9.00

ROSES.	Per doz.
American Beauties.	
60-inch stems	$ 5.00
48-inch stems	4.00
36-inch stems	3.00
24-inch stems	2.50
20-inch stems	$ 1.50 to 2.00
Short stems	.75 to 1.00
	Per 100
Mrs. Russell, special	25.00
" " select	20.00
" " medium	12.00 to 15.00
" " short	6.00 to 8.00
Richmond, special	8.00 to 10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Milady, special	10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Killarney Brilliant, special	10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Ophelia, special	10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
White Killarney, special	10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Killarney, special	10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Mrs. Ward, special	10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Sunburst, special	10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Tipperary, special	10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Cecile Brunner	2.00 to 3.00
Elgar	2.00 to 3.00
Baby Doll	2.00 to 3.00
Fireflame	$4.00, 6.00 and 8.00
Extra special roses billed accordingly.	
ROSES, OUR SELECTION	5.00

PEONIES.	
Fancy	$8.00
Special	6.00
Good	4.00

CARNATIONS.	Per 100
Extra Fancy	$ 6.00
Fancy	5.00

MISCELLANEOUS.	
Valley	$ 6.00
Easter Lilies	$10.00 to 15.00
Callas	12.50 to 15.00
Jessamines	1.50 to 3.00
Iris	4.00 to 8.00
Snapdragon, per bunch	.75 to 1.00
Calendulas	1.50 to 3.00
Daisies	.75 to 1.50
Mignonette	6.00 to 8.00
Sweet Peas	.75 to 2.00
Tulips	3.00 to 4.00
Jonquils	3.00 to 4.00
Daffodils	3.00 to 4.00

DECORATIVE.	
Plumosus strings	$0.50 to $0.75
Plumosus, per bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Adiantum, fancy long, per 100.	1.00
Smilax, per doz.	2.00
Ferns, per 1,000	3.50
Galax, per 1,000	1.25
Mexican Ivy, per 1,000	5.00 .75
Leucothoe sprays	.75
Boxwood, per lb., 25c; cases	7.50

Subject to market changes.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good.

MAMMOTH SUPPLY

EVERYTHING

CUT FLOWERS

Peonies--Roses--Carnations

COMPLETE LINE OF GREENS, ETC.

The demand for Memorial Day promises to be heavier than ever this year, and some predict a general scarcity of stock. Our supply never was so large; so place your order with us and avoid any possible chance of disappointment.

A. L. RANDALL CO.

Wholesale Cut Flowers and Florists' Supplies

WABASH AVENUE AND LAKE STREET, CHICAGO, ILLINOIS

HEAVY SUPPLY

ROSES and CARNATIONS

FOR MEMORIAL DAY

Place Your Orders With Us and You Will get the Best Stock Obtainable for the Least Money.

MEMORIAL DAY PRICE LIST— Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	$12.00 to $15.00
Good	8.00 to 10.00
MINIATURE ROSES.	**Per 100**
Baby Doll	$3.00
Elgar	3.00
WHITE AND PINK KILLARNEY, OPHELIA, SUNBURST AND RICHMOND.	**Per 100**
Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00
ROSES, OUR SELECTION	**4.00**

CARNATIONS.	Per 100
Fancy	$5.00
Good	4.00
MISCELLANEOUS.	**Per 100**
Peonies	$ 6.00 to $ 8.00
Valley	6.00
Lilies	12.50 to 15.00
Ferns, per 1,000	3.50
Smilax, per doz. strings	2.50 to 3.00
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.25

Other Green Goods Market Rates.

Our Range of Greenhouses is one of the Three Largest in America and will be in Full Crop for Memorial Day.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **Chicago**

The Chicago Flower Growers' Association is more than satisfied with the early demand for Memorial day and is well prepared to handle all the late orders that arrive. Manager Klingsporn reports that business in May so far has been good and will show an increase over last year.

Kennicott Bros. Co. will have an ideal wholesale house when it moves into its new quarters in the LeMoyne building, which are practically ready for occupancy. H. B. Kennicott says that the new place will probably be used to handle the city trade for Memorial day.

Poehlmann Bros. Co. is having a good call for orchids which are in splendid crop at Morton Grove, especially Cattleya Mossiæ. H. M. Oeser, superintendent of the palm department, is able to be about again after being on the sick list for several weeks.

Erne & Company are handling a large quantity of lilac this week, which has been in exceptionally good demand. Their grower certainly knows how to cut his stock for it reaches the market in A1 condition.

A. T. Pyfer & Co. received the first shipment of peonies this week and if the supply continues to arrive in such large quantities they should have plenty to fill orders.

Miss Blosson Eagle, sister of Mrs. Carl Vaughan, is spending a few days in this city enroute to her home in Little Rock, Ark., from Washington, D. C.

O. A. & L. A. Tonner are handling large quantities of iris this season, which seems to gain in popularity each year.

M. C. Gunterberg is handling large quantities of peonies and will have a good supply to offer for Memorial day.

Sidney Buchbinder joined the ranks of the benedicts at Milwaukee, Wis., Sunday, May 20.

Memorial Day

PLACE your orders with us for your Memorial Day wants. We carry a large supply of **Roses, Carnations, Spirea Japonica, Candytuft** and **Stocks.** Also an attractive line of **Wreaths.**

D. & E. J. WELCH

280-282 Devonshire Street

TELEPHONE—FORT HILL { 1964 1965 **BOSTON, MASS.**

WANTED! PEONIES!

Can handle large supply to good advantage on commission.
Start shipping as soon as your stock is ready to cut. Checks weekly.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 **CHICAGO.**

PREPAREDNESS

We Are Prepared
To Take Care Of
Your Orders For

PEONIES

All Colors at $6.00 to $8.00 per 100; 1000 lots, $50.00 per 1000.

ROSES All best new and standard varieties in quantity. Short, $4.00 per 100; Medium, $5.00 to $6.00 per 100; Long, $8.00 per 100; 1000 lots, $40.00 to $50.00 per 1000.

CARNATIONS DE LUXE, $5.00 to $6.00 per 100. 1000 lots, $50.00 per 1000.

CAPE JASMINE, GLADIOLI, BABY GLADIOLI, LILIES, CALLAS, SNAPDRAGONS, IRISES, DAISIES, WALL FLOWERS, SWEET PEAS, GREENS, ETC.

You will get satisfaction every time if you shoot your orders to

A. T. PYFER & CO.

Wholesale Florists

30 East Randolph Street
CHICAGO, ILL.

Mention the American Florist when writing.

Extra Fancy **PEONIES** $6.00 to $8.00 per 100.

SPANISH IRIS, $4.00 to $8.00 per 100

Large quantity of fancy lavender, white, blue and yellow. Leading Chicago Retail Florists use our Iris in their best work.

ROSES, SNAPDRAGONS, CARNATIONS, DAISIES, SWEET PEAS, CALENDULAS, GREENS AND ALL OTHER MISCELLANEOUS SEASONABLE STOCK.

SUPPLIES: Fancy line of Cut Flowers and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies **30 East Randolph St., CHICAGO, ILL.**

Mention the American Florist when writing.

A. L. Vaughan & Co. are handling a large quantity of orchids in addition to a most complete line of all other seasonable stock. The outlook for a brisk Memorial day trade at this house never was so encouraging as it is this year.

Wietor Bros. are in good crop with roses and carnations for Memorial day and will have plenty to supply all their customers with. Their Ophelia roses are particularly fine and quickly attract attention of the city buyers.

C. L. Washburn says that business at Bassett & Washburn's store so far during May has been very good and that the sales for the month will run considerably ahead of those of the same period during 1916.

F. W. Haeger, of the A. L. Randall Co., who is a member of Company F., of the Illinois National Guard, is receiving military training in the Officers' Reserve Camp at Fort Sheridan.

Ed. Leslie, of this city, who is now in the employ of Arthur Schutz, at Hammond, Ind., is the proud father of a baby boy, who arrived at his home on Mothers' day, Sunday, May 13.

Zech & Mann have booked a large number of orders for Memorial day and the early demand indicates that the total sales will greatly exceed those of 1916.

Chairman Lautenschlager, of the garden movement committee, advises that this project has been abandoned on account of insufficient financial support.

Eric Johnson, manager of the A. L. Randall Co.'s cut flower department, is the proud owner of a new seven passenger Overland touring car.

Mrs. Arthur Schutz, of Hammond, Ind., who recently underwent an operation, is reported to be dangerously ill.

E. J. Warren, with Poehlmann Bros. Co., is back from a business trip to Minneapolis, Minn.

John Kruchten has such a severe cold that he can barely speak above a whisper.

For Memorial Day

If you want good stock and good treatment

Send Your Orders to us. Do it Now.

Roses, Carnations, Peonies

Valley, Sweet Peas, Lilies, Callas, Snapdragons, Stocks, Tulips, Mignonette, Daisies, Pansies, Forget-me-nots and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood. We have home grown Asparagus—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

All indications point to stock being fully as scarce as on Mothers' Day therefore it is your duty to profit by past experience and place your orders early.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

George Ball, of Glen Ellyn, is cutting heavily in sweet peas and says that the cold weather this month has been just right for the growers, which means many hundreds of dollars to them in return. He has had unusually good success with iris this season and averaged as high as 17 cents for his special fancy stock at Easter.

A. Henderson & Co. have taken another store in the same block as their present quarters with frontage on State and Lake streets for the spring plant trade.

Vaughan's Seed Store is having a record-breaking demand for all vegetable plants, cabbage, tomato and the like.

Frost in Northern Illinois, May 22-23, caused considerable damage to truck and other crops coming up.

Visitors: W. J. Vesey, Jr., Ft. Wayne, Ind.; W. A. Toole, Baraboo, Wis.; George Pandell, Ft. Wayne, Ind.; Milton Alexander, representing Lion & Co., New York.

Cleveland, O.

SUPPLY INCREASES BUT DEMAND IS GOOD.

The few warm days we have had after Mothers' day has increased the supply of stock to a great extent. Roses, in particular, are very plentiful, especially in the medium and shorter grades. Rose sales were a feature the latter part of the week. If the weather continues warm as it has been the past week, local growers of peonies expect to have a good part of their crop in for Memorial day. Stock promises to be plentiful in all lines, particularly in tulips, baby gladioli, roses and carnations. A large supply of Double White narcissus will be in for the occasion, which is good stock for bouquet work. Sweet peas, snapdragons, Easter lilies, calendulas and daisies will also be quite plentiful. There has been a healthy demand for stock the past week, considerable funeral work taking much of the supply.

NOTES.

Casper Aul, retired local florist, returned shortly from a three months' trip to Florida and the coast, where he went for his health. Mr. Aul loves to fish, and says he certainly enjoyed fishing in the ocean. He expects to go back in a short time for another long stay.

Visitor: Samuel Seligman, of Wertheimer Bros., New York.

C. F. B.

ST. LOUIS, MO.—The Bergstermann Floral Company has been incorporated by Hulda M. and O. J. Ruff and Frank X. Hiemens; capital stock, $6,000.

BOONVILLE, IND.—One million tomato and cabbage plants were sold at cost under agreement with the local chamber of commerce by Ernest Lutz, florist, 10 times the number disposed of by him in any previous season.

BEACON, N. Y.—Benjamin Hammond, the well-known manufacturer of insecticides, is promoting a garden contest for boys and girls. Prizes are offered and each child engaged in the work will receive a certificate of merit. More than 500 children have enrolled.

Peonies--Roses

CARNATIONS

In large supply for MEMORIAL DAY. Also everything else mentioned in this Price List. Place your order with us and avoid disappointment.

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	1.00 to 1.50
Short stems	100, 4.00 to 6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES.	
Richmond, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Milady, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Killarney Brilliant, special	$10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Ophelia, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Killarney, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Mrs. Ward, special	$10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Sunburst, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Cecile Brunner	3.00
Elgar	3.00
Baby Doll	3.00
ROSES, OUR SELECTION	5.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Special fancy white	$6.00
Red and pink	5.00

PEONIES.	
Fancy	$8.00
Special	6.00
Good	4.00

ORCHIDS.	Per doz.
Cattleyas	$9.00

EASTER LILIES.	Per 100
Select	$12.50 to $15.00

MISCELLANEOUS.	Per 100
Valley	$6.00
Spanish Iris, per doz.	$1.00 to 2.00
Calendulas	3.00 to 4.00
Daisies	.50 to 2.00
Snapdragons	per bunch .75 to 1.00
Mignonette	4.00 to 8.00
Callas	per doz. 1.50 to 2.00
Sweet Peas	.75 to 1.50
Jonquils	2.00 to 4.00
Tulips	2.00 to 4.00
Daffodils	2.00 to 4.00
Cape Jessamines	1.50 to 3.00

GREENS.	
Asp. plumosus	per string $0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri	per bunch .35 to .50
Adiantum	per 100 1.00
Smilax, choice	per doz. 1.50 to 2.00
Fancy ferns	per 1,000 3.50
Galax leaves	per 1,000 1.25
Wild Smilax	per case 5.00
Boxwood —per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Mention the American Florist when writing.

Heavy Supply for Memorial Day

Peonies--Roses

CARNATIONS

Beauties, Iris, Lilies, Callas, Sweet Peas, Valley, Snapdragons, Greens, Etc. We have Quality, Quantity, and Variety, so place your order with us.

For prices see our advertisement on Page 977 in the May 19 issue of THE AMERICAN FLORIST.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph St., L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Mention the American Florist when writing.

Marked Copy

For the Retailer or for the Grower

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President. J. E. POLLWORTH, Sec'y and Gen'l Mgr.

St. Louis.

PRICES HIT ROCK BOTTOM.

During the past week the market tumbled until rock-bottom prices prevailed on everything. As soon as Mothers' day was over, stock commenced to pour in. Fancy sweet peas are down to $1.50 per 1,000, and while carnations are good for the season, they clean up only at very low figures. Roses, particularly Russell, are coming in heavily, select stock being offered for 10 cents. The supply of lilies and callas is more than ample. Indoor lily of the valley is quite poor and due to a splendid cut of outdoor stock, is going begging. Some fine America and Mrs. Francis King gladioli are seen and command fair prices. The supply of greens is good and the quality excellent.

NOTES.

Harry G. Berning is receiving thousands of roses daily from Gullett & Sons' range, Lincoln, Ill. The quality of this stock is fully in keeping with the usual excellent stock to be found on the Berning counters. The Russells are especially fine.

Leo von Graffen is now with the Natural Foliage Co., manufacturers of prepared foliage of all kinds. Leo is a competent man and his services are always in demand.

Warm weather during the past week has rushed the plant growers to the limit in filling orders. Some of them are beginning to run short of stock already.

When it comes to supplies, it is hard to beat George H. Angermueller for excellence and variety. His shipping trade is of enormous proportions.

Pierre Schneider is sending to C. A. Kuehn splendid delphinium with spikes three to four feet long from his range at Webster Groves.

The Wm. C. Smith Wholesale Floral Co. received some of the first peonies to reach the local market. They met with quick sale.

Miss Martha Kniess, with Windler's Flowers, will undergo a minor operation at a local hospital after Memorial day.

The Windler Wholesale Floral Co. report quite a demand for supplies for Memorial day.

Visitor: Martin Reukauf, representing H. Bayersdorfer & Co., Philadelphia, Pa. J. J. W.

Rochester, N. Y.

GOOD STOCK AND BRISK DEMAND.

Business has steadily increased in volume during the past two weeks, the trade being kept very busy with funeral work and a very good transient demand. The carnation supply since Mothers' day has been limited, but the quality is excellent. Roses of all kinds are first class and the supply bountiful. Sweet peas are also par excellence and meet with ready sale. Harrisii and calla lilies are plentiful. There is a great demand for red, white and blue flowers for all occasions from dinner centerpieces to corsages.

NOTES.

The monthly meeting of the florists' association on May 14 proved an interesting one, excellent papers being read by Colin T. Ogston and Ambrose Secker, both bearing on timely topics, and which were much appreciated. Announcement was made that the Sunday closing bill, which affects the florists, pending at Albany, had been laid upon the table for future reference. A social session closed the evening.

S. A. Anderson and wife, of Buffalo, made an auto tour to this city last week, spending one day here.

Chester Ament, of Ridgeway avenue, has some fine pansies for which there is ready sale.

Horace J. Head has returned from a trip to Boston and other eastern points.

Gardening is now at its height, but cemetery work has not begun.

CHESTER.

RAPID WRAPPER

Pat. May, 1916—Trade Mark Registered.

FASTEST

Plant Wrapping Device Known To The Florists' Trade.

California orders filled direct from branch office 448 Bush St., San Francisco, Calif.

THE RAPID WRAPPER CO.
56 E. Randolph St., Chicago.

—THE—
Cleveland Florists' Exchange
Wholesale Commission Florists and Florists' Supplies.
606 HURON RD., CLEVELAND, O.

Mention the American Florist when writing.

HANGING BASKETS

Enameled Green
Extra well made.

8-inch	$1.00 per doz.
10-inch	1.35 per doz.
12-inch	1.75 per doz.
14-inch	2.25 per doz.
16-inch	2.90 per doz.
18-inch	3.70 per doz.

GREEN MOSS
Fancy sheet 3 bu- sack well filled.
XXX quality.
$1.75 per sack

Pittsburgh Cut Flower Co.
116-118 SEVENTH ST., PITTSBURGH, PA.

Mention the American Florist when writing.

WHITE WOOD EASELS
Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches	$0.50	54 inches	$0.85
42 inches	.65	60 inches	1.00
48 inches	.75	66 inches	1.15

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Wholesale Florist
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New Crop Plumosus Sprays
Now Ready
Write for special prices.
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WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

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The Largest, Best Equipped, Most Centrally Located

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L. D. Phones
CENTRAL 1977 and 1978.

Wholesale Flower Markets

Chicago.

MEMORIAL DAY PRICE LIST.	Dozen	100
Roses, Beauty, specials	$5 00	
" 36-in.	4 00	
" 30-in.	3 00	
" 24-in.	2 00	
" 20-in.	1 50	
" 18-in.	1 00	
" short, per 100	6 00@ 8 00	
" Mrs. Chas. Russell	1 00@ 3 00	
" Hoosier Beauty		5 00@15 00
" Killarney Brilliant		4 00@12 00
" Killarney		4 00@12 00
" White Killarney		4 00@12 00
" Richmond		4 00@12 00
" Prince de Bulgarie		4 00@12 00
" Rhea Reid		4 00@12 00
" My Maryland		4 00@12 00
" Mrs. Geo. Shawyer		4 00@12 00
" Milady		4 00@12 00
" Sunburst		4 00@12 00
" Mrs. Aaron Ward		4 00@12 00
" Hadley		4 00@12 00
" Ophelia		4 00@12 00
" Double White Killarney		4 00@12 00
" Mrs. Moorfield Storey		5 00@15 00
" Champ Weiland		4 00@12 00
" Stanley		4 00@12 00
" Tipperary		4 00@12 00
" Francis Scott Key		4 00@12 00
" Bayard Thayer		4 00@15 00
" Cecile Brunner	2 00@ 3 00	
" George Elgar	2 00@ 3 00	
" Baby Doll	2 00@ 3 00	
" Fireflame	4 00	
" Our selection	4 00	
Carnations	4 00	
Cattleyas, per doz.	$7 50@ 9 00	
Gardenias	$2 00@ 4 00 per doz.	
Sweet Peas	75@ 2 00	
Daisies	1 00@ 2 00	
Calendulas	2 00@ 4 00	
Snapdragons	$0.50@$0.75 per bun	
Lilium Harrisii	10 00@15 00	
Valley	4 00@ 6 00	
Jonquils	2 00@ 4 00	
Mignonette	4 00@ 6 00	
Peonies	4 00@ 8 00	
Spanish Iris	4 00@ 8 00	
Adiantum Croweanum	1 00	
Ferns, per 1000	$3 50@4 00	
Galax "	1 00@ 1 25	
Leucothoe	75	
Mexican Ivy, per 1000	5 00@6 00	
Plumosus Strings, each	60@ 75	
Smilax, per doz.	2 00@2 50	
Sprengeri, Plumosus Sprays	3 00	
Boxwood, 25c per lb., per case	8.00	
Wild Smilax, per case	$5 00	

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

HUCKLEBERRY FOLIAGE

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.
Evergreen, Ala.

Huckleberry Foliage

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

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30 E. Randolph St., Chicago

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SHIPMENTS EVERYWHERE — GROWERS AND SHIPPERS CUT FLOWERS — IMMEDIATE DELIVERIES

154 NO. WABASH AVE. CHICAGO

PHONE CENTRAL 879

We Are Booking Orders Now for

NEW DAGGER FERNS

For delivery May 20th. The best ferns you have ever used so early in the season.
Near-by stock, not southern grown.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

MARKET FAIRLY CLEAN.

The past week was quite up to the standard for the season, there being a fairly good demand; in fact, on Saturday, at the wind-up there was very little to carry over. Prices dropped on Monday to a level much below the range of Mothers' day. There was no great stock to select from, as the growers had cut so close for the demand for that occasion. The weather, while clear and warmer, was still below normal, being quite cool, which has a good effect on stock, some being of fine quality. Carnations, especially, grade high. Roses all along the line are at their best. American Beauties and Russell, the latter particularly, are noted to be the best ever offered in this market. Ophelia and Maryland are also in fine shape. White Killarneys have the call over the pink. Snapdragons are in good supply, as are yellow daisies. The same can be said of Easter lilies and callas. Cattleyas are quite equal to requirements, while lily of the valley often runs out. Sweet peas of all conceivable shades are to be had in quantity and the cool weather keeps up the quality.

NOTES.

The bedding plant men are now about to cash in. After hoping against hope all through this month with little or no demand, most of them were holding out for the little raise that was to help out in meeting last winter's rise in coal. As day after day went by, and no customers, the 10th, the 12th and the 15th, and still no movement, it was, it must be, the war, the vegetable craze, turning the flower beds into truck patches, etc. The summer temperature of May 16-19, however, worked wonders. The demand started and more geraniums were sold in these three days than in the three weeks previous. Now all feel that it will be a grand rush until Memorial day and after. While some growers are selling for $8 in four-inch pots, a number are holding out for $10 per hundred.

George B. Davis, the woodsman, who supplies the Philadelphia market with the products of the woods and clearings, has grown grey on the job, but is still in the harness and going strong. His season begins with pussy willows and loose branch laurel, which latter he supplies the season round. Tree blossoms, dogwood, arbutus and lupines are also on his list. Laurel in flower is sold in season in quantity. In the late summer, the golden rod, blue gentian and a long season of autumn leaves. Cat-tails, thistle-balls and hardy grasses, with the Christmas greens, round up his season. His old "shanksmare" has been succeeded by a "Henry C.," which will add years to his life and much to his efficiency. Success and many more years to him.

A. L. Cartledge has been laid up for a month with a bad cold, which at one time was quite serious. He is, we are glad to say, about again showing little the worse for the struggle.

American Beauty roses, irisies and snapdragon are features with the Leo Niessen Co. The advance guard of the peonies has arrived.

K.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

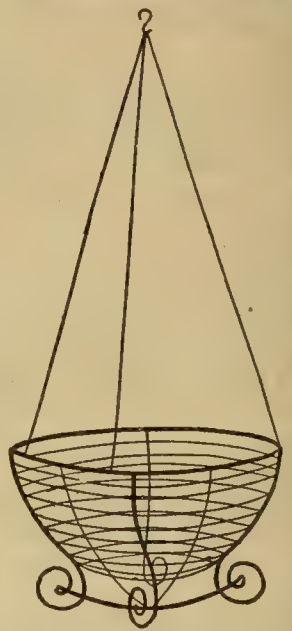
Wholesale Flower Markets

CINCINNATI, May 23.	Per 100
American Beauty, per doz...	75@ 5 00
Roses, Killarney	2 00@10 00
" Mrs. Chas. Russell	8 00@15 00
" Ophelia	4 00@15 00
" Richmond	2 00@10 00
" Sunburst	3 00@10 00
Carnations	3 00@ 4 00
Lilium Giganteum	8 00@10 00
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Sweet Peas	25@ 50
Gladiolus	4 00@ 8 00

BOSTON, May 23.	Per 100
Roses, Beauty	10 00@25 00
" Killarney Queen	2 00@ 8 00
" White and Pink Killarney	2 00@ 8 00
" Double White Killarney	2 00@ 8 00
" Killarney Brilliant	4 00@10 00
" Hadley	2 00@ 8 00
" Cardinal	2 00@ 8 00
" Mock	4 00@12 00
" Mrs. Chas. Russell	2 00@ 8 00
" Sunburst	2 00@ 8 00
" Taft	4 00@ 2 00
" Milady	2 00@ 8 00
" Ward and Hillingdon	2 00@ 8 00
" My Maryland	2 00@ 8 00
Cattleyas	35 00@50 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO. May 23.	Per 100
Beauty Special	20 00@25 00
" Fancy	15 00@20 00
" Extra	10 00@12 00
" 1st	6 00@10 00
Roses, Killarney	3 00@ 8 00
" My Maryland	3 00@ 6 00
" Sunburst	2 00@ 5 00
" Ward	2 00@ 5 00
" Ophelia	3 00@ 8 00
" Russell	8 00@12 00
" Stanley	3 00@ 6 00
" Mock	3 00@ 5 00
" Shawyer	3 00@ 8 00
Lily of the Valley	6 00@ 7 00
Lilies	6 00@10 00
Cattleyas	40 00@50 00
Carnations	2 00@ 3 00
Tulips	1 00@ 2 00
Asparagus Sprengeri	35@ 50
Ferns	per 1000, 2 50
Smilax	15 00@20 00

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$ .10
10 inch	1 35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for ..... $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING,
1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

Choice Cut Flowers and Greens

RICE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing.

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.

Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.

FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN,

Wholesale Florist.
1312 Pine St., ST. LOUIS, MO.

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, VIOLETS, EASTER LILIES and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.
A good opening for a few more growers of cut flowers.

1615 Ranstead St., Philadelphia, Pa.

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BEST QUALITY

Hanging Baskets

8 in.....	$0.90 doz.	14 in.....	$2.00 doz.
10 in.....	1.30 doz.	16 in.....	2.75 doz.
12 in.....	1.75 doz.	18 in.....	3.60 doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

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Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St. Philadelphia, Pa.

Wholesale Flower Markets

PHILADELPHIA, May 23.	Per 100
Roses, Beauty, special	20 00@25 00
" " fancy	10 00@20 00
" " extra	8 00@10 00
" " shorter grades	6 00@ 8 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	2 00@ 8 00
" White Killarney	2 00@ 8 00
" Liberty	6 00@15 00
" Hadley	6 00@30 00
" Sunburst	4 00@10 00
" Ophelia	4 00@10 00
" Hoosier Beauty	4 00@15 00
Carnations	1 50@ 3 00
Cattleyas.....each. $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	8 00@10 00
Calendulas	2 00@ 3 00
Daisies, yellow	1 00@ 2 00
Sweet Peas	50@ 1 50
Easter Lilies	6 00@ 8 00
Callas	6 00@ 8 00
Peonies	8 00@10 00

PITTSBURGH, May 23.	Per 100
Roses, Beauty, special	30 00
" " fancy	20 00
" " extra	15 00
" " No. 1	12 00
" Killarney	3 00@ 8 00
" My Maryland	3 00@ 8 00
" Sunburst	3 00@ 8 00
" Mrs. Aaron Ward	3 00@ 8 00
Cattleyas	50 00
Lilium Giganteum	8 00
Carnations	3 00
Lily of the Valley	5 00
Snapdragons	5 00
Spanish Iris	4 00
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, May 23.	Per 100
Roses, Killarney and W. Killarney	4 00@10 00
" Ward	4 00@ 8 00
" Mrs. Chas. Russell	6 00@35 00
" Ophelia	5 00@10 00
" Hoosier Beauty	4 00@10 00
Lilies	10 00@12 50
Cattleyas.....per doz., 6 00@ 9 00	
Carnations	6 00
Rubrums	4 00
Valley	4 00@ 6 00
Sweet Peas	75@ 2 00
Tulips	3 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16 inch	2.90
18-inch	3.70

THE McCALLUM CO.
INC.
Pittsburgh, - Pa.

Mention the American Florist when writing.

ST. LOUIS, May 23.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	4 00@ 8 00
Mrs Russell	4 00@ 8 00
Ophelia	4 00@ 8 00
Carnations	2 00@ 3 00
Valley	4 00@ 6 00
Lillies	8 00@10 00
Orchids	50 00@ 60 00
Ferns	per 1000. 3 50

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

New York.

SUPPLY INCREASES; DEMAND LIGHT.

Although the weather of the past week was generally dark and cool, the supply of stock continued on the increase. While the demand for carnations, largely from other cities and towns, for Mothers' day, pushed up prices, there was a speedy reaction. By, and even before the middle of the week, good carnations could be bought for $3 per 100. There was a larger supply of American Beauties on the market with a light demand. By May 17, good specials were selling at from 10 to 20 cents each, wholesale rates. Ophelia, Stanley and Mock roses are good sellers in this market and prices for special stock ranged from $6 to $8 per 100, with probably a few sales of very special Mocks at $10. Lilies, which had been in rather light supply, came in more freely and got slow at from four to six cents per flower for the average run of stock, a few giganteums bringing eight cents. A few special cattleyas brought 75 cents each, but ordinary and inferior stock ran at from 35 to 50 cents. There was a good supply of iris on the market, some of it very fine, but like all other stocks, it was slow. The tulips and narcissi are pretty well cut out, but there is an abundance of lilac, and a few peonies, from the South, have appeared on the market. There are great quantities of sweet peas, and it takes fine stock to command a good price. An exceptionally fine quality of snapdragons is occasionally seen. There are stocks and other minor varieties on the market, which do not loom large. Milder weather toward the last of the week was more favorable to the trade in geraniums and other bedding plants, which had been languishing. The near approach of Memorial day will put more life into that class of trade; but Memorial day has little effect on the retail trade of Manhattan, it being the so-called "cemetery florists" of Brooklyn, Middle Village and Woodlawn that get most of the business.

May 21.—The market is dull this morning, particularly in special stock. Selected special American Beauties are slow at $20 per 100. Cattleya gigas are slow at 50 cents each, wholesale rates. In tea roses, there is an abundant supply and they move slowly. The same can be said of all other stocks. The weather is warmer and the supply for this week will increase.

NOTES.

A full description of the patriotic decoration by Dards, Madison avenue and 44th street, New York, which appeared in our issue of May 19, did not appear with the picture and we here give it. The idea was worked out by Manager Perry of that store, and in the details he was ably assisted by his artists. The pictures of President Wilson in the center, Washington on the left and Lincoln on the right will be readily recognized. A little to the left of the center there is a battleship in harbor and in the rear a recruiting station. To the right is a fort and field camp. Cibotiums and other ferns are seen in the background. Since the photograph was taken an aeroplane has been installed, and it keeps flying and circles the field. We consider the entire scheme very clever.

We have recently noted various amusing letters in several of our contemporaries relating to a "national flower." Some of the writers want golden rod, others mountain laurel, and again the latest is the Shasta daisy. We believe that this proposition has even been considered in the congress of the United States; also, in the Society of American Florists. So far as being Americans, I assume that we are all "bear-cats" if it comes to fighting for our essential rights; but it is high time to stop this quibble about a "national flower" and similar unessential propositions. In the countries across the Atlantic, they have national churches, national flowers and nearly everything else national; but that has not prevented them from falling on each other like wolves. We can be quite "national" when every man, woman and child chooses the flower they love.

A force of floral artists from both the New York and Washington stores of J. H. Small & Sons, was in Dayton, O., on May 12, arranging an elaborate decoration for the wedding of Miss Patterson, daughter of J. H. Patterson, head of the well known National Cash Register Company. In one of the spacious rooms of the Patterson mansion, "Hills and Dales," a chapel was erected for the ceremony, and elaborately decorated with Easter lilies and cibotiums, just as a church would have been. Elsewhere, the bride received in front of a bank of blue hydrangeas and cibotiums. The piazzas of the mansion were decorated with dogwood and blue irises, interspersed with vases of American Beauty roses. The bridal bouquet was of white orchids.

B. S. Slinn, Jr., the wholesaler of the Cut Flower Exchange, has just returned from a trip of a week through Old Virginia. He advises us that he was much impressed with the developments along horticultural lines in that state. He says that in walking the main street of Richmond, it would be easy to imagine that you were on Broadway, New York. Good for Richmond! He further pays a high tribute to the hospitality of the people of Virginia.

At the funeral of Joseph H. Choate, the noted lawyer and diplomat, held at St. Bartholomew's church, May 17, there were eight carriage loads of floral designs. These were made up on the orders of the members of the French and British missions, now in this country; Governor Whitman, Mayor Mitchel, cabinet officers, senators and representatives and many other noted people.

Time flies, and as a memorial we will remind our New York readers that one year ago the present week Jonathan Nash and John Kral, of what was then the firm of Moore, Hentz & Nash, passed to their eternal rest. They died within a few days of each other. No truer hearted or better men ever did business in the wholesale district of this city.

Myer, of Madison avenue and 58th street, has made the front of his building very attractive with a succession of window boxes extending over the five stories to the roof. The boxes are filled with red geraniums, white daisies and English ivies. On the first story one long box, or a succession of boxes, covers the entire width of the building.

HENTZ & NASH INC. N.Y. WHOLESALE COMMISION FLORISTS GROWER AGENT. 55 and 57 West 26th St.

Mention the American Florist when writing

Orders taken now for 1917 crop

Valley

Chas. Schwake & Co., Inc.

90-92 W. Broadway, New York

—We are—

Wholesale Florists

Have twenty-two years' experience behind us, and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.

GUTTMAN & RAYNOR,

INC.

PHONES: FARRAGUT { 558 2036 2037

101 W. 28th St., NEW YORK

Arthur M. Clarke, son of Marshall Clarke, of David Clarke's Sons, Broadway and 75th street, has received a commission as captain in the Officers' Reserve Corps and is now in training at the Plattsburg camp. He was on the border last summer as a sergeant in the Seventh Regiment, N. Y. N. G.

Miss Margaret Rudd, daughter of W. N. Rudd of Morgan Park, Chicago, sailed from an American port, May 19, for France as a Red Cross nurse in Unit 12, United States Army Medical Corps and National Red Cross. Fine floral tributes were sent to Miss Rudd by friends in this city.

Joseph Trepel, the Brooklyn florist, who has half a dozen stores in that borough, has recently been very busy. On Sunday, May 20, he furnished 160,000 blooms of roses, carnations and tulips for the flower day of the Jewish national fund.

May 19 was the first really spring-like day that we have had, the temperature going up to nearly 80 degrees. A few more such days will bring in a great crop of flowers, and there are already more than enough.

We recently noticed in the show window of the Astoria Florist, 2188 Broad-

PAUL MECONI
WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

J. J. COAN, Inc. Wholesale Florist
115 West 28th Street, NEW YORK
Phones 5413 5891 Farragut
EVERYTHING IN CUT FLOWERS

Riedel & Meyer, Inc.
Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
PHONES—4034 and 4035 MADISON SQUARE

GEO. J. POLYKRANAS
Wholesale Commission Florist
Consignments Solicited
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

Walter F. Sheridan
Wholesale Florist
Telephone Call: 1532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301.
Mention the American Florist when writing.

John Young & Co.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone 7362 Madison Square
Mention the American Florist when writing.

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th St., New York
Telephone 5335 Farragut.

Geo. C. Siebrecht
WHOLESALE FLORIST
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut.
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Telephone Farragut 9761.
Goldstein & Futterman
WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York

Telephone Farragut 634, 3066
HERMAN WEISS
Wholesale Florist
130 W. 28th St., NEW YORK

Wholesale Flower Markets

NEW YORK, May 23.

	Per 100
Roses, Beauty, special	15 00@20 00
" " extra and fancy	8 00@10 00
" " No 1 and No 2	2 00@ 6 00
" Prima Donna	50@10 00
" Alice Stanley	50@ 6 00
" Mrs Geo. Shawyer	50@ 5 00
" Double White Killarney	50@ 6 00
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And all the NOVELTIES in the market.
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Make up your order now and let us have it as early as possible so you will have them on hand when needed.

No. 313—High Handle Rose Basket, Made of Braided Straw.

Size	Width inches	Height over all inches	Natural each	Stained each	Enameled each	2-tone each	Liner extra
2	9	13	.44	.50	.55	.60	.10
3	10½	24	.50	.60	.65	.75	.10
4	12	26	.65	.80	.85	.95	.15

No. 313½—High Handle Rose Basket, the same style as No. 313, but beautifully made of willow.

Size	Width inches	Height over all inches	Natural each	Stained each	Enameled each	2-tone each	Liner extra
3	10½	24	.65	.75	.80	.90	.10
4	12½	26	.75	.90	.95	1.05	.15
6	14½	34	1.25	1.45	1.55	1.65	.15

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Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

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way, several exceptionally fine specimens of bougainvillea that were grown by Louis Dupuy, of Whitestone, N. Y.

Since Arthur M. Clarke, of David Clarke's Sons, Broadway and Seventy-fifth street, joined the army, August Roth, a popular employe of that firm, is their buyer in the wholesale district.

At the store of G. J. Polykranas, 104 West 28th street, we have noticed an exceptionally fine stock of blue, lavendar, white and yellow irises; also, very fine Double White stocks.

Calling at the plant market, under the Queensborough bridge, on the morning of May 19, we found greatly increased activity and much fine stock.

John Young & Co. are now receiving from Earl Woerner, of Secaucus, N. J., exceptionally fine giganteum lilies.

R. E. Savage, 2310 Broadway, has recently been doing fine work in window boxes.

"When hearts whose truth was proven,
Like them we laid in earth,
There should a wreath be woven
To tell the world their worth."

A. F. F.

Nashville, Tenn.

TRADE VERY SATISFACTORY.

Flowers have improved in both quality and quantity since the previous week and prices are again normal. Carnations are selling at $1 per dozen and roses for the most part at $2, although some varieties are higher, depending on quality. Bedding plant trade continues to thrive. Peonies are still plentiful but it is more than likely that they will be all done for before Memorial day—and most of the spring flowers with them. Business during the past week has been very good with call for a variety of stock. Funeral work has been brisk and the school commencements which start next week will bring considerable business. In this part of the country there are two Decoration days, the national on May 30 and the Confederate, June 3. The former is observed almost exclusively by placing small American flags on the graves, and for the latter flowers from the home gardens are used. Consequently little grist comes to the florists' mill on this occasion.

NOTES.

Leon Geny, of Geny Bros., is getting his summer home at Old Jefferson in readiness for the season. It will be occupied by the family and also by that of his brother, Oscar. Leon Geny will be in constant touch with the business in the city, however.

The McIntyre Floral Co. is getting in a fine lot of roses in addition to a general line of good stock. Trade has been good and their shipments of peonies to northern markets have brought good returns.

The Joy Floral Co. will open its Chattanooga store May 26. This firm is now having a fine cut of roses, American Beauty being the only scarce item. M. C. D.

HARTFORD, CONN.—With cultivation of vegetables uppermost in the public mind, the June flower show of the Connecticut Horticultural Society has been abandoned this year.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857.

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F.T.D.

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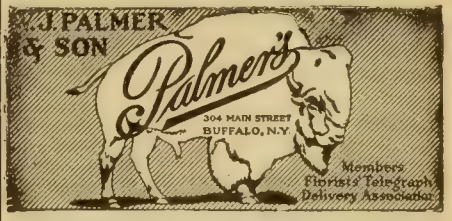

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Baumer, August R., Louisville, Ky.
Begerow's, Newark, N. J.
Boland, J. B., San Francisco.
Boulevard Floral Co., The, New York.
Bragg's Flower Store, Rochester, Minn.
Bramley & Sons, Cleveland, O.
Breitmeyer's Sons, John, Detroit, Mich.
Briggs Floral Co., Chicago.
Brooklyn Cut Flower Market, Brooklyn, N. Y.
Buckbee, H. W., Rockford, Ill.
California Florist, Tacoma, Wash.
Callahan, M. J., Philadelphia, Pa.
Central Floral Co., Chicago.
Central Floral Co., Detroit, Mich.
Clarke's Sons, David, New York.
Comley, Henry R., 6 Park St., Boston, Mass.
Cooke, Geo. H., Conn. Ave. and L, Washington.
Dard's, 44th and Madison Ave., New York.
Dominion Floral Co., The, Montreal, Quebec.
Drakos Co., 2953 Broadway, New York.
Duerr, Chas. A., Newark, O.
Duluth Floral Co., Duluth, Minn.
Dunlop's, 8 and 10 W. Adelaide St., Toronto.
Eyres, 106 State St., Albany, N. Y.
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Forter, Edward A., Cincinnati, O.
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Fox, J. M., & Son, Inc., Milwaukee, Wis.
Frauenfelder, C., Chicago.
Freeman, Mrs. J. B., Toledo, O.
Frey, C. H., Lincoln, Neb.
Frey & Frey, Lincoln, Neb.
Friedman, Chicago.
Galvin, Thos. F., Inc., New York.
Gasser Co., J. M., Cleveland, O.
Graham, A., & Son, Cleveland, O.
Grand Rapids Floral Co., Grand Rapids, Mich.
Gude Bros., Washington, D. C.
Habermehl's Sons, J. J., Philadelphia, Pa.
Hanft Bros., Madison and 62nd Sts., New York.
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Hatcher, John C., Amsterdam, N. Y.
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London Flower Shop, Ltd., Philadelphia, Pa.
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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

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Randall's Flower Shop,

13 Pleasant Street.

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Successor to A. Sunderbruch's Sons

128 W. Fourth St., Phones, Main 1874–1875

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Largest Growers in Central Pa.

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HENRY R. COMLEY, Florist, 6 Park St.

50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

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Flower Shops: 50 E. Main St., Amsterdam, N. Y.
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CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

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DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

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Newark, Ohio.

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150 East Fourth Street

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EXPERTS TO ARRANGE THEM.

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Connecticut Avenue and L Street

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S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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16 and 18 W. 3rd St.

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing.

PROVIDENCE, R. I.

and all NEW ENGLAND POINTS.

T. J. JOHNSTON & CO.

107 WASHINGTON ST., PROVIDENCE

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The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

PEA BEANS, handpicked, are $10.75 to $11.50 per bushel.

THE Dutch travelers in this country expect to sail for home on the S. S. Nordam about the first week in June.

THE supply of French made mushroom spawn in this country is practically exhausted, though at present little used.

CHICAGO.—Prices for grass seed on the Board of Trade, May 23, were as follows: Timothy, $5.50 to $8.00 per 100 pounds.

ANTIGO, WIS.—H. W. Albright has been appointed local representative of the Leonard Seed Co., of Chicago, in charge of its large warehouse here.

SWEDESBORO, N. J.—Edgar F. Hurff, contract grower of tomato, pepper and like seed specialties, reports growers require an advance of 25 cents per pound.

ST. LOUIS, MO.—The St. Louis Seed Co. has sold hundreds of thousands of tomato, cabbage, cauliflower and kohlrabi plants this season, completely exhausting its supply.

THE proposed increase in ocean freight rates on the Pacific for lily bulbs amounts to $4.15 per thousand on the 7 to 9 size and $6.25 per thousand on the 9 to 10 size.

FRENCH BULBS are ordinarily carried across the Atlantic by the Fabre line. The steamship Harpagus of this fleet was torpedoed May 9, 10 miles from Marseilles, capacity 7,500 tons.

LOS ANGELES, CALIF.—The Morris & Snow Seed Co. attracted throngs of visitors to its store recently with a splendid exhibition of irises, the collection embracing nearly 100 colors.

CARL CROPP, JR., son of the well-known secretary and treasurer of Vaughan's Seed Store, Chicago, left for California May 21, to gain some experience in the technicalities of seed growing.

NEW YORK.—The seed stores continue to do a heavy business, particularly in vegetable and bedding plants. The unseasonable cold weather up to the middle of the month killed considerable of the early plantings.

VISITED CHICAGO: Charles Hervey Lilly, of the Chas. H. Lilly Co., Seattle, Wash.; G. W. Kerr, representing W. Atlee Burpee & Co., Philadelphia, Pa., en route to California; R. J. Bowen, representing J. Bolgiano & Son, Baltimore, Md.

ONION SET crops in the Chicago district are looking well. The rains this week were badly needed and their effects ideal except that the weather has been too cold. The maggot has not appeared thus far. The acreage on the whole exceeds that of last year, the plantings of independent growers in some sections exceeding that of last year about 20 per cent. Onion seed was in liberal supply this year, while last season, growers could not supply their needs.

NORTH CAROLINA growers say that crops have not done well the first half of May, very cool nights and also cool days, with two light frosts. Some planters have plowed up their cotton and replanted it, hoping to get it started at a warmer time and avoid the stunted growth brought about by such cool weather.

Wholesale Seedsmen's League.

The board of directors of the Wholesale Seedsmen's League met at the Hardware club, New York, May 22. Those in attendance included Henry W. Wood, of T. W. Wood & Sons, Richmond, Va.; John L. Hunt, of the Jerome B. Rice Seed Co., Cambridge, N. Y.; Capt. Landreth, Burnett Landreth, Jr., and L. Philip Landreth, of the David Landreth Seed Co., Bristol, Pa.; Leonard H. Vaughan, of Vaughan's Seed Store, Chicago; Lem W. Bowen and Kirby B. White, of D. M. Ferry & Co., Detroit, Mich.; Henry C. Stahler, of the Robert Buist Seed Co., Philadephia, Pa.; Howard M. Earl, of W. Atlee Burpee & Co., Philadelphia, Pa.; F. W. Bruggerhof and E. E. Bruggerhof, of J. M. Thorburn & Co., New York; S. D. Willard, of Comstock, Ferre & Co., Wethersfield, Conn.; S. F. Leonard of the Leonard Seed Co., Chicago.

Future prices on vegetable seeds are held in abeyance by most wholesale houses and spot prices are higher. Rutabaga brings 75 cents to one dollar, turnip 60 cents to one dollar, mangel 50 cents, collards very short. The prospects for next season's importations of vegetable seeds of all kinds from abroad are extremely doubtful.

Prospects for next crop of Danish cabbage, parsnip, parsley and radish are not good.

American Seed Trade Association.

The thirty-fifth annual convention of the association will be held at Detroit, Mich., June 19-21, the opening session beginning at 10 a. m. Tuesday. The Hotel Pontchartrain has been selected for headquarters and if your reservation has not already been made, you are urged to make it at once.

Notice is hereby given that an amendment to the by-laws has been filed with the secretary permitting change in date of holding the annual convention when necessary.

The programme includes the following addresses: "Voluntary Seed Control," Hon. George H. Clarke, Seed Commissioner, Dominion of Canada; "Disease Resistance in Plants," Dr. L. R. Jones, Plant Pathologist, University of Wisconsin; "Crop Stealing"—Round table discussion led by H. A. Johns; Address by Dr. John Merle Coulter, Professor of Botany, University of Chicago.

Entertainment provided for the visitors includes an automobile drive Wednesday afternoon with stops at the Ford and Packard automobile plants, Belle Isle and Grosse Point, and at the residence of D. M. Ferry, Jr. At 6:30 the same evening there will be a boat ride and informal dinner aboard the Steamer "Tashmoo." On Thursday morning the party will go by trolley to Oakview Farm and Trial Grounds.

The executive session, which will be called to order at 5 p. m. Thursday, will close the convention.

C. E. KENDEL, Sec'y.

Seed Testing Opportunity.

For several years the United States department of agriculture has permitted persons interested to spend the months of July and August at the seed laboratory in Washington, D. C., to become familiar with the technique and practice of seed testing. It is expected that more persons than usual may wish to avail themselves of this privilege this year, through seedsmen voluntarily furnishing with the field crop seeds they sell, information concerning quality, including the name of the seeds, the per cent of pure live seed and in the case of certain imported seeds, the country of origin. It is therefore desired to know definitely, not later than June 15, how many and who may be expected. There will be no charge in connection with this work but each person who comes will be required to supply himself on arrival with certain equipment, including hand lenses, forceps, etc., at a total cost not exceeding $15. Any one wishing to avail himself of this opportunity to become familiar with seed testing should immediately make application to the seed laboratory, Bureau of Plant Industry, Department of Agriculture, Washington, D. C. It will be impossible to offer similar privileges at the branch seed laboratories maintained in co-operation with state institutions in California, Oregon, Louisiana, Missouri and Indiana.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Thorburn's
SEEDS AND BULBS
For the Trade
J. M. THORBURN & CO.
Established 1802
53 Barclay Street, - New York

Western Seed & Irrigation Co.
Wholesale Seed Growers and Dealers
SPECIALTIES:
Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, NEBRASKA.

TOMATO SEED
Grown for the Wholesale Seed Trade.
HAVEN SEED CO.
SANTA ANA, CALIFORNIA.

Boston Seed Trade.

The seed stores are now having the greatest demand, especially for vegetable seeds, in their experience. Sales forces have been augmented, but nowhere have they been able to fully handle the great business that has come to them.

R. & J. Farquhar & Co. have been compelled to close their establishment at 3 p. m. Although the weather has been very backward they have had their greatest season in the sale of garden plants and shrubs of all varieties. Vegetable seeds are in wonderful demand, everyone seeming determined to have a home garden.

Fottler, Fiske, Rawson Co. are so swamped with orders that they are compelled to close at 3 p. m. in order to clear the decks for the next day's rush.

The Jos. Breck & Sons Corporation was obliged to close its store for several days commencing May 8, in order to get out accumulated orders.

Narcissus Bulb Crop at Amoy.

The narcissus bulb crop for this season is estimated at 3,000,000 pieces, of which about 1,000,000 will be of the quality and size usually exported to foreign markets. Exporters report that the prices demanded so far by the Chinese dealers have been high, owing to the abnormal freight rates and the adverse exchange rate. The export to the United States in 1916 amounted to 1,151,000 bulbs, valued at $14,620.

Lima Bean Growers Watched.

Several small associations of lima bean growers said to have been speculating in violation of the anti-trust law have been closely watched by special agents of the department of justice. It was declared that these associations will be ordered to stop their speculating in beans or be prosecuted. A full report of the violations of the anti-trust law has been sent to Washington by special agent Webster.

GLADIOLUS
For Planting Out During May and June or for Counter Trade

	Per 100	Per 1000
STANDARD MIXED		
7 kinds or more		$13.00
EXTRA FINE MIXED		
12 kinds or more		16.50
OTHER LEADERS		
Mrs. Francis King, 1st size		$15.00
Europa, 1st size	$7.50	
Mrs. Beecher	4.00	
Myrtle	10.00	
Mrs. F. Pendleton, 1st size	7.50	
Mary Blackman	4.50	
Augusta, 2nd size	1.50	13.00

New York Vaughan's Seed Store, Chicago
Our Spring "Book for Florists" should hang at your desk

ORDER SEED PACKETS NOW FOR 1918
Paper scarce. Requirements will be double.
THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

BEANS, PEAS, RADISH
AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write for prices.
LEONARD SEED CO.
GROWERS FOR THE TRADE
226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

Lilium Giganteum
7-9 in. and 9-10 in., for immediate delivery. Write for Prices.
Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

The L. D. Waller Seed Co.
Guadalupe, California
Wholesale Growers of
FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS
Correspondence Solicited.

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA.
Rocky Ford, Colorado.
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Lily Bulbs
Shipment from Storage

	Size.	Per Case.	No. in Case
Giganteum,	7- 9 in.,	$14.50	300
"	8-10 in.,	16.50	250
"	9-10 in.,	16.50	200
Multiflorum,	7- 9 in.,	15.00	300
"	8-10 in.,	17.50	250

Giganteum shipped from Chicago as well as New York.
McHutchison & Co. The Import House
95 Chambers St., NEW YORK
Mention the American Florist when writing

Henry Fish Seed Co.
Bean Growers for the Wholesale Seed Trade
CARPINTERIA, CALIF.
Mention the American Florist when writing.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,

PEDRICKTOWN, N J.

Mention the American Florist when writing.

Grass Mixtures

FOR

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,

CHICAGO, ILL.

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The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. **MILFORD, CONN.**

Mention the American Florist when writing.

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

Mention the American Florist when writing.

R. & M. GODINEAU

SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing.

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.

EDGAR F. HURFF,

Correspondence Solicited. **SWEDESBORO, N. J.**

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ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

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Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Mention the American Florist when writing.

LILY BULBS--Cold Storage

7 to 9-inch Giganteums we can ship from Chicago.

GIGANTEUM—Cold Storage.

	Per 100	Per case	Per 1000
6 to 8-inch (400 to case)...	$ 4.00	$14.00	$35.00
7 to 9-inch (300 to case)...	5.50	14.40	48.00
8 to 10-inch (225 to case)..	7.50	14.75	65.00
9 to 10-inch (200 to case)..	9.00	16.50	82.50

MELPOMENE MAGNIFICUM—Cold Storage.

	Per 100	Per case	Per 1000
8 to 9-inch (200 to case)...	$ 6.50	$12.00	$ 60.00
9 to 11-inch (125 to case)..	11.00	13.25	105.00
11 to 13-inch (100 to case)..	15.00	14.50	145.00
13 to 15-inch (60 to case)..	20.00	12.00	190.00

Arthur T. Boddington Co., Inc.

128 Chambers St., New York City.

Mention the American Florist when writing.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing.

My Winter Orchid-Flowering

SWEET PEA SEED

have again received the highest honors by the New York and St. Louis flower shows. Over 8000 commercial growers are more than satisfied. If you are not already our customer, send your address and we will mail you our new price list in May or June: it will contain many splendid novelties.

Ant. C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Mention the American Florist when writing.

American Bulb Co.

A. Miller, President.

WHOLESALE DEALERS IN

Bulbs, Seeds, Supplies, Etc.

178 N. Wabash Ave.. Chicago, Ill.

Mention the American Florist when writing.

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER.

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin Sweet, Flint and Dent Seed Corn.

Vick's Quality Flower Seeds

In All Leading Varieties.

JAMES VICK'S SONS, Rochester, N. Y.

We carry a reserve stock of all the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago, Ill.

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,

Contract Seed Growers

LOS ANGELES, CALIFORNIA

Sweet Peas

Spencer Varieties.

	Oz.	¼ lb.	Lb.
Asta Ohn. A soft pinkish lavender self	$0.15	$0.50	$1.80
Clara Curtis. A beautiful cream of good substance	.15	.45	1.80
Countess Spencer. Clear pink	.15	.55	2.00
Dainty White ground, with beautiful picotee edge of rose pink	.20	.65	2.40
Edrom Beauty. Salmon orange	.20	.60	2.20
Flora Norton. Light blue	.15	.50	2.00
Florence Morse. Standard richly flushed with a beautiful distinct shade of pink; wings soft blush pink	.15	.50	1.80
Florence Nightingale. Bluish lavender	.20	.60	2.40
Helen Lewis. Blooms large orange sal. with pink	.15	.50	1.80
Hercules. A pale rosy pink flower of giant size	.20	.80	3.00
King White. Produces gigantic flowers pure white	.20	.65	2.50
Margaret Atlee. Rosy salmon pink on a creamy buff ground	.20	.70	2.80
Margaret Madison. A beautiful self azure blue	.20	.75	3.00
Marie Corelli. A bright glowing crimson	.20	.60	2.40
Maud Holmes. Rich crimson Spencer	.15	.50	1.80
Mrs. Cuthbertson. Standard rose pink, wings nearly white. An Improved Blanche Ferry	.20	.60	2.40
Rosabelle. A very fine large rose-colored flower	.20	.65	2.60
Royal Purple. Rich purple	.35	1.25	5.00
Thomas Stevenson. Bright orange scarlet	.15	.55	2 20
Vermilion Brilliant. A brilliant scarlet Spencer	.20	.70	2.80
Wedgwood. A lovely blue self	.20	.75	3.00
White. Flowers very large and of magnificent Spencer waved form	.15	.45	1 80

VAUGHAN'S FLORIST'S MIXTURE OF SPENCER VARIETIES:
In offering this mixture we are giving our customers the cream of the commercial varieties, and are confident it will please those who desire a mixture of the self colored ruffled sorts with the light shades predominating.
Oz. 20c; ¼ lb., 60c.; Lb., $2.40.

List of Early Flowering Long Season Spencer Sweet Peas for Greenhouse Growing ready in June.

Asparagus Sprengeri

100 seeds, 15c; 250 seeds, 25c; 1,000 seeds, 75c; 5000 seeds, $3.50; oz., 50c.

Asparagus Plumosus Nanus

100 seeds, 50c: 250 seeds, $1.00; 1,000 seeds $3.50; 5,000 to 10,000 seeds at $3.00 per 1000.

43 Barclay Street NEW YORK **VAUGHAN'S SEED STORE** 31-33 W. Randolph St. 803 W. Randolph St. CHICAGO

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.
Per 1,000
Vinca Variegata, 2-in, $2.00 per 100 ..... $20.00
S. A. Nutt, 2-in 16.00
Rex Begonias, 3-in ..... per dozen, 1.00
Satisfaction guaranteed.

ELMER RAWLINGS,
Wholesale Grower
ALLEGANY, NEW YORK

Mention the American Florist when writing.

SEEDLINGS

Clematis Paniculata

$1.50 per 100. Cash.

SAMUEL V. SMITH
3323 Goodman St., PHILADELPHIA, PA.

Mention the American Florist when writing.

Robert Craig Co...
High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

10,000 EXTRA FINE
AMERICAN BEAUTY BENCH PLANTS
$7.00 per 100; $60.00 per 1000.
The Weiss & Meyer Co., L. D. PHONE: Maywood 1382. **Maywood, Ill.**

New Hardy Perennial SNAPDRAGON

Grandiflora, Sempervirens, Garnet, $1.50 per dozen. A money maker.

F. A. HAENSELMAN, Boulder, Colo.

Mention the American Florist when writing.

Trade Directory

Price: $3.00 Postpaid

American Florist Co.
440 S. Dearborn St., CHICAGO

CHRYSANTHEMUMS

Novelties For 1917
The Best Of 1916 Introductions.
Standard varieties, both commercial and Exhibition.
NOW READY.
Also **Pompons, Anemones and Singles.**

Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.
Adrian, Mich.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

THE Aetna Life Insurance Co. has notified all employes that hereafter closing hour will be four instead of 5:30 o'clock, in order that time may be given to gardening.

SHIPMENTS of strawberries in carlots reported to the United States department of agriculture, week of May 8-14, were 1,218; total this season to date, 3,585 cars, as compared with 4,824 to corresponding date last year.

Carlot Shipments of Vegetables.

During the week of May 8-14, carlot shipments of vegetables were reported by railroads to the United States department of agriculture as follows: Asparagus, 31; early cabbage, 312; celery (Florida), 92; lettuce, 165; new onions, 561; new potatoes, 1,311; tomatoes (Florida), 563.

Prices of Indoor Fruits and Vegetables.

Chicago, May 22.—Mushrooms, home grown, 75 cents to $1.00 per pound; lettuce, small cases, 30 to 32½ cents; radishes, 50 to 60 cents, dozen bunches; celery, $2.50, crate; tomatoes, six baskets, $2.00 to $3.00; cucumbers, per 2-dozen box, $1.00 to $1.75.

New York, May 22.—Celery, per crate, 50 cents to $1.50; cucumbers, 40 to 60 cents; mushrooms, 80 cents to $1.75 per 4-lb. basket; tomatoes, per lb., 20 to 35 cents; radishes, per 100 bunches, 75 cents to $1.50; lettuce, per strap, $1.50 to $3.50.

Vegetable Prices Advance.

The weekly market review of the department of agriculture, dated May 15, reports an advance of $2 per barrel on new Florida potatoes since May 3. Prices May 14 were from $9.50 to $9.75 per barrel. To May 14, shipments of Texas onions amounted to 3,848 cars for the season. On that date first grade yellows were quoted at $1.75—$1.80 per crate, 50 cents more than on May 1 and also 50 cents higher than at the comparable time last year. Tomato prices May 14 reported from Florida points ranged from $1.75 to $2 per six-basket carrier, about the same as reported May 8. The average jobbing price of tomatoes, May 15, was from $3 to $3.50 per carrier.

Philadelphia Produce Market.

The demand for fruits and vegetables is strong at good prices. Almost everything is seen in full supply. Prices range as follows: Onions from Texas, No. 1, $2.25; No. 2, $2.00 per bushel. Canada rutabagas, $6.00 per barrel; carrots, $6.50 per barrel; Georgia cabbage, $5.00 per crate; watermelons from Florida, 50 cents, 75 cents and $1.00 each; tomatoes (Florida), $2 to $3, crate of six baskets of very good-looking fruit; southern lettuce, five-peck baskets, $2.75; string beans, $3.25; pod beans, $2.50; lima beans, $4.00 per basket; cucumbers, $3.25 per basket; Maryland strawberries, 18 cents per quart; new potatoes, $10.50 per barrel; seed potatoes—Pennsylvania, $3.25; Maine, $3.50 per bushel. K.

Lettuce Rust.

ED. AMERICAN FLORIST:

Please tell me the cause of lettuce rusting in greenhouses as per samples sent under separate cover. A. R.

Michigan.

We have had very little experience with this form of lettuce malady and do not believe it is common. However, we know of one case in our neighborhood, some years ago, and it proved exceedingly contagious, so much so, that any attempt to hold a grown crop any length of time to get a better market, proved a loss. We would recommend the closest cleanliness, digging up and burning all affected plants. If lettuce is grown in benches, they should be emptied and new soil used; if in solid beds, sterilization with steam is in order. Together with these measures must go hand in hand sound cultural methods. Lettuce requires a low temperature, constant supply of fresh air, ample moisture and plenty of plant food. The young plants should always be grown in new soil that has never had lettuce before. Strong, healthy plants is the best crop insurance. Further, make no attempt to hold crops when ready, as this invites diseases. Finally, destroy every trace of disease as soon as noticed. MARKETMAN.

Vegetable Prices at New York.

Vegetable prices on the New York market, May 21, were as follows:

Potatoes—Bermuda, new, No. 1.	
per bbl.	11.00@11.50
New, No. 2, per bbl.	10.00@10.50
New, No. 3, per bbl.	8.50@ 9.50
S. C. & Ga., No. 1, per bbl.	9.00@10.00
S. C. & Ga., No. 2, per bbl.	8.00@ 9.00
S. C. & Ga., No. 3, per bbl.	6.00@ 7.00
Florida, new, No. 1, per bbl.	9.50@11.00
Florida, new, No. 2, per bbl.	8.00@10.00
Florida, new, No. 3, per bbl.	6.00@ 7.00
Florida, new, No. 1, per bag	8.00@ 9.00
Florida, new, No. 2, per bag	7.00@ 8.00
Florida, new, No. 3, per bag	6.00@ 6.50
Old, per 180 lbs.	9.50@10.25
Old, per 165-lb. bag	9.00@ 9.50
Sweets—Jersey, No. 1, per basket	2.50@ 2.75
Jersey, No. 2, per basket	1.50@ 2.00
Asparagus—Green, fancy, dozen	3.25@.....
Green, extra, dozen	2.75@ 3.00
White, fancy, dozen	2.75@.....
White, extra, dozen	2.25@ 2.50
Beans—Florida, green, per basket	1.00@ 3.00
Florida, wax, per basket	1.00@ 3.00
Ga. & S. C., wax, per basket	3.00@ 3.50
Ga. & S. C., green, per basket	3.00@ 3.75
La., Fava, per basket	2.00@ 2.25
Bermuda, Fava, half-crate	1.50@ 2.00
Corn—Florida, per crate	2.00@ 4.00
Cauliflower—California, crate	1.50@ 2.50
Cabbages—Florida, per crate	5.00@ 6.00
Florida, per basket	2.00@ 3.00
South Carolina, per crate	5.00@ 7.00
South Carolina, per basket	1.50@ 3.00
Virginia, per crate	5.00@ 6.00
Virginia, per barrel	4.00@ 5.00
Alabama, per crate	4.00@ 5.00
Louisiana, per crate	6.00@ 7.00
Mississippi, per crate	6.00@ 7.50
Bermuda, per barrel	....@ 8.00
California, per crate	5.50@ 6.00

97th Year
J. BOLGIANO & SON,
Wholesale Garden and Field Seeds,
Onion Sets, Seed Potatoes
Growers of Pedigree Tomato Seeds
Baltimore, Md.

CARNATIONS
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Lafayette, - - Indiana

CHAS. H. TOTTY
MADISON, NEW JERSEY
Wholesale Florist
Chrysanthemum Novelties my Specialty
Mention the American Florist when writing.

HYDRANGEAS
In bud and bloom, choice stock, from 75 cents to $3 00 each.
GARDENIA VEITCHII
3½-inch pots: $15.00 per 100.
A. L. MILLER, Jamaica, N. Y.
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ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.
Mention the American Florist when writing.

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Boxwoods—Pyramids, Standards, Globes, Bush, Dwarf—one of our leading specialties. Stocked in enormous quantities.
Bay Trees—Standards, Half Standards, Pyramids. We can save you money and give better quality. Let us prove it.
Hardy Tubbed Evergreens—Clipped specimens in Taxus, Thuyas, Juniperus, Abies varieties in Pyramids, Globes and natural-shaped in large assortment.
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Landscape Evergreens and Conifers—New, rare and standard varieties. Small, medium and large sizes supplied in perfect specimens, with ball and burlap. Largest and most extensive collection in America.
Window-Box Plants—Hardy Coniferous Evergreens for winter use. All hardy and desirable sorts, best selection, lowest prices. Also Bush Box and Dwarf Edging. This line offers wide-awake florists a grand opportunity to increase their sales and profits.
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WHOLESALE GROWERS AND IMPORTERS

LILIUM SPECIOSUM RUBRUM.

Cold Storage Lilies

For Summer Blooms

LILIUM GIGANTEUM

	Per 1000
7- 9-in. (Case of 300, $15.00)	$45.00
8- 9-in. (Case of 250, 15.00)	58.00
9-10-in. (Case of 200, 16.00)	75.00

COLORED LILIES

Splendid Solid Bulbs.

	Per 100	Per 1000
Lilium Auratum, 8-9 in. (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
Lilium Rubrum, 8- 9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00

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Our Spring "BOOK FOR FLORISTS" Should Hang at Your Desk.

Bedding Plants in Abundance.

Size of Pots	100	1,000
2¼-in. Abutilons, 6 varieties	$2.75	$25.00
2¼-in. Ageratums, 3 varieties	2.25	20.00
2 -in. Alyssum, double	2.25	20.00
2¼-in. Asparagus Sprengeri	3.00	25.00
3 -in. Asparagus Sprengeri	5.00	45.00
2¼-in. Aster, 3 varieties	2.25	20.00
2½-in. Begonia Vernon	3.00	28.00
3 -in. Begonia Vernon	6.00	55.00
3 -in. Cannas by the thousands.		
2½-in. Dusty Millers	2.75	25.00
2¼-in. Chrysanthemums, 28 varieties	2.75	25.00
2 -in. Coleus, any variety	2.50	22.50
2¼-in. Cupheas, cigar plant	2.35	22.00
4, 5, 6-in. Dracæna Indivisa, 15c, 20c, 25c per 100.		
2½-in. Heliotrope, 3 varieties	2.75	25.00
4 -in. Heliotrope, 3 varieties	7.50	70.00
2¼-in. Lantanas, 8 varieties	3.25	30.00
3½-in. Lantanas, 8 varieties	7.50	70.00
2 -in. Lobelias (Crystal Palace)	2.25	20.00
2½-in. Marguerites, 3 varieties	2.75	25.00
4 -in. Marguerites, 3 varieties	7.00	65.00
PANSY PLANTS	1.75	15.00
2¼-in. Petunias, double, 12 varieties	3.00	28.00
2¼-in. Petunias, single, finest mixed	2.50	22.50
2½-in. Salvia, Bonfire or Splendens.	2.75	25.00
3 -in. Salvia, Bonfire or Splendens.	5.00	45.00
2½-in. Stocks, Princess Alice or Beauty of Nice	2.50	22.50
2½-in. Verbenas, finest mixed	2.75	25.00
2½-in. Vinca Variegata	3.50	30.00
4 -in. Vinca Variegata	7.00	65.00
Rudbeckias (Golden Glow)	4.00	35.00
Funkia Variegata	5.00	45.00
2¼-in. Fuchsias, 12 varieties	2.50	22.50
4 -in. Fuchsias, 12 varieties	7.50	70.00
2¼-in. Geraniums, 20 varieties	2.50	22.50
4 -in. Geraniums	7.00	65.00

Also abundance of other stock, including millions of vegetable plants.

Correspondence solicited.

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Wholesale Florist, WASHINGTON, N. J.

Mention the American Florist when writing.

OWN ROOT ROSES

2½-INCH STOCK

	Per 100	Per 1000
Richmond	$3.50	$30.00
White Killarney	3.50	30.00
Pink Killarney	3.50	30.00
Maryland	4.50	40.00
Sunburst	4.50	40.00

3-INCH PLANTS

	Per 100	Per 1000
White Killarney	$4.50	$40.00
Pink Killarney	4.50	40.00
Richmond	4.50	40.00

White Enchantress Carnation Cuttings $2.00 per 100; $16.00 per 1000

SPECIFY PLANTS WHEN ORDERING.

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—WHOLESALE FLORIST—

30 East Randolph Street, Long Distance Phones Central 601 and 2846 CHICAGO

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

F. O. FRANZEN 5319 N. Clark St. CHICAGO

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CROMWELL, - CONN.

GERANIUMS

Rooted Cuttings	Per 1000
S. A. Nutt and Buchner	$10.00
Ricard and Poitevine	12.50

Grown right, rooted right, packed right. Quality is as important in summer as in winter. You get quality all the year buying my stock.

ALBERT M. HERR, LANCASTER, PA.

The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

NASHUA, N. H.—L. B. Colby has been appointed superintendent of Woodlawn cemetery, succeeding Warwick Snow, resigned.

VIRGINIA, ILL.—F. T. Zinn of the Corn Belt Nursery & Forestry Association has been supervising landscape gardening being done in this city.

LOWELL, MASS.—The New England Nurseries, of Boston, have been awarded the contract, amounting to $417 to furnish trees and shrubs for Shedd park.

HONCUT, CALIF.—The St. John's Nursery Co., now operating an establishment at Bangor, this state, has purchased 105 acres here and will extend its northern operations.

BRAZIL, IND.—Dwarf trees and blooming shrubs are being planted under the supervision of A. Dinkel, local florist, at the federal building. The arrangement is artistic and is being generously complimented.

SYRACUSE, N. Y.—Arthur S. Rhodes, formerly assistant in forest botany at the state college of forestry, has been appointed assistant forest pathologist in the United States bureau of plant industry, Washington, D. C.

Fruit Crop in California.

California has produced a good orange yield and a record-breaking melon crop. Because of the increase of from 4,000 to 13,000 acres of cantaloupe, the shipment will be 6,000 cars. Apple and other deciduous tree fruit crops are average, but grapes are plentiful.

There are indications of a 50,000-car yield of citrus fruit. It is expected that the entire green fruit crop will call for 15,000 cars.

Barberry Spreads Black Stem Rust.

The Iowa agricultural experiment station at Ames reports in Circular 35 that during the season of 1916 a severe epidemic of black stem rust, which is spread by the European barberry bush, caused a loss of $110,000,000 in the wheat growing districts of Minnesota, North and South Dakota and Nebraska. In the four principal wheat growing provinces of Canada the damage was placed at $100,000,000.

The most practical way for reducing the ravages of this pest is to eliminate the European barberry bush, Denmark having accomplished remarkable results in doing away with it. In Iowa, two kinds of barberry are chiefly found, the European or common barberry (B. vulgaris) and the Japanese variety (B. Thunbergii). The Japanese variety is immune and does not spread the black stem rot. It is strongly urged that no further plantings of the European barberry be made. Those growing in close proximity to grain fields should be dug up and destroyed at once.

Salix Blanda.

This is the general name for the group of hybrid willows which has come into existence by the natural hybridization of the yellow-barked Salix viminalis with the Chinese weeping willow, Salix babylonica. These hybrids are large, hardy and vigorous trees, with branches as slender and pendulous as those of S. babylonica. What may be considered the typical form of S. blanda has light olive green branches. On other forms the branches are more or less tinged with yellow. The handsomest of them has bright yellow branches, especially at this season of the year, and is still without a proper name, although it is sold in nurseries as Salix babylonica aurea, S. babylonica ramulus aureis and sometimes as S. vitellina pendula, although there is a weeping form of the true S. vitellina to which this last name belongs. The yellow-barked variety of S. blanda is the handsomest of the weeping willows which can be successfully grown in the northern states where S. babylonica is not always hardy. At this time with its pale yellow unfolding leaves and yellow spikes of flower-buds this tree is an object of great beauty and one of the most attractive plants in the arboretum. S. blanda is not common in the neighborhood of Boston and probably has not been much planted in any part of the United States.

It is much less well known than the hybrid of S. babylonica and the European S. fragilis for which the general name is probably S. sepulcralis—probably, for it is often impossible to decide what is the correct name for hybrid willows, as there is still much confusion about their origin and history. To the S. fragilis babylonica hybrid belong the so-called Wisconsin weeping willow which has been largely planted in the northern states, and is a hardy and valuable tree. Its origin is not known at the arboretum. Thurber's weeping willow, named for the Massachusetts nurseryman by whom it has been distributed, is probably of the same parentage. Another hybrid known as Salix Salamonii is of the same parentage or is the result of the crossing of the European Salix alba with S. babylonica. This tree is highly esteemed in Europe but in this country is little known. It is a large, vigorous and hardy tree, with ascending branches and gracefully drooping branchlets, the whole forming a broad head of great beauty. This is a good time to examine the willow collection for many of the species, hybrids and varieties are flowering or just coming into bloom, and the flowers of willows are often very beautiful. The willow collection is arranged along the northeast border of the north meadow, and is most easily reached from the Jamaica Plain entrance of the arboretum.—Arnold Arboretum Bulletin, May 8, 1917.

California Privet

Largest and finest stock of California Privet of any nursery in the world.

Polish or Ironclad Privet
Amoor or Russian Privet
Berberis Thunbergii

Very Attractive Prices on Carload Lots.

J. T. LOVETT, INC.,
Little Silver, - New Jersey
The Original Growers of California Privet as a Hedge Plant.

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PAINESVILLE NURSERIES
Catalogues and Price Lists Free on Application.
PAINESVILLE, - OHIO

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied. Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

The Book of the Peony
The long and interesting history of the peony, charmingly written by Mrs. Edward Harding. Contains 259 pages with 44 illustrations in color and black and white. Handsome cloth binding.
PRICE, $6.00.
American Florist Co.
440 S. Dearborn St., CHICAGO

Reliably Hardy
Trees, Shrubs and Plants
for all purposes. Wholesale and Retail. Send for catalogs or special quotations.
THE NEW ENGLAND NURSERIES CO.
BEDFORD, - - - MASS.

HYDRANGEAS For Growing On
2½ inch pots. Last Fall Propagation.
Otaksa Lorraine Radiant
Mme. Emil Mouliere Mme. Maurice Hamar
Price 4.00 per 100.
JACKSON & PERKINS CO., Newark, New York

Aucuba Japonica

Good substitute for boxwood—Fine for filling window boxes. 24 to 30 inches high, $1.50 each.

LAUROCERASUS

24 to 30 inches high, $1.00 each.

GEO. WITTBOLD CO.

745 Buckingham Place, CHICAGO

L. D. Phone, Graceland 1112.

500,000 PANSIES

Field-Grown—In Bud and Bloom—Mixed Colors

There is no better strain for commercial purposes than my **Superb Strain Pansies,** grown from seed of my own raising, and the result of over 20 years' careful breeding. Send a trial order and be convinced. Fine, large plants. $1.25 per 100, $10.00 per 1000. Some extra large plants, $15.00 per 1000.

Largest Grower of Pansies for the Trade in the United States.

GERARIUMS, out of 3½-in. pots....$ 7.00 per 100
VINCA VAR., out of 4-in. pots..... 12.50 per 100

Cash with order. By express only.

LEONARD COUSINS, Jr., Concord Junction, Mass.

Mention the American Florist when writing.

Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.

CYCLAMEN, our own selected strain.

APLENIUM NIDUS AVIS (Bird's Nest Fern

Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

Mention the American Florist when writing.

If you are interested in Mid-Winter

Blooming Plants

—or anything in—

Soft Wooded Plants

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Geo. A. Kuhl, Wholesale Grower PEKIN, ILL.

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FIRST AID TO BUYERS

SPRING LIST ROSES 2¼ and 4-inch

400 Best Sorts—Old, New, Tried, True

THE LEEDLE FLORAL COMPANY, SPRINGFIELD, OHIO.

Mention the American Florist when writing.

BEDDING PLANTS

Wandering Jew, 5 varieties, **Lantana, Trailing Lantana, Sweet Alyssum, Ageratum, Feverfew, Dusty Miller, Salvia, German Ivy, Rose Geranium, Cupheas, Mesembryanthemums,** large flower, **Petunias,** double and single, **Snapdragons, Verbenas, Phlox Drummondi** (3 colors), **Coreopsis, Centurea Imperialis, Calendulas and African Marigolds. All above 2½ in. stock, $3.00 per 100; $25.00 per 1000.**

FUCHSIAS

2 in.....3c each 2½ in.....4c each
3 in.....6c each 4 in.....12c each
4½ in.....15c each

BEGONIAS

Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

PETUNIAS

California and Fringed Giant

2½ in., $3.00; 3 in., $8.00 per 100.
Rosy Morn, 2½ in.....$4.00 per 100

DRACAENA INDIVISA

4 in.....15c each 5 in.....25c each

SALVIA—Bonfire

2½ in., $3.00 per 100; 3 in., $5.00 per 100; 4 in., $8.00 per 100.

LOBELIA

2½ in.....$3.00 per 100

COLEUS—Brilliancy

2 in., $5.00; 3 in., $10.00; 4 in., $25.00 per 100; 6 in., 50c each.

PYFER & OLSEM, Wilmette, Ill.

The Best Canna Novelty.

ORDER NOW Planting Stock of

Yellow King Humbert

25 Fine Started Plants for $5.00

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Greenhouses, Nurseries and Trial Grounds, Western Springs, Ill.

Specialists in Specimen Stock

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Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

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COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

For the Best New and Standard

DAHLIAS

Address

Peacock Dahlia Farms,

P. O. Berlin, N. J. Williamstown Junc., N. J.

LENOX, MASS.—In order that members may have more time to raise food crops, the Lenox Horticultural Society will hold no exhibitions this year and will not meet again until September.

IMMEDIATE DELIVERY

CHRYSANTHEMUMS=Rooted Cuttings

Varieties listed in order in which they bloom.

WHITE.	100	1,000
Crystal Gem	$2.50	$20.00
Oconto	2.50	20.00
V. Poehlmann	2.00	15.00
Alice Byron	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00

YELLOW.	100	1000
Golden Glow	2.00	15.00
Golden Queen	2.50	20.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Odessa	2.50	20.00
Yellow Bonnaffon	2.00	15.00
Nagoya	2.00	15.00
Dolly Dimple	2.50	20.00

PINK.	100	1000
Amorita	2.00	15.00
Chieftain	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00
RED AND BRONZE.		
Shrimpton	2.50	20.00

25 at the 100 rate. 250 or more at the 1000 rate.

J. D. THOMPSON CARNATION CO., Joliet, Ill.

Lancaster County Florists' Association.

May 17 was another of our red letter days with Richard Vincent, Jr., as a visitor and his illustrated lecture on "Dahlias" in the evening. President H. A. Schroyer, Secretary Frank L. Kohr, and Albert M. Herr and Elmer Weaver from the common herd, dined with Mr. Vincent at the Brunswick, after which, with the assistance of Dennis Connor, he was escorted to the club rooms, where an assemblage of some 40 members, with their wives and a few friends, were waiting to greet him.

In the regular business of the club, our attorney presented a report of the work he has accomplished so far, and we are assured better express service in every way from a local point of view, but when it comes to relief from delayed long distance shipments, there is only one source, and that is the S. A. F., whom we certainly hope to see on the job this summer.

It was decided to hold the picnic at Hershey, June 21, a date that suits the country growers all right, but as it is too near examinations, etc., for the city youngsters, they are cut out.

Mr. Vincent, in addition to the lecture proper, showed a fine lot of dahlia slides and explained them as he went along in his own inimitable style. After the lecture one of our new additions to membership, J. De Barry Heinitsh, acted as caterer and served us all with ice cream and cake. This was followed by a general conversation that lasted until almost the hour of eleven. Mr. Vincent makes an ideal entertainer, and if the president of the club had not started to turn out the lights, I suppose some of the members would be there yet, listening to his interesting reminiscences and traveling experiences.

ALBERT M. HERR.

Monmouth County Horticultural Society.

The above society is arranging for its summer show which will be held at Red Bank, N. J., June 29, the proceeds to be donated to the Red Cross. Prizes will be offered for best vase of sweet peas, collections of outdoor roses, teas and hybrid teas; hybrid perpetuals, perennials, annuals, vegetables and best table decoration.

At the monthly meeting of the society May 17 sweet peas and Darwin tulips were exhibited by A. Bauer and seedling dahlias by W. Waite. Wm. Turner, Malachi Tierney and Wm. Metzdorf acted as judges. Several new members were admitted.

MARSHALLTOWN, IA.—Jas. L. Denmead has just erected two new greenhouses, 28x240 feet. On April 27 Mr. Denmead moved into his new downtown store at 109 East Main street.

Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are specially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, $6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, $1.50.

The Goldfish.—By Hugo Mulertt. 160 pages, handsomely illustrated. Price, $2.

Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.

Landscape Gardening.—By Sam'l Maynard. 338 pages, 165 illustrations. Price, $1.50.

The Rose.—By H. B. Ellwanger. Its cultivation, varieties, etc. A complete guide. Price, $1.25.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, $1.20.

The Book of Water Gardening.—By Peter Bisset. 200 pages and 139 illustrations. Price, $2.50.

Hedges, Windbreaks, Etc.—By E. P. Powell. 140 pages, with 22 illustrations. Price. 50 cents.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, $10.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, $1.50.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50c.

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Golden Queen	2.50	20.00
Marigold	2.50	20.00
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Golden Glow	2.00	15.00
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Amorita	2.00	15.00
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2½-in., extra select, strong	$ 7.50	$65.00
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DRACAENAS.

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POEHLMANN BROS. CO.,
Morton Grove, Illinois.

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ECHEVERIAS.

	100	1,000
Large size	$5.00	$45.00
Small size	3.50	30.00

Cash, please.
W. H. KIDWELL & SON,
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GREENS.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

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2¼-inch pots, $1.50 per doz., $12.00 per 100, $100.00 per thousand.

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6 inch pots	6-7	30-32 inches high	$ 1.50
8 inch tubs	6-7	42-46 inches high	4.00
8-inch tubs	6-7	48-50 inches high	5.00
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15 inch tubs	6-7	8 feet high	40.00
15 inch tubs	6-7	9-10 feet high	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		Doz.	100	1,000
2¼ inch pots			$1.50	$12	$100
3 inch pots	5	10-12 ins. high	2.50	18	150
					Each
4 inch pots	5-6	16 ins. high	5.00	40.00	.45
6 inch pots	5-6	26-28 inches high			1.50

Specimen plants, 15-inch tubs, $75.00 each.

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	Plants		Each
6 inch pots	3	26 inches high	$ 2.00
15 inch tubs	4	72-78 inches high, hv	25.00
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5 inch pots, 10-12 leaves, vari 1.50

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4 inch pots, 50 cents each; 5-inch pots....$1.00

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2¼ inch pots, 90c per doz.........$7.00 per 100

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4 inch pots..........................50c each

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Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

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If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

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Pansies. 500,000 field-grown, in bud and bloom, mixed colors, $1.25 per 100, $10 per 1,000. Extra large plants, $15 per 1,000. Leonard Cousins, Jr., Concord Junction, Mass.

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Padanus Veitchii, 4-in., $4.20; 5-in., $7.20; 7-in., $18 to $24; 8-in., $30 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

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PELARGONIUMS, mixed varieties, strong 4-in. stock, $15; 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PELARGONIUMS. Easter Greeting, 4-in., in bud and bloom. A1 plants, just right for spring sales, 15c each. Cash with order, please. FELIX KRAMER, Niles, O.

PEONIES.

Peony buds, F. Maxima, Jule Elie, E. Superba, finest quality, $5.00 per 100. Ready to cut May 20. FRED F. PAULE, R. R. No. 2, Belleville, Ill.

POINSETTIAS.

Poinsettia orders booked now for June and later delivery. ERNEST ROBER, Wilmette, Ill.

PRIMULAS.

PRIMULA MALACOIDES.

Extra fine stock	100	1,000
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM. Wilmette, Ill.

PRIMULA OBCONICA, best varieties, 2-in., $3; 3-in., $5 per 100. Obconica and Malacoides in bloom. 4-in., $12.50; 6-in., $25 per 100. HENRY SMITH, Grand Rapids, Mich.

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California, Polish or Ironclad, Amoor or Russian Privet. Very attractive prices on carload lots. J. T. Lovett, Inc., Little Silver, N. J.

ROSES.

ROSE PLANTS.
Grafted and Own Root.
The Poehlmann Quality. Known Favorably Throughout the Land.

GRAFTED—2½-inch Aaron Ward, Milady, Killarney, White Killarney, Cecile Brunner, Richmond, Sunburst ..... $120.00 per 1,000
Lots of 5,000 or more ..... 110.00 per 1,000
These prices are absolutely net cash.
For 3½-inch stock an additional $50.00 per 1,000 will be charged.

OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady, Richmond, Cecile Brunner, $7.00 per 100 ..... $65.00 per 1,000
Lots of 5,000 or more ..... 62.50 per 1,000
Sunburst, own root, $10.00 per 100 ..... 90.00 per 1,000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

POEHLMANN BROS. CO.,
Morton Grove. Illinois.

ROSE PLANTS—2½-INCH STOCK.

	100	1,000
Killarney Brilliant	$4.50	$40.00
Pink Killarney	4.50	40.00
White Killarney	4.50	40.00
Ophelia	6.00	50.00
Sunburst	5.00	45.00
Richmond	4.00	35.00
American Beauty	6.00	55.00
Baby Doll	5.00	45.00
Baby Elgar	4.00	35.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

EXTRA FINE YOUNG ROSE STOCK.

	100
Ward, 2½-inch	$5.00
Sunburst, 2½-inch	5.00

Fine Bench Plants.
Pink Killarney ....$5.00 per 100; $45.00 per 1000
Baby Doll ..... 5.00 per 100; 45.00 per 1000
George Elgar ..... 5.00 per 100; 45.00 per 1000

CHICAGO FLOWER GROWERS' ASSOCIATION,
182 North Wabash Ave., Chicago, Ill.
L. D. Phone, Randolph 631.

10,000 Extra Fine
AMERICAN BEAUTY BENCH PLANTS.
$7.00 per 100; $60.00 per 1,000.
THE WEISS & MEYER CO.,
L. D. Phone
Maywood, Maywood 1382 Illinois

ROSES.

ROSE PLANTS—GOOD STOCK.
From 3-inch pots.

	100	1000
Pink Killarney	$4.00	$35.00
Richmond	4.00	35.00
White Killarney	4.00	35.00

From 2½-inch pots.

Sunburst	$4.00	$35.00

Two-Year-Old Bench Plants.
Richmond .....$6.00 per 100; $50.00 per 1,000
White Killarney, 5.00 per 100; 40.00 per 1,000
GEORGE REINBERG.
162 N. Wabash Avenue. Chicago.

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ROOTED ROSE CUTTINGS.

Cecile Brunner	$50.00 per 1000
Richmond	35.00 per 1000

BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago, Ill.

ROSES, American Beauty and other varieties, 6-in. pots, 35c and 50c each. Kaiserin, My Maryland and other varieties, 2¼-in., $4; 3-in., $8; 4-in., $12 per 100. HENRY SMITH, Grand Rapids, Mich.

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Roses. Pot-grown, 2¼ and 4-in. Write for list. The Leedle Floral Co., Springfield, O.

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SALVIAS.
Extra strong, 3-in. pots, $5.00 per 100; 2-in. pots, $2.50 per 100. Cash.
JOSEPH BANCROFT & SON,
Cedar Falls. Iowa.

SNAPDRAGONS.

2,000 SNAPDRAGONS (mixed):
Extra strong plants and a big bargain at $3.00 per 100. First come—first served.
CHICAGO FLOWER GROWERS' ASSOCIATION.
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SNAPDRAGONS. Mixed heavy 3-in., $3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seed. Asparagus Sprengeri, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

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Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

SEEDS.

Seeds, sweet peas, Spencers, grandiflora, etc. Asters and flower seeds in general. Tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

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FIELD GROWN PLANTS.
Tomatoes (25 varieties), 100, 50c; 500, $1.00; 1,000, $1.50. Sweet and Hot Peppers (12 varieties), 100, 65c; 500, $2.00; 1,000, $3.00. No order under $1.00 accepted. Prices F. O. B. Navasota. Immediate shipment. Cash. Personal checks delay order.
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VERBENAS, strong 2½-in., all bud and bloom; 4 colors, $3.00 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

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VINCA. Variegata, extra heavy long vines, 4-in., $11.00 per 100; $100 per 1,000. Also fine 2-in., 2 to 3 shoots, $3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

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Our houses have never been below 52°, and it was not necessary to force our boiler. Best of alk we saved two carloads of coal over a year ago. (Signed)

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Send for free sample can.

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Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

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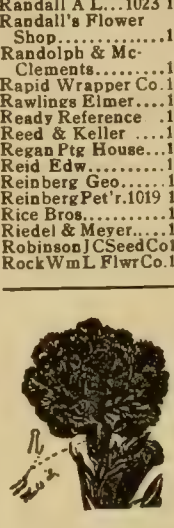

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THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR. Houston, Texas. President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G.W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June 7-8, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

Invasion.

I know that somewhere on a country way
Pink heather blooms, and where the trees were bare
Green traceries and creamy petals stray.
A sign that Spring herself has wandered there.
And when the south wind blows across the bay
It breathes the perfume of her unbound hair.

Here, I have seen her gleaming yellow coat
Lighting a flower shop in a city street,
Or she has called from out the lusty throat
Of some street urchin selling violets sweet.
And in the hurdygurdy's wheezy note
I've heard the magic of her dancing feet.
—Jane McLean, in Chicago-American.

DAHLIA GROWING FOR PROFIT.

Early June is the Time to Plant if You Plan to Grow This Profitable Fall Flower.

A Side Line That Pays.

Growers who wish to take up an outside crop that is fairly certain to bring profitable returns, should try dahlias. The time for planting them, however, is so near at hand that those who contemplate adding this line to their production must give the selection of varieties and methods of culture, speedy and serious consideration.

In the past few years these brilliant fall flowers have enjoyed such a marked success in the cut flower trade that the introduction of new varieties has been undertaken with results that are greatly encouraging to both grower and retailer. A number of specialists at Hammonton, Atco and Williamstown Junction, N. J., have, by special culture and up-to-date methods in handling stock, made the dahlia one of the most popular of autumn flowers in the eastern markets, and worked up a demand that at times is difficult to meet.

Over 100 acres are planted with a great variety of dahlias at the Peacock Dahlia Farms, Williamstown Junction, whose owner, Lawrence K. Peacock, is known as the "Dahlia King of America." The comparatively small number of populuar sorts are grown in large blocks, as thousands of a single variety are often required to fill one day's orders. They are planted out in large, level fields in the early part or middle of June, set in rows four and one-half feet apart. This spacing allows frequent harrowing, all the ground being gone over after each rain. This constant working keeps down the weeds and provides a dry mulch that is very beneficial to the plants. They are set two feet apart in the rows for special cutting, but much closer if quantity is desired, or if the tubers are being grown for stock. The ground is well manured each season, as for the best results there must be plenty of such encouragement, and with this treatment the same fields can be used again and again.

Pruning and disbudding are important in growing dahlias for cut flowers. It is a mistake to allow the plants to become too large early in the season, since they do not stand the drought. The wood gets hard, after which there are but few flowers. As they grow, they should be pinched to keep them low and bushy, with plenty of strong, young shoots, which carry the best flowers.

When the plants are beginning to attain good size, the top bud is cut out. Then, as they grow in, the side shoots, or extra buds, should be removed. New shoots spring out quickly from the lower dormant buds, and soon, instead of a single stem, there are from four to six strong shoots, that give the plant a stocky appearance, and on each of which is produced a flower. Disbudding so as to get the best blooms on long stems requires everyday attention.

Gathering and Shipping.

After the flowering season sets in, the blooms are gathered early in the day before the hot sun has time to wilt or soften them. Buckets filled with water are carried along the rows, and in them the blooms are placed as soon as cut. These are then carried to the packing shed, where they "soak" for from four to six hours. After that time they are packed in corrugated strawboard boxes, which are crated several together for shipment.

By this method the flowers are never laid down until they are packed. They are placed carefully in the boxes one layer thick—sometimes lower grade stock is packed two layers in a box. The stem ends meet in the center, and are held down by a lath cleat nailed from the outside. When packed in this way, the blooms carry long distances without danger of being bruised.

The gathering and transporting of blooms to market, together with the expenses incident to selling, cost 50 per cent of the value received. At one time it was done for 10 per cent less, but the increasing cost of boxes, freight, salaries, etc., has raised the figure to the present mark. Economy in any direction seems impossible.

The season for continuous shipping of cut blooms in quantity begins about September 15 and lasts from three weeks to a month. During its height 45,000 to 50,000 blooms are shipped each day from the six different farms of the Peacock Dahlia Farms.

The Leo Niessen Co., of Philadelphia, have handled the entire product of the Peacock Co. for the past few years. By their improved methods of packing, obtaining orders in advance, which insured direct shipments from farm to destination, the demand has been greatly increased with flowers arriving in satisfactory condition over quite long distances.

The first tubers are gathered about October 20. After November 1 the work begins in earnest, when shipment commences. At the Peacock farms, about five acres are cleaned up each day. The entire basement of the warehouse and packing shed at Williamstown Junction contains racks and bins for the storage of tubers during the winter.

The fields of selected stock here are irrigated with surface water in shallow trenches, which has been found a satisfactory method. Though there is danger from violent wind storms, dahlia plants being so brittle that they snap off at the surface of the ground, the entire crop is grown without stakes. The pruning and pinching is relied upon to keep the stock down so that it offers as little resistance to the high winds as possible.

Leading Commercial Varieties.

Some of the best commercial varieties have been sent out by Lawrence K. Peacock, who has been engaged in hybridizing for many years. He has found merit in some of the older and almost discarded sorts, which he has brought to the front again, as in the case of Marjorie Castleton, which is of the same type as Kriemhilde, but larger and of a better color, being primrose and pink, instead of white and pink. A better variety than the famous Jack Rose is Richmond, one that Mr. Peacock is sure will become one of the best commercial sorts. Minnie Burgle, the new giant red from California, is a wonderful flower, Melody is a superb yellow, Gloire de Lyon a splendid white and Minnie McCullough the popular orange and red.

Some varieties are very prolific, but to obtain large blooms they must be disbudded. Jack Rose has produced as high as 50 good flowers to a plant. Many other varieties do as well. Tubers and rooted cuttings are equally good. Only one shoot is allowed to grow from the tuber, and this, as in the case of the cutting, is pinched to make a bushy plant.

THE RETAIL TRADE

Summer Trade Opportunities.

As summer approaches, we are all wont to slow up. It is the time for the trade to fall off—we expect it, look complacently at the diminishing receipts, and the general lethargy helps things on the downward path. Suppose that this year, when everybody is in fighting humor, we retail florists get our courage up and fight off this usual summer lassitude, with an eye for our portion of the great business that is sure to develop from the immense sums of money to be put in circulation in the next year or two. Every city and community in the land will feel this impulse, which has already started in the shipbuilding industry. Labor everywhere will be in great demand at the highest wages ever paid in this country.

Dahlia Growing For Profit.

Note the Low Bushy Growth Due to Pinching Back. Variety John Wanamaker.

The demand for flowers is controlled by sentiment; let there be a shocking accident, or sudden death from natural causes, and the sympathy of relatives, friends and business associates will find expression in flowers. It is bound to be—it is the custom, war or no war. It will be found the same for all other occasions where flowers are used to carry messages of love, joy or congratulations. That it costs more to live is nothing to people that have the money; with increased earnings comes desire for whatever the fancy sees and is found to be within reach.

The newly rich are always among the best customers of the florist, and unless all signs fail the country will soon be full of this class of liberal spenders. Now is the time to put our best foot forward, always alert for the best stock and the most efficient methods in its display.

Patriotism is in the air. Feature all national holiday events and whatever is uppermost in the public mind. The windows should always be so attractive to the passer-by as to call Halt!

A larger stock of foliage plants should adorn the store. Everything should be made to look its best, the baskets, vases and other bric-a-brac Follow the customers to the country and sea shore with well worded and timely leaflets. Do not fail to tell them of the instantaneous delivery of flowers to any place in the country where their friends may have gone. Much business may be worked up in this way.

The florist who works assiduously to secure the summer trade is bound to keep himself and his business to the front, and has also laid a good foundation for the season's business on the return of his regular trade in the fall.

DAHLIA GROWING FOR PROFIT.

Up-To-Date Packing.

DAHLIA GROWING FOR PROFIT.
The Storage Room.

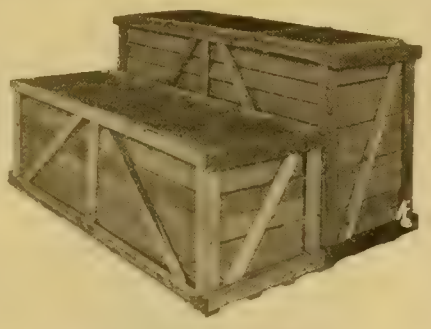
Winning the Trade.

Paper by Edgar Wenninghoff, read at the May meeting of the Fort Wayne, Ind., Florists' Club.

We florists are all striving for more business, and certainly there is no better way to secure it than to attract and interest the public by displaying the highest quality flowers. A clean and well arranged window with fresh flowers, well displayed and the setting frequently changed, is the best bid for trade the florist can make. In fact, an attractive window is the florist's most successful advertisement—a fine display in the window is an active medium in winning new customers. We want the non-flower buying public to realize more and more that flowers are always an appropriate and acceptable gift, whether it be for an occasion of rejoicing or a time of sorrow.

Plants which attract unusual attention, such as the calceolaria, blue hydrangea, yellow calla and fancy leaved caladiums, displayed in the window, arouse interest and stimulate trade. I notice these oddities are particularly interesting to the men. If we arouse and hold their interest, we have gained a good class of trade.

Invariably a great many buyers become discouraged at holidays, on account of the necessary advance in prices on cut flowers and the volume of business which makes it difficult to give the service desired by new customers. After the window display has attracted our first-time customers into the store, we must uphold our reputation by supplying only good quality flowers and the best service, and eventually they will become regular patrons. Another thing that discourages a great many purchasers of cut flowers and plants is their perishability. For this reason it is always an advantage to both the wholesaler and the retailer to sell only fresh flowers.



Dahlia Growing For Profit.
Set of Three and Five Boxes Crated for Shipment.

The newer varieties of roses have helped wonderfully in promoting the sale of cut flowers. Induce your customers to buy the better roses, considering both the lasting qualities and surpassing beauty. Convince them that the same amount of money expended for the higher quality roses, will give them better value and more satisfaction.

We cannot recall any other business in which it is so often expected that work shall be done without pay, as in the various lines of the florists' business. A great many florists are donating their time. A wreath or spray is arranged, never considering the actual time it takes to execute this work. It would be a good plan to charge more for our time, and this policy would add a great deal of dignity to the floral business. We are engaged in a business dealing in perishable goods; we must give the service and the time, so we ought to be paid accordingly. There has been no advance in the selling price of cut flowers, considering the improvement in the quality of our flowers today.

Retailer's Road to Success.

One of the most successful retail florists of the United States is William F. Gude, who manages the store end of the Gude Brothers Co., Washington, D. C. In addition, he is one of the live wires of the trade, the representative of the Society of American Florists in all matters that come before Congress or the government departments, president of the Florists' Telegraph Delivery, past president of the S. A. F., and at all times taking an active part in its legislation and conventions.

In answer to my question as to the chances of a young man going into the retail store business at this time, he answered that it depended entirely on the man himself. First of all, before branching out for himself, he must have experience. If he is a graduate of the "University of Hard Knocks" so much the better; he will understand the value of a dollar and have a correct idea of its purchasing power. He will have learned to look out for the little things, the cost of which seems insignificant, but in the aggregate are an important item. He must learn how to handle perishable stock, such as flowers, so as to have the minimum of waste.

As to the amount of capital required, many men whose only assets were grit and determination and their knowledge of the business, have succeeded, while others with bank accounts and other advantages have failed. It is in the man; if he will devote his whole time to the business, concentrate his mind on the essentials, and keep a close watch on his finances, he will win out. The bookkeeping is very important. He should be able to know at the end of every month just how he stands. Many men fail from not knowing their condition until it is too late. All is not gold that

glitters; many a design has been sent out in which there was no profit because the flowers were not counted up before they were put in. Goods are sold in the grocery by the pound or quart, but the florist in too many cases, just guesses—keeps on putting in flowers until it looks good enough.

When a foundation is laid, judicious advertising is a good lever to gain trade. It must be done carefully. First, have the goods, and if a bargain sale, see to it that it is a real reduction. His firm advertises every fall a $1.00 fern for 50 cents; this has been found to bring a great many people to the store, and many new customers are added to their list.

Courteous treatment always; a $25 customer or one with only 25 cents, should be treated alike. In the matter of complaints, no matter how unreasonable, it is best to at once offer a satisfactory adjustment. It is care and attention to the details that help most to build up a business. Flowers that are not absolutely fresh should never be sent out. Fair looking, second-day stock may work once in a while, but will more often trip you up, and a customer is gone. A florist should always carry a good stock; a full ice chest usually means a busy store. You cannot sell an article if it is not in stock. Mr. Gude believes in letting the people know you have the goods and at a certain price. Samples given out where they are likely to do good are worth while. It is a part of wisdom to let the people know that flowers are for the masses as well as the classes.

Great attention should be paid to the decoration of the windows. This firm's windows bring more business than any other advertising done. They are always kept novel and presentable, and filled with seasonable flowers and examples of artistic work all the time. All holidays are featured and often draw crowds to the windows at these times.

Being on time with all orders is very important; do not wait until tomorrow to get up an early order that has to be made up. Have it ready the night before. Very often delayed early funeral orders tax the facilities, and the designs that might have been prepared, throw everything late.

A bright and attractive store front has great advertising value; wherever possible pavement trees, such as box and baytrees, and window boxes should be important features. The store should at all times be kept clean and every article in salable condition.

Force the sale of things that do not seem to take; reduce the price if necessary and get rid of such stock before it becomes junk. Good stationery, tags, and cards are worth all they cost in effectiveness. As soon as it can be afforded, an automobile delivery car should be purchased. It more than pays for itself every year.

Always keep the practical close behind the artistic. A man who is all artist needs the restraining hand of a manager, for without such guidance there would soon be a store to let.

CLEVELAND, O.—The regular meeting of the local florists' club will be held in the Assembly room of the Hollenden hotel at 8 p. m. June 4. W. A. Manda, of East Orange, N. J., will deliver an address on "Orchids."

PLANT NOTES.

Cleaning Up.

The bedding season is over, the year's work is practically finished, the young stock for another year in preparation, and now is the time to clean house. Don't leave a lot of worthless stock scattered around the houses that takes a man's time to water, but what it is desired to save block all up together where it can be watered in a short time, and above all things throw out anything that has passed its usefulness. How often have we seen plants that would never have been of any value left standing in the greenhouses until fall planting; neglected, yet taking more or less room to be thrown out at last and the houses never thoroughly made ready for the coming crop. Get the plants that need care and attention all together and clean up the other houses. If the stock is grown in benches these will need repairing, and if badly decayed take them down and rebuild. Those that have cement benches are fortunate for they will only need repairs. Throw out all the old soil and clean up under the benches and in all the corners, and throw out any old rotting boards or pieces of crocks, and thus get rid of the vermin that invariably infest greenhouses. After the benches are cleaned out, give them a good, thick coat of whitewash in which sulphur was mixed when the lime was slacking. The advantage of this is too little appreciated by many growers. It costs but little and the prevention from fungus will often amount to a great deal. After the whitewash has dried throw a few ashes or a mulch of some kind on the wooden benches to protect them from the hot rays of the sun. Give the inside of the house a good coat of white paint; this should be done at least every other year, for the difference in the amount of light in a clean white house and a dirty one during the dark short days is material, and the increased quality and quantity of stock will more than repay for the expense and labor. Any repairs that the heating system needs should be done at once and the boilers cleaned up ready for fall. Too often the boiler is never thoroughly cleaned out after the last firing and ashes and clinkers left lying around in a moist condition, rusting the boilers. The steam boilers should either be emptied or filled, for if the water is left standing rust will form inside just above the water line and rapidly eat into the iron. These are all necessary details to be looked after at the earliest possible moment.

Canterbury Bells.

There is always a demand in the spring for something different than the flowers which the buyers have seen all through the winter and many growers have a call for some of the forced perennials. Canterbury bells are grown for this purpose and if well grown find a ready sale. Seeds sown now and grown on in pots, being shifted into larger sizes as may be required, will bloom next spring and help furnish the grower with a variety of stock. They should be grown cool during the early winter, a violet house or one of a similar temperature being about right, and then brought into a warmer house with a temperature of 50° in late winter where they will produce fine blooms for early spring. By bringing a few at a time into the warmer house a succession of bloom may be had.

Ardisia Crenulata.

The seeds of ardisia may be sown at any time during spring, and as it will take until another year to grow plants that will fruit, it is not material at which particular time they are sown. The seeds are a little slow in germinating and it is better to sow them in the manner of sowing cyclamen, about half an inch apart. In early summer they should be potted in 2½-inch pots and are better grown in a frame than in the greenhouse. In the fall when brought into the houses they should be again potted in three or four-inch pots and grown in a temperature of 50°. The plants are of a woody nature and grow slowly and should not be potted into too large pots, for it is far better to allow the roots to fill the pots before shifting. The following spring they will bloom, and should then be potted in six-inch pots and given a cool location in the houses. After the fruit has formed and grown to good size the plants should be given a good sunny position that they may take on a bright color by Christmas. If the plants are grown too warm the foliage will be thin and lack the

This CHEQUE is Yours

Without CUSTOMERS,—there would be no PENN—the Florist.
Without PENN—the Florist,—you would not have this cheque.

With YOUR boosting,—we will have more customers.
With MORE customers,—YOUR cheque will increase.

Let's Pull Together

CARD USED BY PENN, THE FLORIST, BOSTON, MASS., IN MAILING CHECKS.

substance and luster which makes them so much admired in the cooler grown plants, and the warmer grown stock gets chilled very easily, when the berries will drop off. The only insect which infests this plant is the brown scale, which, if not destroyed, will cover the plant stem completely. These should be carefully removed and continually guarded against. If there are any old plants that have dropped their lower leaves the top of these can be rooted in a similar manner to rooting rubbers, that is, by cutting into the stem and mossing the cut, and after the roots have appeared in the moss, the top cut off below the moss and potted.

Chrysanthemum Midge.
Fig. 1.—The Adult Female Enlarged.

Calceolarias.

A plant that always attracts attention and is as decorative as cineraria or other plants of that kind, and yet but little grown, is the calceolaria. The culture is very similar to that of the cineraria and is fully as easy. The seeds should be sown at once and shaded until they have produced one or two leaves when the shade should be made lighter. As soon as large enough they should be potted into small pots and shifted along into larger sizes as fast as is required. They should, as soon as well established, be given a light, airy location not shady enough for them to become drawn, but if in the full sunlight will have to be watched closely that they do not get dry. They will require cool quarters during the winter, if nice stocky plants are desired, and under this treatment fine 6-inch pot plants may be had in bloom in early spring that will surely attract attention. For the last potting a good rich soil will be required and when they begin to bloom watering with liquid manure will be beneficial. Like the cineraria they are quickly ruined by aphis and constant fumigation will be necessary. Many growers stand the plants on tobacco stems which are renewed as the strength is lost.

LOUISVILLE, KY.—In an effort to find out why coal prices have advanced 100 per cent in one year, the county circuit court has summoned coal operators and dealers to appear and give reasons therefor.

CHRYSANTHEMUMS

Chrysanthemum Midge.

The chrysanthemum midge (Diarthronomyia hypogaea F. Low.), an imported European gall fly, is now thoroughly established in the United States and is rapidly being distributed from state to state on infested chrysanthemum plants and cuttings. On the authority of California florists, this midge has been in that state for about 15 years, although the first published record was from Michigan in April, 1915. Since that date positive evidence has been secured of infested chrysanthemums grown under glass in Oregon, New Jersey, Connecticut, Indiana, Pennsylvania and Ottawa, Canada.

During the current year a number of florists have reported a total loss of their entire chrysanthemum stock, valued at several thousand dollars. Even in the case of a light infestation, the foliage is ruined for commercial purposes; whereas, in the case of a heavy infestation, the growth of the plants is completely arrested. It is obvious, therefore, that it is imperative in purchasing new plants and cuttings to insist on plants free from the chrysanthemum midge. Furthermore, even though the plants are certified to be apparently free from this

Chrysanthemum Midge.
Fig. 2.—Chrysanthemum Leaf Showing Gall.

pest, they should be thoroughly examined before they are placed in a house containing a collection of chrysanthemums.

Figures 2 and 3 illustrate the galls made by the larvae or maggots of the midge. However, in the case of a recently infested plant, the galls are very small and difficult to detect and would naturally require careful examination to discover their presence. The fully developed gall averages about 3-25 inch in length and 1-25 inch in diameter at the base, and is placed at an acute angle on the surface of the plant tissue. They occur on the leaf, leaf petiole or stem, and if present in numbers cause the plant to be deformed, as shown in figure 3. Some 50 odd commercial single stem and pompon varieties have been found to be infested with this midge. In fact, practically all cultivated chrysanthemums are susceptible to attack although the degree of infestation appears to be more severe with some varieties than with others.

For the most part the adults which are about 1-12 of an inch in length, exceedingly delicate and provided with long slender legs (figure 1) emerge after midnight, and egg laying takes place very early in the morning. The life of the male midge is usually less than a day; whereas females have been kept alive from one to three days. The entire life cycle is passed in from four to six weeks, there being several generations a year with frequent overlapping of broods.

The eggs are very small, orange colored, and are deposited on the tender new growth. They hatch within five days, and the larvae or maggots, which are very small and vary in color from a transparent white to pale orange, enter the tissues of the plant in from one to three days. The interval between this period and the emergence of the adult is passed within the gall.

As yet no satisfactory method of control has been devised, although by the adoption of precautionary measures, it is possible to keep the midge out of chrysanthemum houses. As previously stated, infested plants should under no conditions be placed in a house containing non-infested chrysanthemums. In case of a light infestation, the plants in an infested house should be frequently examined, and all tops and leaves showing galls should be pinched out and destroyed and the house fumigated with tobacco paper at frequent intervals. In case of severe infestations, all plants should be burned and the houses thoroughly fumigated with hydrocyanic-acid gas before clean stock is substituted. This method of procedure has been adopted by several growers in order that they may have clean plants for distribution.

Doubtless nightly fumigation with hydrocyanic-acid gas or possibly the

Chrysanthemum Midge.
Fig. 3.—A Severely Infested Tip, Showing Empty Pupa Cases Protruding From the Head of the Gall.

use of one of the nicotine papers will assist materially in controlling this midge, providing the fumigation takes place after midnight, after the adults have emerged. As the adults do not emerge until about midnight, fumigating early in the evening would be

practically of no avail. It is possible, therefore, to control this midge by consistent nightly fumigations to destroy the adults.

The Bureau of Entomology is now making a thorough study of this insect with a view of determining practical methods of control in commercial greenhouses. A. D. BORDEN,
Bureau Entomology, U. S. Dept. Agr.

August Koch's Ideas.

In growing plants for display in the Garfield park conservatories, August Koch has very practical ideas. Bulbous stock, destined to be forced for the various winter months is, after being potted, selected in the varieties and put away in cold frames outside, each lot with a number in the order they are to be taken out; they are partially covered and allowed a light freezing. The winter protection is then added, consisting of a liberal coat of manure mixed with soil. They are also protected by shutters so as to be easily taken out at any time.

Easter lilies are potted late in November—a little soil in the bottom, a cushion of sand on which is placed the bulb, over which is placed just enough soil to cover it. This makes the pot about one-third full. A light layer of sand and then the plants are placed in cold frames outside and covered with a litter of short manure and soil. They are allowed to freeze, are brought into the house the last of December, the loose soil down to the sand taken off and the pots filled with good compost. The shoot is by this time level with or a few inches above the top of the pot. They are now brought on slowly and kept in a condition to be advanced as quickly as desired. Hybrid calceolaria seedlings in small pots are kept on a raised side bench near the glass to give them the light and the benefit of a cooler atmosphere.

Begonia leaf cuttings are placed in rows an inch apart, the leaves facing the front of the bench and raised from the sand by a small stick like a tooth pick at the back. There is no damping off in this cuttings bed. Delphiniums and other herbaceous plants are found to force very successfully if grown in pots or pans during the summer. Nine-inch ¾ pans are the best. Plunged outside and well cared for, they ripen their wood, the pans getting well filled with roots. They are allowed a little frost and then brought on gradually inside, when they produce flowers quite the equal of those in the garden.

Propagation of the summer bedding grasses, such as pennisetum and others, is best done by making cuttings of the small shoots obtained from clumps given a little heat. The former plan of division of clumps was very slow and unsatisfactory. Large yellow painted labels, that stood well above the pot, were a feature here. Chrysanthemums and all such stock were marked in this conspicuous way. A zinc label, written and numbered in ink, designated every plant of slow growth, such as orchids and hardwooded plants of comparative slow growth. The numbers referred to date of acquisition and lot, by which means the local history of the plant was easily traced. The assistants in the houses are encouraged to make selections and crosses as they desire, being given credit for any new things produced. Mr. Koch believes this is a good way to give them a greater interest in the business.

HAIL.

Hail at Nashville, Tenn.

One of the most destructive hail storms in the history of the city, created havoc at Nashville and vicinity, a section that has been immune from severe storms of this kind for the past 18 years, followed by a terrific electrical display and a heavy downpour of rain, May 26. The rainfall in the city amounted to 2.23 inches, and in some places the hail was reported as large as hens' eggs and covered the ground to a depth of two feet. In addition to glass damage, in some instances roofs were broken, trees blown down, vegetable gardens demolished and all vegetation badly damaged. Among those who suffered severe loss was the McIntyre Floral Co., both of its establishments being in the path of the storm. This firm has for many years cultivated a tract of about 10 acres southwest of the city and recently purchased 36 acres in another location on which they have erected a splendid range of eight houses, each 30x200 feet, the entire range covering more than an acre, modern in every respect with concrete benches, etc., devoted principally to roses, particularly Russell, which are grown with great success in the new houses. It was here that this firm was hardest hit. The fine range was nearly demolished, at least seven-eights of the glass broken and the plants injured. The original range on the Hillsboro road was also damaged but not to as great an extent. Plants outside were injured but not destroyed. The Hoffatetter range nearby, a small establishment devoted to market gardening, also suffered severe damage. The McIntyre Floral Co. carried insurance but not enough to cover the total loss.

In Waverly Place, a suburb of the city, the vegetable gardens of Arnold Schmidt, comprising between five and 10 acres, were cut and slashed by the hail, while the Foster Gardens, owned by Louis Haury on the Murfreesboro road, a range of six houses 30x200, filled with all kinds of bedding plants and early vegetables, were badly damaged. He carried no insurance. Johnson Bros., in the same locality, suffered in both their greenhouses and cold frames. The private range of Dr. Brower nearby also suffered considerable loss.

On the north and west of the city, there was no damage, the ranges of Geny Bros. and the Joy Floral Co. being among the fortunate ones. The Lischey nurseries and range also escaped, as did the establishment of L. H. Haury & Sons. M. C. D.

Hail at Terre Haute, Ind.

During a severe storm that visited Terre Haute and vicinity on May 24, hail fell at four times, at noon, at 4 p. m., 6:30 p. m. and again at 8 p. m., the precipitation at 4 o'clock being the most severe. The Davis Gardens were hardest hit of the local establishments, the loss being 30,000 feet of glass, an average of 2,000 to each house. One of the new houses just finished was completely riddled. Other ranges which suffered damage were: Terre Haute Carnation Co., 2,000 lights; Cowan Bros., 1,500; L. H. Mahan, 2,000; Heinl & Weber, 1,000; John G. Heinl & Son, 500; Wm. Dinkle & Son, 500; Thos. Stevenson, 500; Henry Graham, 800. Nearly all loss is covered by insurance.

Considerable damage was also done to growing crops, many of them being literally cut to pieces. Eastern Illinois was also hard hit but owing to communication being cut off it is hard to get authentic reports. B. S.

Hail at Newcastle, Ind.

The growers of this city were visited by a serious hail storm entailing heavy losses in glass as follows: P. Weiland, $20,000; South Park Floral Co., $1,250; Wm. Dittman, $750; P. J. Lynch, $500; Fred'k. J. Benthey & Co., $500; Kneidel, $200. In addition there was more or less damage to stock outdoors.

Tornado at Matoon, Ill.

The greenhouse losses in the recent tornado which visited this city, May 26, are estimated as follows: A. D. King, 25,000 square feet; A. L. Kirchgraber, 75 lights; J. W. Shrader, $50.

Tornado at Charleston, Ill.

Greenhouse losses in the tornado which swept this city, May 26, are reported as follows: Miss Etta Nott, 4,000 square feet; H. F. Hill, 5,000 square feet; Normal School, $200 loss.

Coal Situation at Chicago.

Buying of domestic coal continues active in the Chicago district, but energetic attempts to create storage piles have proven unsuccessful, both lake and rail shipments being small, and with the steady demand there has been no increase in stocks. The price situation in Chicago during the past week was somewhat easier, while the outside situation remained practically unchanged, quotations being as follows:

	F. O. B.	F. O. B. Mines
Franklin County—Chicago		
Lump	$4.35@5.10	$3.25@4.00
Mine run	4.35@5.10	3.25@4.00
Screenings	4.10@5.10	3.25@4.00
Williamson County—		
Lump	4.35@4.85	3.25@3.75
Egg	4.35@4.85	3.25@3.75
No. 1 washed	4.35@4.85	3.25@3.75
No. 2 washed	4.35@4.85	3.25@3.75
Screenings	4.10@4.35	3.25
Saline County—		
Lump	4.85@5.10	3.75@4.00
Mine run	4.60	3.50
Screenings	4.35	3.25
Central Illinois—		
Lump	4.11	3.25
Egg	4.11	3.25
Mine run	3.86	3.00
Screenings	3.36@3.61	2.50@2.75
Clinton—		
No. 5 domestic lump	4.57@4.82	3.75@4.00
No. 4 mine run	3.82@4.07	3.00@3.25
No. 4 screenings	3.82	3.00
No. 5 and 6 mine run	3.42@3.57	2.60@2.75
No. 5 and 6 screenings	3.32	2.50
Knox County—		
Lump	4.17	3.25
Egg	4.17	3.25
Mine run	3.62	2.75
Smokeless—		
Mine run	7.55@8.00	5.50@6.00
Lump and egg	8.05@8.55	6.00@6.50
Hocking—		
Dom. lump	6.15	4.50
Kanawha—		
Dom. lump	6.40	4.50
Eastern Kentucky—		
Dom. lump	6.90@7.65	5.00@5.75
Egg	6.90@7.40	5.00@5.50

Liberty Bonds.

WHY "LIBERTY LOAN?"

The $5,000,000,000 bond issue of this year is named "The Liberty Loan of 1917" because it is to be a loan from a free people to be used in freeing the world. It is the loan of a liberty-loving people to be devoted to the establishment of liberty in Europe and on the high seas. It is the loan of the great democracy of the New World to redress the wrongs and support the cause of the democracy of the Old.

IS PURCHASE OF BONDS PATRIOTIC?

Yes; every American who subscribes to the justice of the course of the United States in entering and conducting the war we are now engaged in, should subscribe to the Liberty Loan Bond issue to the extent of his or her financial ability. Every American who subscribes to the belief that an American should stand by his or her country should subscribe to the Liberty Loan Bond issue. Every American who loves America and is jealous of America's honor should subscribe to the Liberty Loan Bond issue. The real success of the loan is to be more determined by the number of Americans participating in it, than by the amount subscribed. The spirit of the nation is going to be judged abroad, especially by our enemies, more by the number of its American men and women who support this bond issue than by the mere amount of money subscribed.

SPECIAL ADVANTAGES.

One special advantage no other bonds, national, state, municipal or corporate have, is that if the United States during the continuance of this war shall issue other bonds at a higher rate of interest, the holders of these Liberty bonds have the right to exchange their Liberty bonds for bonds bearing the higher rate of interest, dollar for dollar. They are non-taxable. If your city, county and state taxes are three mills on the dollar, a not unusual tax, these bonds are equivalent to ordinary corporate bonds or other investments bearing 6½ per cent. In addition, no federal tax which war conditions may later make necessary will affect these bonds. The only tax these bonds are subject to is the inheritance tax, which applies to all property of all kinds whatsoever.

EXTENSIVELY ADVERTISED.

It is not necessary to advertise these bonds to sell the whole issue, but it is earnestly desired that this loan shall be a popular loan, a loan by and from the people at large of the United States, and not alone from banks, trust companies and financiers. To that end bonds are to be issued of small denominations, and subscribers for small amounts are to be supplied before the subscribers for large amounts are granted their full subscription.

SECURITY.

The faith and honor of the United States, backed by all of the resources of the nation and the American people. A Liberty Loan Bond is a mortgage on all the resources and taxing powers of the Government and all of the resources of the American people.

PETERBORO, ONT.—Jordan & Co. report a complete clean-up for Mothers' day. Flowers to the amount of nearly $400 were also sold on the streets for the benefit of the Women's Council playground committee.

MONTREAL, QUE.—Mothers' day, with the visit of Marshall Joffre on the same date, brought forth the greatest demand for flowers in the history of the florists of this city and resulted in a grand cleanup in all quarters.

June 5

REGISTRATION DAY

For All Men

—between—

21 and 31 years of age

Pibroch of Donuil Dhu.

Pibroch of Donuil Dhu
Pibroch of Donuil,
Wake thy wild voice anew,
Summon Clan Conuil.
Come away, come away,
Hark to the summons!
Come in your war-array,
Gentles and commons.

Come from deep glen, and
From mountain so rocky;
The war-pipe and pennon
Are at Inverlocky.
Come every hill-plaid, and
True heart that wears one,
Come every steel blade, and
Strong hand that bears one.

Leave untended the herd,
The flock without shelter;
Leave the corpse uninterr'd,
The bride at the altar;
Leave the deer, leave the steer,
Leave nets and barges;
Come with your fighting gear,
Broadswords and targes.

Come as the winds come, when
Forests are rended,
Come as the waves come, when
Navies are stranded:
Faster come, faster come,
Faster and faster,
Chief, vassel, page and groom,
Tenant and master.

Fast they come, fast they come;
See how they gather!
Wide waves the eagle plume,
Blended with heather.
Cast your plaids, draw your blades,
Forward each man set!
Pibroch of Donuil Dhu
Knell for the onset!

Pittsburgh.

GOOD OUTLOOK FOR MEMORIAL DAY.

Some days during the past week business was good and other days it was mediocre. Perhaps the weather had something to do with it, as we had all kinds. Stock has been plentiful, especially roses and sweet peas. American Beauties are also plentiful and are sold at very low prices. Carnations are not as numerous, but ample to meet the demand. There will be no local peonies for Memorial day as the cool weather has kept them back. They will all come along in about two weeks when it will hardly be worth while to cut and ship them, as there is only one day in which good money can be realized from them. Many growers will not cut them at all, as the prices will be so low that it will not pay. Outdoor lily of the valley is coming now in abundance and takes the place of indoor grown stock, as there is considerable difference in the price. Lilac and all other outdoor flowers are flooding the market at present, which affects the sale of other stock. Most all the plantsmen are busy now hustling out their orders of spring planting, which is a little late. Other years they had the most of it done by this time. A heavy frost May 25 has injured most of the vegetable gardens in this section. We all look for a large business for Memorial day.

NOTES.

The next meeting of the florists' club will be held June 5 at the Ft. Pitt hotel. As this will be the last meeting until September, a large attendance is requested. Bedding plants and shrubs will be the topic. Perhaps a committee will be named for the outing to be held this summer.

Thomas Carr, who has succeeded Ernest R. Bolton, as first assistant at "Greenlawn," the Heinz estate, has also been named as secretary of the Horticultural Society of Western Pennsylvania, following the latter's resignation from that position.

The employes of the Harmony Nursery Co. are planning a basket picnic and outing to be held at the nurseries July 4.

Dave Hill has the sympathy of the trade and his many friends in the loss of his father, who died May 25.

Edw. Weaver of Randolph & McClements has been on the sick list.

M.

Nassau County Horticultural Society.

The annual spring show of the above society was held in the Glen Cove, N. Y., Neighborhood house, May 23, and while the quality of the blooms on the exhibition tables did not equal that of last year the competition was nevertheless keen in all classes, of which there were 27. Much credit is due Robert Jones, the hard-working manager, for his tasteful arrangement of the show. The judges were James Duthie, E. Westlake and James McCarthy, the principal prizes being awarded to the following: John F. Johnson, Jas. McDonald, Joseph Adler, William Noonan, James McCarthy, John Dombrowsky and Robert Jones. Cultural certificates were awarded to John F. Johnson for an exquisite vase of salpiglossis; James McCarthy for vase of Sweet Pea Yarrawa and to Robt. Jones for a magnificent group of French hydrangeas.

HARRY GOODBAND, Cor. Sec'y.

PEORIA, ILL.—Otto Siebenthal, well-known local florist, has been confined to his home with a severe attack of rheumatism.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.00 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

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THE late season should make good late demand for bedding and window box plants.

COAL, according to a prominent dealer, is more easily obtained between June 15 and July 15 than at any other time.

LATE frosts have again caused many early planters to make haste in providing stock to replace dead and injured plants outdoors.

HAIL and tornado insurance would seem to be a good investment for greenhouse men these stormy days, but the policy should be secured before the houses are wrecked.

Iowa Blue Law.

The Merchants Bureau and the Chamber of Commerce of Council Bluffs have expressed a determination to fight enforcement of the Sunday blue law. Among the strong objectors to the law's enforcement are J. F. Wilcox & Sons, Inc., florists, who would suffer great loss if denied the privilege of making shipments on Sunday.

ANOTHER mutual hail and tornado insurance organization supported by the State Florists' Association of Indiana is seeking membership.

Detroit Florists' Publicity for Flower Days.

Through the splendid efforts of the publicity campaign committee of the florists of Detroit, Mich., of which Albert Pochelon is chairman, the fund raised by subscription amounting to more than $1,000, together with the attention given to Mothers' day advertising by florists throughout the country, resulted in a great deal of extra business to the florists of that city this year. In addition to large and small advertisements in the leading local papers, posters, posterettes and banners, prominently displayed, also played an important part. The total cost of the Mothers' day campaign was $717, leaving a fund of nearly $500 which was devoted to the Memorial day publicity, planned along similar lines as that for Mothers' day, the motto being "Memorial Day, May 30. A tribute to the loved ones—Flowers in the Home"—and which will doubtless be equally as productive of excellent results Mr. Pochelon, in thanking the many contributors to the fund adds: "Remember, we need your cooperation, not alone in a financial way, but also in new ideas."

Society of American Florists.

LETTER TO STATE VICE-PRESIDENTS.

Houston, Tex., May 25, 1917.

State Vice-Presidents:

I am this day appointing you Chairman of the "On To New York" Convention Committee. Your duty will be to stimulate a large attendance at the convention in New York, this August.

You possibly realize that this is the most important convention we have had in years. Due to the fact that serious conditions confront our country at this time, the florists of the country should get together, and must show our co-operation with the government in the present crisis.

The florist business is looked upon by the warring nations as unnecessary business during the times of war. It is up to us to convince the people that our business is very necessary, and absolutely essential in this crisis. We should go further, and devise ways and means of growing such stock as will assist the government in food preservation. Therefore, at this convention, these various matters can be taken up and discussed.

Impress upon the members in your state, the vast importance of the coming convention, and I trust that you will take unusual interest in circularizing the members of your state. Just a suggestion—get up a state delegation, concentrating at some central location in your state, and proceed to the convention in a body.

Please advise me by return mail what I may expect from you in this work. R. C. KERR, President.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that as no objection has been filed the following registration becomes complete: Laelia-Cattleya, Adela Griswold, by William E. S. Griswold, Wyndhurst, Lenox, Mass., Alfred J. Loveless, gardener.

May 26, 1917. JOHN YOUNG, Sec'y.

American Peony Society Bulletin.

Bulletin of Peony News No. 4, published by the American Peony Society under date of May, 1917, contains 38 interesting and instructive pages, among the subjects covered being a report of the meeting of the directors of the society held in New York, April 11; a pronouncing list of peony names; a letter from E. Lemoine, of Nancy, France, an honorary member of the society; suggestions as to how to exhibit peonies; notes by Rev. C. S. Harrison, York, Neb., on the history of the peony in America; a review of Mrs. Edward Harding's "Book of the Peony," notice of which appeared in THE AMERICAN FLORIST, issue of April 7, page 674, and notes from the secretary's office.

American Rose Society.

ANNUAL OUTDOOR MEETING, JUNE 4.

The florists of Washington, D. C., as well as amateur rose growers in that locality look forward to a greater than ever attendance at the third annual outdoor meeting of the American Rose Society, which will be held at Arlington Farms national rose test gardens, Washington, Monday, June 4. Visitors are reminded to meet at Gude Bros. Co., 1214 F street, Northwest, at 9 a. m., where automobiles to the garden will be provided.

Those planning to attend will please notify Wm. F. Gude at the above address or Robert Pyle, West Grove, Pa., chairman, national rose test garden committee.

ROBERT PYLE, Chairman.

Geranium Pest.

ED. AMERICAN FLORIST:

A small white worm which attacks and completely eats out the heart of the plant is killing my geraniums. What can I do to eradicate the pest

D. C.

Pennsylvania.

Try dusting the plants with Paris green mixed with very finely sifted lime or wood ashes, using just enough of the poison to lightly color the material.

C. W. JOHNSON.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

June 7-8, Philadelphia, Pa.—Annual exhibition of the American Peony Society in conjunction with the Pennsylvania Horticultural Society. A. P. Saunders, secretary, Clinton, N. Y.

June 21-22, Syracuse, N. Y.—Annual rose show of the Syracuse Rose Society. Dr. G. Griffin Lewis, general director.

July 4, Newport, R. I.—Outdoor exhibition of the American Rose Society. Benjamin Hammond, secretary, Beacon, N. Y.

July 7-8, Boston, Mass.—Annual exhibition of the American Sweet Pea Society under the auspices of the Massachusetts Horticultural Society. Wm. Gray, Bellevue road, Newport, R. I., secretary.

August 23-26, New York.—Annual exhibition of the American Gladiolus Society, Museum building, Bronx park. Henry Youell, secretary, 538 Cedar street, Syracuse, N. Y.

September 25-27, New York.—Dahlia exhibition of the American Dahlia Society and the American Institute of the City of New York. Wm. A. Eagleson, secretary board of managers, 322 West 23rd street, New York.

November 7-9, Newport, R. I.—Annual fall show of the Newport Horticultural Society. Fred P. Webber, secretary, Newport.

November 8-11, Cleveland, O.—Cleveland flower show, including annual meeting of the Chrysanthemum Society of America and fall shows of the American Rose Society and the American Carnation Society. M. A. Vinson, manager, 402 Leader-News building, Cleveland.

March 14-21, 1918, New York.—Spring flower show in Grand Central Palace.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By good grower of chrysanthemums, carnations, pot plants and general stock. Single man.
Key 789, care American Florist.

Situation Wanted—Middle aged grower of roses, carnations, chrysanthemums, general stock designer; best references. Good wages. G., Florist, care 412 Grand River, Detroit, Mich.

Situation Wanted—As foreman or manager; have unusual ability as a grower of roses, carnations chrysanthemums and general stock, a life experience; fine credentials Address
Key 788, care American Florist.

Help Wanted—A rose grower on Beauties and teas; $18 per week to start; also helper at $16 per week. WM DITTMAN, New Castle Ind.

Help Wanted—Live men to sell greenhouse boilers in home territory. Exclusive territory, generous pay. Write for details.
GIBLIN & CO., Utica, N. Y.

Help Wanted—Young gardener with experience to assist in care of grounds and drive automobile. References required. JAMES C. KIMBERLY,
Neenah, Wis.

Help Wanted—Practical man to take charge of spring bedding and help all around in city store. Can you drive Ford car? Good salary. Address,
PANSY FLORIST, 4044 W. Madison St.,
Phone Kedzie 1017 Chicago, Ill.

Help Wanted—Experienced grower of roses carnations chrysanthemums and general green house plants; permanent position for man who can produce first-class stock. Must be sober and good worker. Give references and state wages expected in first letter.
T. NELSON, Morris Ill.

For Sale—Good windmill, with pump and tank.
THEO. FEHRMANN
3744 Le Moyne Ave., Chicago.

Situation Wanted

Expert grower now in charge of a large commercial place near Chicago will be open for engagement as superintendent and manager in the near future. Well versed in general line of cut flowers, particularly carnations, chrysanthemums, etc. State salary, location and full particulars in first letter.

Key 783, care American Florist.

LANDSCAPE ARCHITECT

Practical and theoretical man, 34 years of age, with 12 years' experience in all branches, well posted in nursery business and botany wishes position with reliable firm West or middle west preferred; not afraid of work. Best of references.

Key 787, care American Florist.

SITUATION WANTED

Good all around storeman is open for engagement. Expert salesman and designer. Ready to start work at once. Chicago preferred. Address

KEY 791, CARE AMERICAN FLORIST.

HELP WANTED

Several growers and helpers.
Good wages and steady job.

BASSETT & WASHBURN
HINSDALE, ILL.

HELP WANTED

Laborers to work around our greenhouses. Steady employment at $2.50 per day. Apply at

BASSETT & WASHBURN,
HINSDALE, ILLINOIS.

Will Trade

Modern Chicago apartment buildings, valued at $25,000 to $50,000, for cleared greenhouses or farms. State full particulars in first letter to command attention.

Key 784, care American Florist.

GREENHOUSES FOR SALE.

I have three houses under glass, 35x175, all cement wall and iron and steel supports all through; one of the finest steam-heat plants, with a first-class pumping station; has large water tank inside of work-rooms, with ten acres of soil; fine steam-heated house, with good barn, one-half mile from coaling station and close to Grand Rapids; only $9 000 00.

This bargain will interest you if you are looking for a greenhouse proposition. Address
Key 790, care American Florist.

BOILERS FOR SALE

1—60x16 Tubular, Fronts and Grates
3—66x18 Firebox, Fronts and Grates
3—48x12 Firebox, Fronts and Grates

Also smaller boilers. Write for prices.

E. J. RYAN
849 So. Racine Ave., Chicago, Ill.

The American Mutual Cyclone and Hail Insurance Co.

To Our Members, Special Notice:

The American Mutual Cyclone and Hail Insurance Company of which you are a member has grown and prospered beyond the greatest expectations of its founders, we now having over $3,500,000.00 of an assessable capital. A sufficient loss fund to take care of ordinary losses, not in debt a single dollar, every loss (in which the proofs have been returned to the office) are paid in full to date. The officers are proud of the condition of this company and are proud of you for helping to make this company the strong institution it now is. Now it is up to us and you to make this company Bigger, Better and Stronger. We propose to do this in the following manner:

1st. To reorganize the company under the Insurance Act of 1915 of the State of Indiana: This will place the company under the direct supervision of the insurance departments of each and every state where we have members; thus assuring you of a wider protection, including Fire on your dwellings and out-buildings as well as Cyclone and Hail on your entire plant and crops; the demand for fire insurance on this company has been very great, coming from greenhouse owners, but under the law under which we now operate, we can not protect our members against loss by fire.

2nd. This will enable us to divide the surplus profits each year with our members, by way of cash dividends or a reduction in the cost of their insurance.

3rd. The re-organization will in no way affect your present membership, but will better it, it will not cost you a single dollar more or less to consent to the re-organization, and besides, it will give us the right to have our members of each state elect one of their number to our board of directors.

This action granted by the unanimous consent of the board of directors of the American Mutual Cyclone & Hail Insurance Company, of Muncie, Indiana, and is in harmony with the resolutions passed by said board of directors at their meeting, held at the home office of said company on the 14th day of May, 1917.

THE AMERICAN MUTUAL CYCLONE AND HAIL INSURANCE COMPANY,
OSCAR E. ANDERSON, Sec'y.—Advt.

DEMAND STILL BRISK

—FOR ALL—

BEDDING PLANTS

AND STOCK FOR

WINDOW BOEXS

AND

LAWN VASES

Advertise Them Now. The Season Is LATE

THE AMERICAN FLORIST

440 S. Dearborn St., CHICAGO

Wedding and Commencement Flowe

Peonies -- Carnations -- Roses
Sweet Peas--Valley--Orchids
RUSSELL BEAUTIES

LILIES **CECILE BRUNNER** **SNAPDRAG**
HOOSIER BEAUTY **OPHELIA** **WHITE KILLARNE**
RICHMOND **SUNBURST** **KILLARNEY BRILLIANT**
MILADY **AARON WARDS** **KILLARNEY**

Ferns, Adiantum, Farleyense, Smilax, Plumosus, Gala
Leucothoe, Mexican Ivy, Sprengerii.
Our Roses consist of all grades,
Short, Medium, Long and Special.

Price List Mailed Weekly; if you are not on our list, let us kn

Our supply of this favorite baskets is limited; order early and protect your supply.

111—1 each..25c	111—4 each..50c
111—2 each..30c	111—5 each..60c
111—3 each..35c	

Poehlmann Bros. Co.
Supply House

June Wedding Accessorie

VALLEY CHIFFON

6-inch, per yard, - - - 8 c
10-inch, per yard, - - - 10 c

Shepherd's Crooks, Bridal Muf
No. 2 Shower Gauze, 50-yard Bolt, $1.
Bridal Scarfs, each, $1.00

Prompt Delivery On All Orders—Try

POEHLMA
72-74 E. Randolph St.,

OSE PLANTS, GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

American Beauty, own root, 2-inch, strong, $75.00 per 1000; 3-inch, strong, $110.00 per 1000.

:ED—2½-inch Aaron Ward, Milady, Killarney, White
rney, Cecile Brunner, Richmond, Sunburst.............$120.00 per 1000
of 5000 or more.. 110.00 per 1000
These prices are absolutely net cash.
r 3½-inch stock an additional $50.00 per 1000 will be charged.

OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady,
Richmond, Cecile Brunner....................$7.00 per 100; $65.00 per 1000
Lots of 5000 or more.. 62.50 per 1000
Sunburst, own root ....$10.00 per 100; 90.00 per 1000

Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

:H GRAFTED DORMANT ROSE PLANTS.

	Per 100	Per 1000
'ink Killarney. / ld Gold / Elgar	$6.00	$50.00

3½-INCH OWN ROOT DORMANT ROSE PLANTS.

	Per 1000
1300 Richmond / 165 Old Gold / 3000 Pink Killarney / 200 Elgar	50.00

2½-INCH OWN ROOT DORMANT ROSE PLANTS.

	Per 1000
2500 Pink Killarney / 350 White Killarney	$30.00

CHRYSANTHEMUMS

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
LOW—					
Glow	October 1	$2.30	$20.00	$3.00	$27.00
ora	October 14	2.30	20.00	3.00	27.00
organ (Improved w Eaton)	October 25	6.00	.....	7.00	.....
:—					
in	October 24	2.30	20.00	3.00	27.00
	November 2	2.30	20.00	3.00	27.00
	November 13	2:30	20.00	3.00	27.00
ardt	November 2	2.30	20.00	3.00	27.00
Late Pink	November 7	2.30	20.00	3.00	27.00

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
WHITE—					
Early Frost	October 26	$2.30	$20.00	$3.00	$27.00
Oconto	October 19	2.30	20.00	3.00	27.00
Smith's Ideal	November 2	2.30	20.00	3.00	27.00
White Chieftain	October 24	2.30	20.00	3.00	27.00
Eaton	November 1	2.30	20.00	3.00	27.00
W. H. Chadwick	November 7	2.30	20.00	3.00	27.00
Chas. Razer	October 29	2.30	20.00	3.00	27.00
Elise Papworth	November 2	2.30	20.00	3.00	27.00
BRONZE—					
O. H. Kahn	November 2	2.30	20.00	3.00	27.00

POMPONS

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
LOW—					
:abel	October 16	$3.00	$27.00	$3.50	$32.00
	November 1	3.00	27.00	3.50	32.00
:e	November 9	3.00	27.00	3.50	32.00
	November 16	3.00	27.00	3.50	32.00
'ellow	November 10	3.00	27.00	3.50	32.00
by	October 31	3.00	27.00	3.50	32.00
—					
Marie	October 25	3.00	27.00	3.50	32.00

Rooted Cuttings and 2½-Inch Stock.

	About time they bloom.	Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
WHITE—					
Alva	October 21	$3.00	$27.00	$3.50	$32.00
Helen Newberry	November 16	3.00	27.00	3.50	32.00
BRONZE—					
Madam La Porte	November 9	3.00	27.00	3.50	32.00
Skibo—Bronze Button	October 16	3,00	27.00	3.50	32.00
RED—					
La Gravere	October 31	3.00	27.00	3.50	32.00

Palms Western Headquarters Palms

irgest and most complete stock offered in the West, in a healthy, strong and clean condition.

:TIA FORSTERIANA SINGLE PLANTS

pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
tubs	6-7	42-46 inches high	$ 4.00
tubs	6-7	48-50 inches high	5.00
tubs	6-7	50 inches high, heavy	7.00
tubs	6-7	8 feet high, heavy	40.00
tubs	6-7	9-10 feet high, heavy	50.00

:IA FORSTERIANA MADE UP PLANTS.

	Plants		
tubs	4	72-78 inches high, heavy	$30.00
tubs	4	75-80 inches high, heavy	35.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼ inch pots			$1.50	$12	$100
3 inch pots	5	10-12 inches high	2.50	18	150
					Each
4 inch pots	5-6	16 inches high	5.00	40	.45
6 inch pots	5-6	26-28 inches high			1.50

Specimen plants, 15 inch tubs, $75.00 each.

AREOA LUTESCENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high	$1.25

PHOENIX ROEBELENII.

5 inch pots....................................$1.00

ASPIDISTRAS.

5 inch pots, 10-12 leaves, vari.................... 1.50

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, 90c per doz.............$7.00 per 100

LIVISTONA ALTISSIMA.

2¼ inch pots, $1.00 per doz...........$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots...................................50c each

STEVENSONIA GRANDIFLORA.

4 inch pots...................................50c each

DRACAENAS.

	Each	Doz.	100
5 inch Imperalis	$1.00	$12.00	
4 inch Terminalis	.40	4.20	
3 inch "	.25		$22.00
5 inch Lindenii	.80	9.00	
8 inch Margaret Storey	.30	3.25	

MISCELLANEOUS PLANTS

RAMBLERS—35c, 50c, 75c and $1.50 each. **AMERICAN BEAUTY ROSES** in pots—50, 75 to $1.00 each.

	Size pots	Per 100
ıntheras, Red and Yellow	2¼-in.	$ 3.00
000		25.00
us Plumosus, 3-in. pots, per 100		8.00
us Plumosus, 6-in. pots, each		.35
us Sprengerii, 3-in. pots, per 100		7.00
Luminosa and Vernon	2¼-in.	3.00
000		27.50
Chatelaine	2½-in.	4.00
Chatelaine	3-in.	10.00

	Size pots	Per 100
Canna, King Humbert	4-in.	12.00
Coleus in variety	2½-in.	3.00
Per 1,000		27.50
Crotons, well colored, 4-in., $4.80 per doz.; 5-inch, 60c and 75c each; 6-in., $1.25 each.		
Pandanus Veitchii, 4-in., per doz		4.20
Pandanus Veitchii, 5-in., per doz		7.20
Stocks 2½ in., $3.00 per 100.		

	Size pots Per 100
Pandanus Veitchii, 7-in., per doz.	$18.00 to $24.00
Pandanus Veitchii, 8-in., per doz.	30.00
Rubber Plants, 6-in. pots, per doz	9.00
Rubber Plants, 7-in. pots, each	$1.50 to 2.00
Larger Plants, each	2.50 to 3.00
Table Ferns, 2½-in. pots, per 100	4.00
Table Ferns, 3-in. pots, per 100	8.00
Pteris Assorted, 4-in. pots, per 100	$15.00 to 20.00
Holly Ferns, 4-in. pots, per 100	15.00 to 20.00

A Nominal Charge is Made for Packing.

N BROS. CO.

ng Distance Phone, Randolph 35. **CHICAGO, ILL.**

Flowers for Commencement Exercises

Beauties, Roses, Sunburst, Fancy Russell, Carnations

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

CURRENT PRICE LIST—In effect June 1.

AMERICAN BEAUTIES

	Per dozen
Specials, extra long stems	$4.00
Stems 30 to 36 inches	2.50 to 3.00
Stems 18 to 24 inches	1.50 to 2.00
Stems 12 to 15 inches	1.00
Shorter lengths	.50 to .75

RUSSELL—The best in this market.

	Per doz.
Specials, extra long	$2.00
Long	1.50
Good medium	1.00 to 1.25
Good short	.60 to .75

RED ROSES

Rhea Reid, Richmond and Hoosier Beauty	Per 100
Long	$8.00 to $10.00
Good medium	6.00 to 7.00
Good short	4.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$8.00 to $10.00
Good medium stems	6.00 to 7.00
Good short stems	4.00

Pink and White Killarney, Brilliant	Per 100
Long	$8.00
Good medium	6.00
Good short	$3.00 to 4.00

OUR SELECTION: Assorted Roses, our selection, in lots of 300 or more, at the rate of $3.00 per 100.

CARNATIONS

Red, extra fancy **Belle Washburn**	$3.00 to $4.00
Pink and White, extra fancy	3.00 to 4.00
VALLEY	$5.00 to $6.00
SWEET PEAS	.50 to 1.00

GREENS

ASPARAGUS SPRENGERI	Per 100 $2.00 to $3.00
GALAX, Green or Bronze	Per 1000 1.25
CHOICE COMMON FERNS	Per 1000 3.50

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Gregga Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

MEMORIAL DAY TRADE BETTER THAN 1916.

The Memorial day trade was very good this year, with practically all the wholesalers reporting an increase in sales over 1916. The supply in general was not as large as last year, but what stock was offered brought better prices and cleaned up completely in most lines. Peonies were never so scarce for Memorial day, and never brought such high prices or cleaned up so completely at such an early hour. Carnations were in large supply, but were in brisk demand and cleaned up quickly at satisfactory figures. American Beauty roses were none too plentiful and it was impossible to supply anywhere near the demand which in itself was nothing to speak of. Roses had a good call, but the demand was principally for short and medium stemmed stock, and while the longer stemmed grades were disposed of at good figures prices could have been much better, and this is particularly true of fancy long-stemmed Mrs. Chas. Russell. Cape Jessamines were not as plentiful as in 1916 and what few were offered were disposed of at good prices. Double White narcissus, which in former years was quite a factor in the market for Memorial day, was late this season and did not cut much of a figure in the offerings. Lilac was not very plentiful compared to former years, but the supply of gladioli was considerably larger and found many buyers. Orchids and lily of the valley were scarce. Sweet peas were in good supply, but the demand for them was rather light early in the week, and while they cleaned up nicely prices were not as high as expected, although satisfactory. Miscellaneous stock sold well and, taking everying into consideration, the Memorial day trade this year was very good, with the total sales in practically almost all instances showing an increase over that of 1916. Stock in general was scarce and it was impossible for some of the wholesalers to fill anywhere near all their orders in full.

NOTES.

Bassett & Washburn had such a heavy demand for stock for Memorial day that they found it almost impossible to fill all the late orders that kept coming in. Out-of-town demand was exceptionally heavy and the late city call very satisfactory.

A. T. Pyfer & Co. enjoyed a splendid Memorial day trade and cleaned up completely in all lines of stock long before the rush was over. Both carnations and roses were in brisk demand with them and brought very satisfactory prices.

J. A. Budlong's out-of-town demand for Memorial day was very heavy and their city call exceeded all expectations. Carnations especially were in brisk demand.

Miss Frances Ludlow, of Vaughan's Seed Store flower seed department, is spending a few days with a sister in St. Louis this week, after a very heavy season.

A. Lange had a heavy call for funeral work last week, which could not have come at a more opportune time for the market conditions were all his way.

T. B. Brown, of A. Lange's force, has quit batching it since his wife returned from the west coast of Florida where they own a large farm.

W. J. Smart, formerly with Knight & Struck Co., New York, is now with the Foley Greenhouse Mfg. Co., calling on the private trade.

RAPID PER

Pat. May, 1916—Trade Mark Registered.

FASTEST

Plant Wrapping Device Known To The Florists' Trade.

California orders filled direct from branch office 448 Bush St., San Francisco, Calif.

THE RAPID WRAPPER CO.
56 E. Randolph St., Chicago.

Mention the American Florist when writing

PERCY JONES INC.

WHOLESALE COMMISSION FLORISTS
56 East Randolph Street
CHICAGO

Percy Jones, Inc., enjoyed a most satisfactory Memorial day trade, which was much better than that of 1916.

Wm. Wolf, with A. Lange, is serving on the jury.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 CHICAGO

MAMMOTH SUPPLY

ROSES-CARNATIONS-PEONIES
SWEET PEAS-LILIES-VALLEY
IRIS-ORCHIDS-GREENS-ETC.

For Weddings and School Closings.

You can always get what you want in Cut Flowers and Greens from us. Our line is most complete in every respect and represents the entire output of nearly 100 of the best and leading growers consigning their stock to the World's Largest Wholesale Cut Flower Market.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good.

ZECH & MANN

EXTRA LARGE SUPPLY
Russell-Ophelia

SUNBURST-KILLARNEY-WHITE KILLARNEY AND MILADY ROSES FOR THE

June Weddings and School Closings

FANCY SWEET PEAS

Most beautiful stock ever offered. Just what you need for your wedding bouquets and corsage work. Mammoth supply in all length of stems—plenty fer everyone—so order here.

LILY OF THE VALLEY-PEONIES-LILIES-ETC.

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

30 E. Randolph St., L. D. Phones Central {3283 3284 Automatic, 42-965 **Chicago**

Mention the American Florist when writing.

The Chicago Flower Growers' Association had its share of the Memorial day trade, which kept Manager Klingsporn and his able assistants busy as bees to attend to. Their supply was heavy and complete in almost every respect but roses and carnations were the leaders and sold remarkably well.

Peter Reinberg's sales for Memorial day were considerably ahead of those of 1916, according to Felix Reichling. Roses and carnations were in large crop with this concern, but no trouble was experienced in disposing of all the stock at an early hour.

Vaughan's Seed Store has an unusually fine display of tulips in the firm's trial grounds at Western Springs, this week. Sample blooms may be seen at the store, 31 West Randolph street.

—THE—

Cleveland Florists' Exchange

Wholesale Commission Florists and Florists' Supplies.

606 HURON RD., CLEVELAND, O.

Mention the American Florist when writing.

HEAVY SUPPLY

ROSES and CARNATIONS

For Weddings and School Closings.

Place Your Orders With Us and You Will get the Best Stock Obtainable for the Least Money.

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	$12.00 to $15.00
Good	8.00 to 10.00
MINIATURE ROSES.	**Per 100**
Baby Doll	$3.00
Elgar	3.00
WHITE AND PINK KILLARNEY, OPHELIA, SUNBURST AND RICHMOND.	**Per 100**
Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00
ROSES, OUR SELECTION	**4.00**

CARNATIONS.	Per 100
Fancy	$3.00
Good	2.00
MISCELLANEOUS.	**Per 100**
Peonies	$ 6.00 to $ 8.00
Valley	6.00
Lilies	12.50 to 15.00
Ferns, per 1,000	3.50
Smilax, per doz. strings	2.50 to 3.00
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.25

Other Green Goods at Market Rates.

Our Range of Greenhouses is one of the Three Largest in America.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **Chicago**

Mrs. Laura T. C. Spencer, mother of Archie C. Spencer, died this week. The funeral was held Tuesday, May 29, at 2 p. m., from the late residence, 550 North Ridgeway avenue, to St. Timothy's church; Huron and Central Park avenue, with interment at Oak Ridge cemetery. There were a large number of floral offerings seen at the funeral, which consisted of many beautiful pieces from Archie's many friends in the trade.

Eric Johnson, manager of the A. L. Randall Co.'s cut flower department, was ably assisted during the heavy Memorial day rush by Frank Johnson and his able assistants, Ed. Galavan and G. Way. The boys had to work all day Sunday and late nights to handle the heaviest Memorial day cut flower demand in the history of the firm.

Poehlmann Bros. Co. enjoyed a fine Memorial day business in both the cut flower and supply departments with the total sales running away ahead of last year. This firm is cutting a good supply of orchids which are in brisk demand and have been holding up well in price in this market for the past few months.

A. L. Vaughan & Co. handled a large quantity of Cape Jessamine in addition to a complete line of all other seasonable stock for Memorial day and experienced a good cleanup in all lines. This firm's sales for the month of May are over $5,000 ahead of those of the same period during 1916.

Wietor Bros. are more than satisfied with their Memorial day trade, which was very good and resulted in an early cleanup in all lines. The demand for both roses and carnations at this house was surprisingly large owing to the great scarcity of peonies.

PEONIES! ROSES!

Large Supply. Write for prices.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 **CHICAGO**

Mention the American Florist when writing

Mrs. Frances Spickerman, proprietor of the Sandwich Greenhouses at Sandich, in a letter to Zech & Mann, writes that she suffered considerable loss in glass breakage during the heavy hail storm which visited that city last Saturday afternoon, May 26.

O. Johnson says that the Batavia Greenhouse Co. cut its first lilac this year May 21, 10 days later than last season. Last year they cut their first peonies May 21 and this year their first shipment did not arrive until the last day of this month.

E. F. Winterson's new home at Highland Park, known as Ridgewood Farm, was almost entirely destroyed by fire which started from an overheated fireplace last Friday evening, May 25. The loss was fully covered by insurance.

Erne & Company are handling a fine supply of out-door lily of the valley, which is in good demand. This firm handled a large quantity of peonies for Memorial day, which cleaned up at an early hour.

O. A. & L. A. Tonner handled a large quantity of fancy peonies for Memorial day, which had much to do with their total cut flower sales, showing a great increase over last year.

AUTOMOBILE SUPPLIES

Have you received our catalogue? Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE

Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL.

Mention the American Florist when writing.

J. E. Pollworth, of Kennicott Bros. Co., returned from his southern trip in time to assist H. B. Kennicott and the Kennicott force with their best ever Memorial day trade.

Adolph and Chas. Benesch, of the E. F. Winterson Co., have the sympathy of the trade in the loss of their mother, whose death occurred this week.

The Chicago Florists' Club will meet at the Briggs hotel, 188 West Randolph street, next Thursday evening, June 7, at 8 o'clock.

Philips, the Florist, is now proprietor of the store at 1008 Belmont avenue.

Always Buy Your Wedding and Commencement Flowers From Us.

Peonies--Roses--Carnations--Iris--Sweet Peas--Etc.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	1.00 to 1.50
Short stems	100, 4.00 to 6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES.	
Richmond, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Milady, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Killarney Brilliant, special	$10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Ophelia, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Killarney, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Mrs. Ward, special	$10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Sunburst, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Cecile Brunner	3.00
Elgar	3.00
Baby Doll	3.00
ROSES, OUR SELECTION	5.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Fancy	$3.00
Red and pink	2.00

ORCHIDS.	Per doz.
Cattleyas	$9.00

EASTER LILIES.	Per 100
Select	$10.00 to $12.50

PEONIES.	
Fancy	$8.00
Special	6.00
Good	4.00

MISCELLANEOUS.	Per 100
Valley	$6.00
Spanish Iris, per doz.	$1.00 to 2.00
Calendulas	2.00 to 3.00
Daisies	.50 to 2.00
Snapdragons	per bunch .50 to 1.00
Callas	per doz. 1.50 to 2.00
Sweet Peas	.50 to 1.00
Cape Jessamines	1.50 to 3.00

GREENS.	
Asp. plumosus	per string $0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri	per bunch .35 to .50
Adiantum	per 100 1.00
Smilax, choice	per doz. 1.50 to 2.00
Fancy ferns	per 1,000 3.50
Galax leaves	per 1,000 1.25
Wild Smilax	per case 5.00
Boxwood —per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Mention the American Florist when writing

Extra Fancy PEONIES $4.00 to $8.00 per 100.

SPANISH IRIS, $4.00 to $8.00 per 100.

Large quantity of fancy lavender, white, blue and yellow. Leading Chicago Retail Florists use our Iris in their best work.

ROSES, SNAPDRAGONS, CARNATIONS, DAISIES, SWEET PEAS, CALENDULAS, GREENS AND ALL OTHER MISCELLANEOUS SEASONABLE STOCK.

SUPPLIES: Fancy line of Cut Flowers and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies **30 East Randolph St., CHICAGO, ILL.**

The frost last week cut down the stock in over 700 planted graves at Mt. Greenwood cemetery. The temperature at that point was 24 degrees, May 22-23.

Visitors: Chas. Sherwood, Waterloo, Ia.; D. Nicas, proprietor of the Chicago Flower Market, Decatur; W. J. Miller, of W. J. Miller & Son, Pontiac; Marion Ullschmidt, representing Grimm & Gorly, East St. Louis, Ill.

SPRINGFIELD, O.—B. C. Blake is in Chicago this week looking up supplies for summer and fall business, and says his trade has been unusually good the past 12 months. Mr. Blake looks forward to continued good business in our trade lines if coal can be secured at a reasonable price.

HACKENSACK, N. J.—George C. Brinkerhoff has three fine boys and says he is going to make florists of all of them.

We make a specialty of
High Grade Flowers
that will reach our customers in good condition and give complete satisfaction.
INCREASE YOUR PROFITS
by placing your orders with us.

Buy Here:

Extra large and fine supply of Roses, Carnations, Peonies, Sweet Peas and al other miscelleaneous seasonable stock for Weddings and Graduation Exercises.

A. T. PYFER & CO.
—Wholesale Florists—
30 E. Randolph St., CHICAGO, ILL.
Long Distance Telephone—Central 3373.

Boston.

SUPPLY INCREASES.

Clear skies have worked wonders with greenhouse stock, resulting in an abundance of flowers being thrown on the market, and conditions have taken a slump. Candytuft, feverfew and spiræa are looking extra well despite the cloudy weather of the last month. Carnations, roses and sweet peas are finding a ready market and there is very little reduction in prices.

NOTES.

John J. Cassidy, in his new location on Beacon street, formerly occupied by W. E. Doyle, has started a campaign with magnolia wreaths, arranged with real flowers, instead of the artificial ones formerly used. He has twice as many orders booked in advance as he had a year ago, showing what can be done if a little energy is exerted.

E. L. Estey, of West Roxbury, father of the "Estey boys" who have done so much for this market in the way of novelties, died recently at the age of 83 years. Many floral pieces were sent from both local markets and numerous shops in loving tribute.

Penn, The Florist, is having an especially heavy demand for Memorial day, proof that his extensive advertising pays well. He has recently added a Vim truck to his already extensive delivery equipment.

The force in the supply department at H. M. Robinson & Co., worked every night for two weeks getting up orders. At the time of the writer's visit three caravans were being loaded with express shipments.

Welch Bros. Co. is receiving large shipments of peonies from the south, which are selling rapidly. Orders are also being booked for delivery, June 1, of pale pink, white and red varieties of this flower.

Thomas F. Galvin, Inc., report especially heavy demand for Memorial day at both stores. Several elaborate June wedding decorations have already been booked.

Anticipating the best Memorial day business in their history, B. A. Snyder & Co. are contemplating adding another delivery auto to keep up with shipping orders.

Kidder Bros., of Lincoln, are cutting great quantities of irises. Their new bronze variety is looking better than ever.

Patrick Welch, in addition to a fine cut flower trade, is also having a splendid demand for florists' supplies this year. S. K. G.

Cincinnati.

MEMORIAL DAY OUTLOOK PROMISING.

Memorial day business promises to be good. There is a large supply of stock in the market and it is meeting with an unusually active demand for this day. Business during last week, however, was somewhat quiet. There was plenty of stock, but it was taken up rather slowly. Roses are plentiful and among others, include some most excellent offerings in Russell. Carnations are in a good supply. Adverse weather conditions have hit the local cut of peonies, and as a result, offerings are far below normal, both in respect to quality and quantity. Easter lilies are very plentiful, while a fair supply of callas may be had. Sweet peas are in a good supply. Snapdragons, too, are plentiful. Other offerings are Cape Jessamines, irises, cornflowers, gladioli and marguerites.

NOTES.

C. E. Critchell, who for years has made Cape Jessamine one of his Memorial day specials, has his usual large supply this year.

P. J. Olinger has an excellent large cut of roses and carnations for Memorial day business.

L. H. Kyrk is getting in some excellent roses from L. Frank & Sons, Portland, Ind.

Visitors: Gus Kohlbrandt, of E. C. Amling Co., Chicago; C. P. Brunner, Springfield, O.; Mrs. G. W. Frisch, Dayton, O.; Karl Heiser, Hamilton, O.; J. T. Heidegen, Aurora, Ind.; A. W. Ferre, representing Poehlmann Bros. Co., Chicago, and M. Cox, representing the Sefton Manufacturing Co., Chicago. H.

NEW YORK.—A sales office of the Skinner Irrigation Co., under the management of C. H. Allender, has been opened at 131 Hudson street, this city.

WASHINGTON, D. C.—David Saunders, one of the pioneer florists of this city, having been engaged in the trade here for nearly 50 years, died May 18, aged 68 years.

YONKERS, N. Y.—The New York Floral Co. has leased more commodious quarters at Broadway and Dock street, and will remove from its present location, 10 Broadway.

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches. .	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,
Wholesale Florist
1324 Pine St., ST. LOUIS, MO.

Los Angeles.

BIG MEMORIAL DAY TRADE IN SIGHT.

The bulk of the offerings on the local market at present are carnations, sweet peas and gladioli, which are getting quite plentiful now, especially the baby varieties. Greens are none too plentiful. Prices continue low. Big plans are being made for Memorial day, which will without doubt produce better business than in any previous year.

NOTES.

Wolfskill Bros. & Morris Goldenson are showing some artistic wreaths arranged with statice. The usual amount of funeral work is reported.

Howard & Smith are kept busy with weddings and a fair cut flower trade, so that a falling off in nursery sales is not so noticeable.

The Redondo Floral Co. is booking some good advance orders for Memorial day. They anticipate a very heavy out-of-town demand.

Wright's Flower Shop, Inc., recently had an order for an elaborate wedding. There have also been numerous orders for funeral work.

O. C. Saake has been making an excellent display of hollyhocks and dwarf gladioli. Business is fair for the season.

The Broadway Florists are showing some Northern Beauties in the long stemmed class; also, lily of the valley. G. H. H.

DAYTON, O.—The city greenhouses are placing flower boxes on all city bridges.

If you want good stock and good treatment

Send Your Orders to us. Do it Now.

Roses, Carnations, Peonies

Valley, Sweet Peas, Lilies, Callas, Snapdragons, Stocks, Tulips, Mignonette, Daisies, Pansies, Forget-me-nots and all other seasonable stock;. also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood. We have home grown Asparagus—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Mention the American Florist when writing.

This Basket Is Always In Brisk Demand.

Make up your order now and let us have it as early as possible so you will have them on hand when needed.

No. 313—High Handle Rose Basket, Made of Braided Straw.

Size	Width inches	Height over all inches	Natural each	Stained each	Enameled each	2-tone each	Liner extra
2	9	13	.44	.50	.55	.60	.10
3	10½	24	.50	.60	.65	.75	.10
4	12	26	.65	.80	.85	.95	.15

No. 313½—High Handle Rose Basket, the same style as No. 313, but beautifully made of willow.

Size	Width inches	Height over all inches	Natural each	Stained each	Enameled each	2-tone each	Liner extra
3	10½	24	.65	.75	.80	.90	.10
4	12½	26	.75	.90	.95	1.05	.15
6	14½	34	1.25	1.45	1.55	1.65	.15

RAEDLEIN BASKET CO.,

713 Milwaukee Aveuue, Chicago, Ill.

Mention the American Florist when writing.

FOUNDED BY FLINT KENNICOTT 1st

Notice
to
Readers
of
The American Florist.

F. T. D. SERVICE in a Wholesale Way, with the Retail Florists, began with

KENNICOTT BROS. CO.
Wholesale Dealers in Cut Flowers and Plants
CHICAGO
Established 1881

Detroit.

SHORT MEMORIAL DAY SUPPLY INDICATED.

Last week a heavy influx of roses was a disturbing factor in the market that was already overloaded with nearly every item on the list of seasonable flowers and special sales calculated to dispose of the surplus had little effect upon the stock that continued to pile up. On the approach of Memorial day, however, indications point to a real scarcity of everything in cut flowers, and even pot plants that are usually available at this date in great quantities, are this year far short of prospective demands. Cold weather with heavy rains are alone responsible for this shortage that the Memorial day demand will make most embarrassing.

SPECIAL CLUB MEETING.

Responding to an invitation extended by Geo. W. Davis, the florist club held a well attended and enthusiastic meeting at the Davis greenhouses, Wednesday evening, May 23. This meeting was a special one, called to hear the reports of the advertising committee having in charge the publicity connected with Mothers' day. About 40 members were present, and together with the visitors, increased the party to fully 50 persons. Mrs. Davis and her daughter had prepared a splendid dinner for the guests, who enjoyed it most heartily and gave the fair hosts, who so generously provided for them a rousing cheer and vote of thanks. The dinner over, all repaired to the greenhouses to inspect the recently completed shop attached thereto and gave the same their approval for its elegant appointments, which included a new refrigerator of ample size to exhibit a choice stock of cut flowers. The size of the store room is about 15 feet square, and leading out of it are the greenhouses, where a nice stock of bedding plants were seen. The floor is of tile of a pretty design, and the two large show windows, fronting on Lincoln and Warren avenues, have low platforms fully exposing the entire interior of the store. The ceiling is finished with heavy beam work and the pure enameled white of all the wood work gives a cheerful aspect to this handsome addition to Detroit's nice flower stores. A. Pochelon, of the publicity committee, read a detailed report of the receipts and expenses of all forms of advertising done for Mothers' day, and outlined plans for continuing the work to include an extraordinary effort to popularize flowers for Memorial day. In this he was ably supported by President E. A. Fetters and most of those present. Mr. Fetters made a strong appeal for a permanent advertising fund, and efforts to that end will be instituted at once with encouraging hopes for success. Everyone present agreed that Mothers' day business was unparalleled, and many increased the amount of their subscriptions in support of their endorsement of the publicity campaign that was so eminently successful.

NOTES.

Samuel Alexander, a well-known botanist died in this city last week, aged 77 years. He was a native of Ohio and came here 40 years ago. He pursued his study chiefly in forestry, and was, at the time of his death, about to complete a treatise on the same. Mr. Alexander was much interested in our florist club, and one time delivered an interesting address to the members.

The sympathy of the local trade is extended to Herman Paulke whose wife died suddenly May 14, aged 42 years.

J. F. S.

RUSTIC HANGING BASKETS

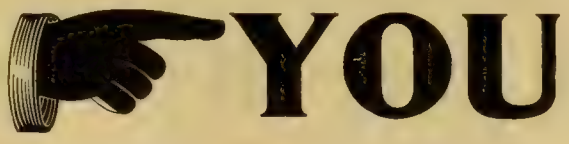
NATURAL GROWTH CYPRESS
Price List and Sample, postpaid, 25c and 50c.
FLORIDA GRAY MOSS, 20-lb. Sack, $1.00; Seven Sacks, $5.00.
ALSO RUSTIC STANDS, ETC.
Order a $10 00 assorted lot by freight and have a display that will attract.
VICTOR SCHMELZ & SON, Route A., Sanford, Fla.

Mention the American Florist when writing.

Morris County Society.

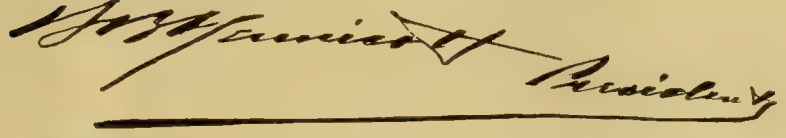
The executive committee of this society met at the Washington hotel, Morristown, N. J., May 18, to arrange the fall flower show schedule for this year. The entire committee of 15 was present. It was decided to hold the show in James hall, Madison, N. J., November 1-2 next. The main features of last year's schedule are retained. In common with the patriotic spirit which fills the air in the east, the committee decided to turn over the entire proceeds of the show to the American Red Cross Society. Ribbons in red, white and blue will be given in lieu of cash prizes. Every effort will be made to have the show bigger and better than ever.

EDWARD REAGAN, Sec'y.



have read of F. T. D SERVICE in a wholesale way—**but** you have never tried it, and just so long you cannot appreciate what we can do for you.

F. T. D. your Wholesale Cut Flower orders to Kennicott Bros. Co., Chicago and receive F. T. D. SERVICE.



For Weddings and School Closings

Large Supply Peonies--Roses--Carnations--Sweet Peas--Lilies--Valley--Greens, Etc.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph St., L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Mention the American Florist when writing.

Fort Wayne, Ind.

FUNERAL AND WEDDING DEMAND HEAVY.

Business during the past week has been quite good, with a large number of orders for funeral work, including casket blankets and wreaths. The weather has been cool, which has retarded greenhouse stock as well as the demand for bedding plants. Weddings have been numerous and flowers have been very much in demand. The outlook for Memorial day is unusually good, with indications of a good supply, although it is believed there will be a shortage of carnations.

NOTES.

E. J. Lanternier & Co. have received their new Overland delivery truck, the second truck in service here. They have been busy with a large amount of funeral work, having sent out three large casket covers in two days.

Ed. Wenninghoff had his full share of the funeral work during the past week. He is also experiencing a heavy call for cut flowers, but says the demand for bedding plants is not as great as in former years.

The Flick Floral Co. reports a heavy advance demand for Memorial day and have some handsome magnolia wreaths on display in their window. Funeral work is much in evidence here.

W. J. Vesey, Jr., spent several days in Chicago last week. The Vesey greenhouses are cutting a fine lot of Shawyer roses for Memorial day and the bedding stock is exceptionally fine.

The Doswell Floral Co. is cutting excellent Ophelia roses, snapdragons and Easter lilies. A large number of advance orders for Memorial day have been booked.

Markey Bros. are cutting fine Shawyer and Killarney roses and are showing fine blooming plants.

H. K.

Nashville, Tenn.

COMMENCEMENTS BRING GOOD DEMAND.

All indications point to a good supply of flowers for Memorial day, and should there be any great demand it can be easily met. Peonies continue plentiful with a good call and roses are coming in splendidly. In addition to Memorial day, many schools will have their closing exercises during the week, which always creates a brisk call for flowers. The Ward-Belmont, one of the larger schools and noted throughout the country, has an enrollment of more than 500 pupils and many gala days create a demand for the better grade of cut stock. This school has very handsome greenhouses of its own but they are used principally to supply bedding plants for the grounds. Palms and decorative plants are also grown, many of them being excellent.

M. C. D.

The Florists' Supply House of America

NOW FOR THE JUNE WEDDINGS

ALL THE UP-TO-DATE ACCESSORIES

Shepherd's Crooks, Staffs, Arm Baskets, with Staff Support,
Prie Dieu or Kneeling Stools, Ribbon Posts,
Swinging Gates, Elevated Baskets for the Church Aisle,
Silk Fringed and Tufted Bouquet Papers,
A Full Line of Commencement Baskets,
A New Importation of Chiffons in All Widths and Colors.

Send for our new illustrated folder; it is full of novelties and standard wedding accessories.

H. BAYERSDORFER & CO., 1127-1129 Arch Street, PHILADELPHIA, PA.

Rochester, N. Y.

SLOW BUSINESS DUE TO BAD WEATHER.

Cold weather and rain have made business dull just previous to Memorial day and advance orders are coming in slowly, due to the backward season. Bulbous stock is rather scarce and daffodils are practically at their end. Tulips for Memorial day will be quite plentiful, however. Roses are excellent in quality, but prices are still high and carnations are very good, indeed, with prices firm. Lily of the valley continues scarce and the same is true of orchids and gardenias. Everything points to a good Memorial day trade, although the advance sale of bedding plants has not been very heavy as yet. In blooming plants, hydrangeas, tulips, primroses, begonias and a few late ramblers are included in the offerings.

NOTES.

Under the name of the Wilson Floral Co. a new wholesale florist establishment has been opened at 40-43 Stone street, by H. E., E. P. and R. W. Wilson. A full line of florists' supplies in addition to cut flowers and plants will be handled. They have the best wishes of the trade in their new undertaking.

Two comrades of Charles Gow, direct from the French front, on furlough, called at H. E. Wilson's during the past week. Both have been wounded several times and are here recuperating, but report that Gow has gained in weight, is in fine physical condition, and is in the thick of the fight.

J. B. Keller Sons recently arranged a pleasing display of yellow and blue irises in jardinieres on pedestals. Novelty baskets in gilt filled with forget-me-nots and polyanthus are meeting with excellent sale here.

D. Lester of the Rochester Floral Co. has enlisted in the engineering corps and is now training at the barracks at Columbus, O. He expects to leave for France soon.

Geo. T. Boucher has a full line of bedding plants and perennials which he reports are selling well. He is also showing some good blue larkspurs.

E. R. Fry is enjoying good business at both stores, although the sale of bedding plants has not fairly started owing to the cold weather.

H. P. Neun has been cutting excellent snapdragons. His Dorothy Perkins roses are also very fine.

The magnolias in Oxford street are in their prime and are attracting vast throngs. CHESTER.

Baltimore, Md.

PLENTIFUL SUPPLY WITH FAIR DEMAND.

A plentiful supply of everything, summarizes the condition of the market at the beginning of the past week, but a shortening of the supply and an increased demand marked the closing days. Sweet peas did not move until Saturday, the best bringing a fair price. American Beauties are offered at from 10 to 25 cents. Roses were scarce on Saturday, but early in the week, wholesalers could not dispose of them. Carnations also failed to move at prices ranging from $1 to $3 per 100. Orchids are in more plentiful supply and gardenias are over with. Some lily of the valley is seen but the quality is poor. Peonies are coming slowly and command good figures. The supply of lilies is good and are priced at 10 and 12 cents per bloom. Other offerings include callas, antirrhinum, calendulas, Shasta daisies, baby gladioli and mignonette. Outside tulips have passed.

NOTES.

The Seidewitz Flower Shop has been busy with funeral work of late. This store is also supplying large contracts for window box stock.

Jesse P. King, of Mt. Airy, who formerly grew sweet peas extensively, is now devoting part of his range to roses.

Visitors: Frank McCabe, representing A. L. Randall Co., Chicago; Wm. B. Lake, Wm. Gowdy and F. J. Michell, Philadelphia; J. C. Bloxom, Hampton, Va. C. S.

Oklahoma City.

Business continues to hold up fairly well and the plant trade is growing bigger as the season advances.

NOTES.

The State Civic Association held a rose show in the Lee Huckins hotel, May 29. The date was just right for the flowers, and there was a splendid display, all from the gardens of amateurs. Our commercial men do not enthuse much over these local affairs.

Tucker's Greenhouse, is the name of a new florist located at 29th street and Santa Fe avenue, south.

Visitors: W. H. Harrison and Morris L. LeVine, New York. S. S. B.

HANGING BASKETS

Enameled Green
Extra well made.

8-inch	$1.00 per doz.
10-inch	1.35 per doz.
12-inch	1.75 per doz.
14-inch	2.25 per doz.
16-inch	2.90 per doz.
18-inch	3.70 per doz.

GREEN MOSS

Fancy sheet 3 bu- sack well filled.
XXX quality.

$1.75 per sack

Pittsburgh Cut Flower Co.
116-118 SEVENTH ST., PITTSBURGH, PA.

New Crop Plumosus Sprays

Now Ready

Write for special prices.

L. A. FLORAL CO.
407 So. Los Angeles St., Los Angeles, Calif.

DALLAS, TEX.—Lee Weitzman, of the Dallas Floral Co., and Miss Ruth Tise, of Denison, were married May 12.

LOUISVILLE, KY.—Local florists are discountinuing the giving of trading stamps, substituting a coupon for five per cent of the amount purchased, which will be credited on the next sale.

LANSDOWNE, PA.—The local annual spring show will be held June 9, the following having been selected as judges: J. Otto Thilow, H. F. Michell, Casper Pennock, R. T. Satterthwaite, Geo. C. Thomas, Jr., and Mrs. DuBest.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

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Wholesale Growers of Cut Flowers

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Store: 162 N. Wabash Ave. Chicago

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173 N. Wabash Ave., CHICAGO

A. L. Randall Co.,

RANDO BRAND Wabash Ave. and Lake St., CHICAGO, ILL. RANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

ZECH & MANN

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30 East Randolph St., - - Chicago

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E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen
Roses, Beauty, specials	$5 00
" " 36-in.	4 00
" " 30-in.	3 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short.....per 100,	6 00@ 8 00
" Mrs. Chas. Russell	1 00@ 3 00
	100
" Hoosier Beauty	4 00@12 00
" Killarney Brilliant	3 00@10 00
" Killarney	3 00@10 00
" White Killarney	3 00@10 00
" Richmond	3 00@10 00
" Prince de Bulgarie	3 00@10 00
" Rhea Reid	3 00@10 00
" My Maryland	3 00@10 00
" Mrs. Geo. Shawyer	3 00@10 00
" Milady	3 00@10 00
" Sunburst	3 00@10 00
" Mrs. Aaron Ward	3 00@10 00
" Hadley	4 00@12 00
" Ophelia	3 00@10 00
" Double White Killarney	3 00@10 00
" Mrs. Moorfield Storey	3 00@10 00
" Champ Weiland	3 00@10 00
" Stanley	3 00@10 00
" Tipperary	3 00@10 00
" Francis Scott Key	3 00@10 00
" Bayard Thayer	3 00@10 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	3 00@ 4 00
Cattleyas....per doz.	$7 50@ 9 00
Gardenias	2 00 per doz.
Sweet Peas	50@ 1 50
Daisies	1 00@ 2 00
Calendulas	2 00@ 4 00
Snapdragons	$0.50@$0.75 per bun
Lilium Harrisii	10 00@12 50
Valley	4 00@ 6 00
Jonquils	2 00@ 4 00
Peonies	4 00@ 8 00
Spanish Iris	4 00@ 8 00
Adiantum Croweanum	1 00
Ferns.....per 1000,	$3 50@ 4 00
Galax "	1 00@ 1 25
Leucothoe	75
Mexican Ivy...per 1000,	5 00@6 00
Plumosus Strings..each,	60@ 75
Smilax.....per doz.,	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case,	8.00
Wild Smilax.....per case,	$5 00

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

HUCKLEBERRY FOLIAGE

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.
Evergreen, Ala.

Huckleberry Foliage

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

D. E. FRERES R. J. WINDLER

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

WEILAND & RISCH

GROWERS AND SHIPPERS

SHIPMENTS EVERYWHERE — CUT FLOWERS — IMMEDIATE DELIVERIES

154 NO. WABASH AVE. CHICAGO

PHONE CENTRAL 879

FOR SCHOOL COMMENCEMENTS

We will have plenty of Pink and White Peonies,
Russell, Prima Donna, Hadley, Beauties, Sunburst, Ophelia.

When you want good ROSES send your orders to us.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

MARKET SUFFERS FROM OVERSUPPLY.

The past week opened in distress; quantities of flowers, much more than could be handled at any kind of a fair price, were thrown on the market, clogging the wheels and almost stalling the machinery. Thursday and Friday were cold, stock shortened up, and Saturday's demand cleared up the supply fairly well. Some dealers were satisfied with the results, but others found much of which to complain. Roses, for the most part, show a bad or mildewy outside petal, particularly the Killarneys. American Beauties are getting the frilled edges so prevalent at this season of the year. Russells are good, as are Mock, which is a fine summer flower and now presents a bright showy color. Very good carnations are offered. On Saturday, prices stiffened on this stock considerably, some of it selling as high as $4. There are still quantities of sweet peas of good quality, but a trifle short in the stem. Spanish iris from the south is flooding the market. Southern peonies are also a feature. Some of the shipments from southern Virginia come in looking like bullets—they will never open. Why men who know enough to plant, cultivate and bring the stock to this condition, are not educated in the matter of when to cut, is a puzzler. It is a case of "so near and yet so far." Most growers say there will be no local peonies in this market for Memorial day. Quoted prices are $10 and $12 per hundred, most of which stock is expected from Washington and points in Virginia. Outside lily of the valley is very plentiful and the quality is fine. Cattleyas are ahead of the demand and very fine gigas and Mossiæ are seen. Southern peonies are offered, but are not much in demand. Easter lilies move fairly well and callas are almost over. Asparagus plumosus is and has been for a long time the best seller on the market, bringing 50 cents straight.

NOTES.

The wholesale house spoken of in last weeks notes, in which there is to be a change of management, is the S. S. Pennock-Meehan Co., Charles Meehan withdrawing. The firm name after July 1, when Mr. Meehan retires, is to be the S. S. Pennock Co. R. E. Faust, for several years with Mr. Pennock as bookkeeper, has purchased an interest in the firm, and will take an active part in the business.

The annual exhibition of the American Peony Society to be held in Horticultural hall, which is scheduled for June 7-8, may be postponed a few days on account of the late season. It is hoped, however, that the original dates will be found right for the crop.

The Horticultural hall purchasers have been given until the middle of July in which to exercise their option. If the expense of altering the building into a theatre is not too great, the sale will go through. Architects are now working on the plans.

The Leo Niessen Co. expects a big Memorial day trade. They have made arrangements for a large stock. American Beauty roses, carnations and Spanish iris will be leaders.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street. PHILADELPHIA, PA.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

Mention the American Florist when writing.

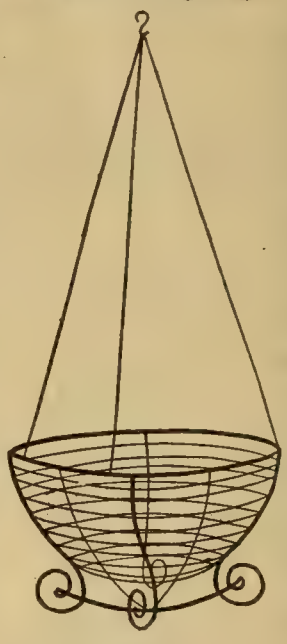
Wholesale Flower Markets

CINCINNATI, May 30.	Per 100
American Beauty, per doz...	75@ 5 00
Roses, Killarney...	2 00@ 8 00
" Mrs. Chas. Russell...	4 00@12 00
" Ophelia...	4 00@10 00
" Richmond...	2 00@ 8 00
" Sunburst...	3 00@ 8 00
Carnations...	2 00@ 3 00
Lilium Giganteum...	8 00@10 00
Lily of the Valley...	6 00@ 7 00
Orchids...	6 00@ 7 50
Sweet Peas...	25@ 50
Gladiolus...	4 00@ 8 00

BOSTON, May 30.	Per 100
Roses, Beauty...	10 00@25 00
" Killarney Queen...	2 00@ 8 00
" White and Pink Killarney.	2 00@ 8 00
" Double White Killarney...	2 00@ 8 00
" Killarney Brilliant...	4 00@10 00
" Hadley...	2 00@ 8 00
" Cardinal...	2 00@ 8 00
" Mock...	4 00@12 00
" Mrs. Chas. Russell...	2 00@ 8 00
" Sunburst...	2 00@ 8 00
" Taft...	4 00@ 2 00
" Milady...	2 00@ 8 00
" Ward and Hillingdon...	2 00@ 8 00
" My Maryland...	2 00@ 8 00
Cattleyas...	35 00@50 00
Lily of the Valley...	4 00@ 6 00
Sweet Peas...	1 50@ 2 00
Carnations...	1 50@ 4 00
Paper White...	2 50@ 3 00

BUFFALO. May 30.	Per 100
Beauty Special...	20 00@25 00
" Fancy...	15 00@20 00
" Extra...	10 00@12 00
" 1st...	6 00@10 00
Roses, Killarney...	3 00@ 8 00
" My Maryland...	3 00@ 6 00
" Sunburst...	2 00@ 5 00
" Ward...	2 00@ 5 00
" Ophelia...	3 00@ 8 00
" Russell...	8 00@12 00
" Stanley...	3 00@ 6 00
" Mock...	3 00@ 5 00
" Shawyer...	3 00@ 8 00
Lily of the Valley...	6 00@ 7 00
Lilies...	6 00@10 00
Cattleyas...	40 00@50 00
Carnations...	2 00@ 3 00
Tulips...	1 00@ 2 00
Asparagus Sprengeri...	35@ 50
Ferns...	per 1000. 2 50
Smilax...	15 00@20 00

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch....	$1.10
10 inch....	1.35
12-inch....	1.60
14-inch....	2.10

(Special larger sizes made to order,)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer, Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for ..... $ 1.25
5 Bales (25 bundles) for..... 6.00
10 Bales (50 bundles) for..... 11.00

H. G. BERNING,
1402 Pine St., St. Louis, Mo.

Patrick Welch

Wholesale Florist

262 Devonshire St., Boston, Mass.

Telephone Main 2698.

American Beauties, Orchids, Valley, Carnations.

All the novelties in the Cut Flower Market furnished on short notice. Prices quoted on application. No retail orders accepted. Flowers shipped out of Boston on early trains. Store open for business at 6 a. m.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RICE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing.

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, VIOLETS, EASTER LILIES
and other Seasonable Flowers.
Up-to-the-Minute Service. Satisfaction Guaranteed.
A good opening for a few more growers of cut flowers.
1615 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

BEST QUALITY

Hanging Baskets

8 in.....	$0.90 doz.	14 in.....	$2.00 doz.
10 in.....	1 30 doz.	16 in.....	2.75 doz.
12 in.....	1.75 doz.	18 in.....	3.60 doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

Mention the American Florist when writing.

Wholesale Florists' Supplies

THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties in Quantity.
Send for our Catalogue.
JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St. Philadelphia, Pa.

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., **Milwaukee, Wis.**

Fancy Ferns

Special Picked. Leave Your Regular Orders with Us.
Lily of the Valley and Orchids, Lilies, Rubrum Lilies and Callas.
Fancy Roses and Carnations, Pussy Willows and All Seasonable Stock.
FLORISTS' SUPPLIES AND MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN,

Wholesale Florist.
1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, May 30.

	Per 100
Roses, Beauty, special	20 00@25 00
" " fancy	10 00@20 00
" " extra	8 00@10 00
" " shorter grades	6 00@ 8 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	2 00@ 8 00
" White Killarney	2 00@ 8 00
" Liberty	6 00@15 00
" Hadley	6 00@30 00
" Sunburst	4 00@10 00
" Ophelia	4 00@10 00
" Hoosier Beauty	4 00@10 00
Carnations	4 00@ 6 00
Cattleyas.....each, $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	6 00@ 8 00
Calendulas	1 00@ 2 00
Daisies, yellow	1 00@ 2 00
Sweet Peas	50@ 1 50
Easter Lilies	6 00@ 8 00
Callas	6 00@ 8 00
Peonies	8 00@12 00

PITTSBURGH, May 30.

	Per 100
Roses, Beauty, special	30 00
" " fancy	20 00
" " extra	15 00
" " No. 1	12 00
" Killarney	3 00@ 8 00
" My Maryland	3 00@ 8 00
" Sunburst	3 00@ 8 00
" Mrs. Aaron Ward	3 00@ 8 00
Cattleyas	50 00
Lilium Giganteum	8 00
Carnations	3 00
Lily of the Valley	5 00
Snapdragons	5 00
Spanish Iris	4 00
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, May 30.

	Per 100
Roses, Killarney and W. Killarney	4 00@10 00
" Ward	4 00@ 8 00
" Mrs. Chas. Russell	6 00@35 00
" Ophelia	5 00@10 00
" Hoosier Beauty	4 00@10 00
Lilies	10 00@12 50
Cattleyas.....per doz., 6 00@ 9 00	
Carnations	2 90@ 4 00
Valley	4 00@ 6 00
Sweet Peas	50@ 1 00
Tulips	3 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16 inch	2.90
18-inch	3.70

THE McCALLUM CO.
INC.
Pittsburgh, - Pa.

Mention the American Florist when writing.

ST. LOUIS, May 30.

	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	4 00@ 8 00
Mrs Russell	4 00@ 8 00
Ophelia	4 00@ 8 00
Carnations	2 00@ 3 00
Valley	4 00@ 6 00
Lillies	8 00@10 00
Orchids	50 00@ 60 00
Ferns	per 1000, 3 50

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

Berger Brothers have had a full week—full of flowers and efforts to sell them. Many orders are coming in for Memorial day. Richard Stockton, of Stockton & Howe, Princeton, N. J., one of their large consignors, has joined the colors with a commission as colonel in the cavalry. Four houses of white Killarneys at their range are being discontinued to make room the coming season for sweet peas.

C. M. Ripley, with the General Electric Co., is to illustrate "The King of Rails" before the florists' club at the July meeting. A moving picture of the electrified portion of the Great Northern railroad, with its new motive power, and the beautiful scenery of that region, should prove very interesting.

Habermehl's window at the Bellevue-Stratford is gay with Calceolaria Stewartii, a beautiful commercial plant that should be in the list of every grower of pot plants. John Habermehl, who has been threatened with appendicitis, is about again and we are glad to say is better.

John Kuhn, of Olney, has a house of Calceolaria Stewartii that is splendidly done. This, with its clouds of brilliant yellow blossoms, is a most effective pot plant, flowering now when there is a dearth of blooming stock.

The bedding plant men while getting busy, are considerably worried over the outlook, as up to last week comparatively nothing was moved. It will take very quick action to clean up before the selling season is past.

Many of the retail florists are complaining about the many calls for all kinds of donations they are constantly being asked to contribute to this or that charity or relief bazaar for the war and other purposes.

The Philadelphia Wholesale Florists Exchange is trying to rent the building next door, having outgrown their present quarters. Peonies, Ophelia and other roses and carnations are features here.

M. J. Callahan finds bedding plants moving slowly on account of the backward spring, but keeps busy with funeral work. Several weddings are booked for the first week in June.

Habermehl's Ritz-Carlton shop had an effective window of all Azalea mollis, each pot artistically decorated with paper to cover the naked stems. They were very showy.

Quantities of roses, with Killarney leading, but all moved, was the word from Karl Corts with the Jos. Heacock Co. Cattleyas in quantity are a feature.

The London Flower Shop has some important June weddings. The windows are gay with blossoms arranged artistically with the latest flower holders.

Charles Fox, at the "Sign of the Rose," is pushing Mock roses, which he calls the new La France. The magic of the name of this old favorite helps a lot.

Julius Wolff, 1617 North 19th street, is reported by Wm. Dunning, the foreman, as having a great run on funeral work. No war-time let up here.

A good sale for the rose, Daily Mail, as a novelty, is reported by Eugene Bernheimer. Prima Donna and September Morn, are also features.

The patriotic novelty baskets in red, white and blue, H. Bayersdorfer & Co.'s offering for these stirring times, have had a great run.

Edward Reid predicts a good Memorial day business. Peonies, roses, carnations and sweet peas are seen here in quantity.

Jos. Neidinger is well satisfied with his Memorial day trade, the demand completely depleting a number of his standard stocks. K.

New York.

MARKET VERY QUIET.

Business was very quiet in the wholesale district during the past week; in fact, it was quiet throughout the city, for although the wholesalers and retailers sometimes have little spats, they are all in the same boat, so to speak. That is so clear that further comment is unnecessary. During the earlier days of the week, business was discouraging. There were no prices; it was simply a scramble to get rid of the stock which arrived in large quantities, but not so large but that it could have been easily disposed of if there had been any demand worth while. There was a little improvement, May 25, not in prices, but stock cleaned up a little better. It is unnecessary to go into details about prices. When American Beauties, special, go as low as $8 per 100, and Cattlyea gigas at 40 cents each, wholesale, further comment is unnecessary. We note with regret, that some of our valued friends seem to have taken up the idea that because this nation is in war, we should, figuratively speaking, clothe ourselves in sackcloth and ashes and sit down and wait for death. We do not believe in any such policy. We do not intend to discuss the war further, than that there does not seem to be any reason to get chicken-hearted. Our country is prosperous; we have a government that is sound and safe, and we believe that the trouble that has been caused by food speculators will soon be checked. Therefore, let us all be of good heart and good courage.

May 28.—Relating to the prospects for Memorial day business: Orders are coming in from out of town dealers and the cemetery florists, largely for the cheaper grades of stocks, but the growers seem to think it the proper thing to hold their stock until the last minute, a proposition with which we do not agree, as it creates a congestion. For any holiday, stock should reach this market 48 hours in advance; not in great volume, but in plentiful supply. At this writing, there is no advance in prices on special American Beauties or other roses, and it is altogether improbable that there will be; it is cheaper stock that is being called for. Good carnations are up to $5 per 100, not so much on account of a great demand, but on account of the weather. Occasionally, we get a few hours of sunshine, but this morning was cold enough for an overcoat, and at this writing, 10 a. m., there is a deluge of cold rain.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

Orders taken now for 1917 crop
Valley
Chas. Schwake & Co., Inc.
90-92 W. Broadway, New York

—We are—
Wholesale Florists
Have twenty-two years' experience behind us, and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.
GUTTMAN & RAYNOR,
INC.
PHONES: FARRAGUT { 558 2036 2037
101 W. 28th St., NEW YORK

NEW ASSOCIATION FORMED.

At a well attended meeting of wholesalers and growers, held in the rooms of the New York Cut Flower Co., May 26, the Wholesale Cut Flower and Allied Trades Association was organized. Eugene Dailledouze was elected president; W. G. Badgley, vice-president; Percy B. Rigby, secretary and Charles Schenck treasurer. It was decided, taking effect the first Sunday in July, the wholesale stores will be closed on Sundays, indefinitely or until further notice is made public. A strong committee was appointed, which will work out further plans.

NOTES.

The Heatherhome Seed & Nursery Co. was incorporated at Albany, May 22, to deal in seeds, plants, bulbs and nursery stock. The capital stock is $105,000. The incorporators are Julius Roehrs, of Rutherford, N. J., and Thomas Knight and G. F. Struck, of 258 Fifth avenue and Flushing. We are advised that when the new corpo-

PAUL MECONI
WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

J. J. COAN, Inc. Wholesale Florist
115 West 28th Street, NEW YORK
Phones 5413 5891 Farragut
EVERYTHING IN CUT FLOWERS

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Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
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Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

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WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
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HERMAN WEISS
Wholesale Florist
130 W. 28th St., NEW YORK

Wholesale Flower Markets

NEW YORK, May 30.

	Per 100
Roses, Beauty, special	15 00@20 00
" extra and fancy	8 00@10 00
" No 1 and No 2	2 00@ 6 00
" Prima Donna	50@10 00
" Alice Stanley	50@ 6 00
" Mrs Geo. Shawyer	50@ 5 00
" Double White Killarney	50@ 6 00
" Killarney, Special	4 00@ 5 00
" No 1 and No 2	50@ 1 50
" Queen	1 00@ 6 00
" Brilliant	1 00@ 6 00
" Aaron Ward	1 00@ 6 00
" Sunburst	50@ 6 00
" J L Mock	1 00@ 8 00
" Ophelia	50@ 6 00
" Mrs. Chas. Russell	50@ 6 00
" Hadley	2 00@25 00
" Hoosier Beauty	50@ 6 00
Cattleya Orchids, special	50 00@60 00
" inferior grades	25 00@35 00
Rubrums	6 00@ 8 00
Lilies, Longiflorum and Formosum	3 00@ 4 00
Lily of the Valley	3 00@ 5 00
Carnations	3 00@ 5 00
Mingonnette ...per doz	25@ 50
Sweet Peas	25@ 50
Sweet Peas, Spencers	1 00
Snapdragons	2 00@ 4 00
Yellow Narcissus	50@ 1 00
Tulips, outdoor	1 00@ 2 00
Stocks, double	8 00@12 00
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus....doz. bchs.	2 00@ 3 00
Smilax .....doz. strings,	2 00@ 3 00
Iris.....per doz	25@ 35

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, New York City
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.

Growers' Cut Flower Co., Inc.
E. J. VAN REYPER, Manager
Roses, Carnations, Violets
And all the NOVELTIES in the market.
LILIES AND VALLEY EVERY DAY IN THE YEAR
Consignments Solicited.
Phones: Farragut 6237 3563 129 W. 28th St., New York

PHONE—FARRAGUT 8913
JAMES COYLE
WHOLESALE FLORIST
64 West 26th St., NEW YORK
(Opposite Coogan Building)
20 years experience
Consignments Solicited and Prompt RETURNS GUARANTEED.
Mention the American Florist when writing.

WM. KESSLER,
Successor to Kessler Bros.
118 W. 28th St., NEW YORK
CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut. Shipments Everywhere
Prompt and satisfactory. Consignments solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 26th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent for advertising.
V. S. DORVAL, Secretary.

The Kervan Company
FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
Telephones: Farragut 2164-5893
119 West 28th St., NEW YORK

George B. Hart
Wholesale Florist
24-30 Stone St., Rochester, N.Y.

M. C. Ford
121 WEST 28th STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

BADGLEY & BISHOP, Inc.
Phones 1664—1665 Madison Square
34 West 28th Street, NEW YORK
Receivers and Distributors of Choicest Cut Flowers

Trade Directory
Containing the Names and Addresses of Florists of the United States and Canada.
PRICE: $3.00 POSTPAID
American Florist Co., 440 S. Dearborn St. Chicago

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,
1302-1308 W. Division St., CHICAGO

ration is ready for business further announcements will be made.

Julius Dilhoff, who sells ribbons for Schloss Brothers of this city, has just returned from an extended business trip in the west. He visited Chicago, Kansas City, St. Paul, Minneapolis and other cities, and reports good business and a cheerful feeling among the florists, many of whom will be in this city for the convention of the Society of American Florists.

Margaret Manalos, six-year-old daughter of a local florist, while running from the sidewalk on Amsterdam avenue, May 27, fell under a rear wheel of an automobile in which Judge Julian W. Mack, of Chicago, who has spent most of his life in children's welfare work, was riding. Judge Mack rushed the child to a hospital, but she died within an hour.

Horace E. Froment, 148 West 28th street, continues to receive a very fine stock of roses from the range of L. B. Coddington, Murray Hill, N. J. It is no reflection on any of the other wholesalers to state that he keeps good help about him, and his customers are always well treated.

Charles Schenck, of Traendly & Schenck, who was at home for a few days with a bad cold, is again on the job. Everybody missed him while he was away. He is somewhat different from Frank Traendly, but just as good a fellow, and they do good team work.

The Drakos Co., 2953 Broadway, opposite Columbia University, has two attractive stores and reports good business. J. G. Papedem, the head of this firm, is one of the able men of the retail trade of this city.

We have recently had occasion to notice the activities of Paul Meconi, Sixth avenue and 26th street, in the Coogan building. He has always fine stock, opens at 6 a. m. and gets business if anybody does.

An exhibition of peonies and other stock under the auspices of the Horticultural Society of New York will be held in the Museum building, New York Botanical Garden, Bronx Park, June 9-10.

Frank Millang, Jr., and his brother August are taking a vacation at their country home, Yorktown Heights, N. Y. In the meantime "father" and "mother" are running the business in this city.

Though the oleander is an old plant, it is almost a novelty in a retail store. We recently noticed several fine white specimens in the store of Max Schling, 22 West 59th street.

Frank Kuebler, who is on Paul Meconi's staff, was married May 19. He is a son of W. H. Kuebler, the popular Brooklyn wholesaler.

At the store of the Gramercy Florist, 3830 Broadway, we recently noticed clever work in the filling of window boxes. A. F. F.

LATEST EDITION

The American Florist Company's

Trade Directory

FOR 1916

Contains 546 Pages. **Price $3.00 Postpaid.**

THE AMERICAN FLORIST COMPANY'S Trade Directory for 1916, fully revised to date, with thousands of new names and changes of address, is now ready for distribution. It contains 546 pages, including extensive lists of the Florists Seedsmen and Nurserymen of the United States, Canada, Central and South America arranged both by states and towns and all names alphabetically. Also lists of Foreign Merchants, Firms Which Issue Catalogues, Horticultural Supply Concerns, Parks, Cemeteries, Landscape Architects, Experiment Station Horticulturists, Botanical Gardens Seed Growers, and much other conveniently indexed and invaluable trade information.

PUBLISHED BY THE

American Florist Co.

440 S. Dearborn St., CHICAGO

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857.

Wittbold FLORIST

745 Buckingham Place.

L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing.

St. Louis, Mo.

Wm. A. Seeger
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Mullanphy Florists (INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Mention the American Florist when writing.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
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Milwaukee, Wis.

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BOSTON 1 Park Street
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Deliveries to steamers and all Eastern Points.

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Adjoining Plaza Hotel
Member of the Florists' Telegraph Delivery

Original Decorations a Specialty.
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THE VANDERBILT HOTEL
Main Phone, Murray Hill, 783
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Park Ave. and 34th St.

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426 Madison Ave.
And 49th St., NEW YORK

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THE BELLEVUE-STRATFORD — BROAD AND WALNUT STREETS

The Best the Market Affords.

We cover Eastern Pennsylvania, New Jersey and Maryland.

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Telephone 2065-2066 Madison Square.
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NEW YORK

To out-of-town florists: We are in the Heart of
And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

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Bangor, Me.

Adam Sekenger

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No. 32 NEWBURY STREET

We cover all points in Maine.

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Successor to Sievers & Boland

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WHITTED FLORAL CO.,

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

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611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
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146 S. Wabash Avenue

Largest and most centrally located store in the city. All orders given prompt attention.

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Wire and Mail Orders Our Specialty.

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THE F. WALKER CO.

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Established 1874.
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Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address. DARDSFLOR.
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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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FLORIST
536 SOUTH SALINA STREET
General designs—All flowers in season

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Amsterdam, N. Y.—John C. Hatcher.
Bangor, Me.—Sekenger, Adam, 32 Newbury St.
Boston, Mass.—Comley, Henry R.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Brooklyn Cut Flower Market.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Son, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, the Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—Edward A. Forter.
Cleveland, O.—A. Graham & Sons.
Cleveland, O.—Chas F. Kirchner.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Texas—Potter Floral Co.
Ft. Smith, Ark.—George Rye.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Palez.
Los Angeles, Calif.—Howard & Smith.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
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Louisville, Ky.—The F. Walker Co.
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Miami, Fla.—Miami Floral Co.
Minneapolis, Minn.—Whitted Floral Co.
Nashville, Tenn.—Joy Floral Co.
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Newark, N. J.—Philips Bros.
Newark, O.—Chas. A. Duerr.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
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New York—Hanft Bros.
New York—Hession.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Thos. F. Galvin, Inc.
New York—Max Schling, 22 W. 29th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
New York—The Boulevard Floral Co.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—M. J. Callahan.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia—The London Flower Shop, Ltd.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Providence, R. I.—T. J. Johnston & Co.
Rochester, Minn.—Bragg's Flower Shop.
Rochester, N. Y.—J. B. Keller's Sons.
Rockford, Ill.—H. W. Buckbee.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—Foster, Fred.
St. Louis, Mo.—Mullanphy Florists.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Joseph's, 233-35 Grant Ave.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Sedalia, Mo.—Archias Floral Co.
Springfield, Mass.—N. F. Higgins.
Steubenville, O.—Huscroft's Flower Shop.
Syracuse, N. Y.—Miles S. Hencle.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
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Washington—Gude Bros.
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John Breitmeyer's Sons
Corner Broadway and Gratiot Avenues.
Artistic Designs.
High Grade Cut Blooms
We cover all Michigan points and good sections of Ohio, Indiana and Canada.
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FLORIST
1000 Madison Avenue
Telephone—Lenox 3822.
In the Heart of the most exclusive residential section.

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CLEVELAND
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Canada's best known and most reliable florist
Only the Best **Dunlop's**
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We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford
HUGO H. JAHN
—Florist—
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Corner Prospect Place, BROOKLYN, N
Brooklyn Representative of National Florist Corporation.

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FLOWERS
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CHAS. F. KIRCHNER
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Orders filled for all points in Ohio. Satisfactory Service Assured.

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All orders carefully filled under the supervision of

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Member of Florists' Telegraph Delivery.

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BROOKLYN'S LARGEST FLORIST

SEVEN STORES

Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford

Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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Mrs. J. B. Freeman

(Successor to Geo. A. Heinl)

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Both Phones, 527.

Special attention to Mail and Telegraph Orders

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FLORISTS

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Rochester Phone, 506. Long Dist. Bell ph. 2189

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The Largest Growers of Flowers in City

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Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Robt C. Kerr Floral Co.

Main and McKinney Phone, Preston 160

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Member of Florists' Telegraph Delivery.

N. F. HIGGINS

FLORIST AND DECORATOR

150 State St., SPRINGFIELD, MASS.

HANFT BROS.

Madison Ave. at 62nd Street NEW YORK

Established 1848. Phone Plaza 428.

The Boulevard Floral Co.

2391 Broadway, New York

Telephone, Schuyler 6375

FINE STOCK, ARTISTIC ARRANGEMENT AND PROMPT DELIVERY.

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Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

PYFER & OLSEM

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Careful attention to all mail or telegraph orders for delivery in Wilmette—Chicago's North Shore Suburb—Evanston, Kenilworth Winnetka. Glencoe. Lake Forest.

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Mail or telegraphic orders promptly and most carefully executed.

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N. E. Cor. 10th and Grand Ave.

Member of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS

2953 Broadway. Opp. Columbia College

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.

NEW YORK

Quality Flowers

TWO GREENHOUSES ON PREMISES.

Plant Specialists Phones { 107 / 420 / 775 } Lenox

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The Park Floral Co.

J. A. VALENTINE, President.

Members of Florists' Telegraph Delivery.

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Cincinnati.

Julius Baer

FLOWERS

Mail and Telegraph Orders carefully executed.

138-140 Fourth Street East

Mention the American Florist when writing.

Miami Floral Co.,

Orders promptly filled.

MIAMI, FLORIDA.

Sedalia, Missouri.

Archias Floral Co.

Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.

Member of Florists' Telegraph Delivery.

Lang Floral & Nursery Co., Dallas Texas

1303 Main Street.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.

O. C. SAAKE

FLORIST

WE SOLICIT TELEGRAPH ORDERS.
Regular Trade Discount.
215 W. FOURTH STREET.

NASHVILLE, TENN.

JOY FLORAL COMPANY

Members of Florists' Telegraph Delivery.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants.

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Mention the American Florist when writing.

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Little Rock, Ark.

PAUL M. PALEZ

FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

Mention the American Florist when writing.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive St.
Flowers delivered in city and state on short notice
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Mention the American Florist when writing.

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florist of GRAND RAPIDS.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Members of Florists' Telegraph Delivery.

Steubenville, Ohio.

Huscroft's Flower Shop

173 North Fourth Street

All Orders Promptly Executed

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS.

735 Euclid Ave. CLEVELAND

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

SAN FRANCISCO

JOSEPH'S

233-235 GRANT AVENUE

Members of Florists' Telegraph Delivery and National Florists for this District. A specialty made of "Welcoming" and "Bon Voyage" packages.

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

FRED FOSTER

FLORIST

703 Olive St., St. Louis, Mo.

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MRS. E. A. WILLIAMS
621 Penn Ave.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

E. W. PEARSON

47 State St., NEWBURYPORT, MASS.,
Covers all New England points.

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n.

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

THE DOMINION FLORAL CO.

484 St. Catherines St., West
Montreal, Que., Canada

Every order receives prompt and careful attention

C. Frauenfelder

FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN.

Member of Florists' Telegraph Delivery.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DES MOINES IOWA

ALFRED LOZIER ROSERY

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

Howard & Smith

853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

Mention the American Florist when writing.

WORCESTER, MASS.

Randall's Flower Shop,

13 Pleasant Street.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Cincinnati, O.

Edward A. Forter

FLORIST

Successor to A. Sunderbruch's Sons

128 W. Fourth St., Phones. Main 1874–1875

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

Mention the American Florist when writing.

Boston, Mass.

HENRY R. COMLEY, Florist, 6 Park St.

50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

Mention the American Florist when writing.

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, State St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffmans, N. Y.

Mention the American Florist when writing.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

WHOLESALE AND RETAIL.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing.

Chicago Detroit

CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

Mention the American Florist when writing.

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

Mention the American Florist when writing.

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

TERRE HAUTE, IND.

THINK OF HEINL'S

Mention the American Florist when writing.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Trade Directory

OF THE

Florists, Seedsmen and Nurserymen

United States and Canada

Price $3.00, postpaid

American Florist Co.,

440 S. Dearborn Street

CHICAGO

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Cleveland, O.

A. Graham & Son

5523 Euclid Ave.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Randolph & McClements

Floral Experts

5936 Penn Av., PITTSBURGH, PA.

Mention the American Florist when writing.

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing.

PROVIDENCE, R. I.

and all T. J. JOHNSTON & CO.

NEW ENGLAND POINTS. 107 WASHINGTON ST., PROVIDENCE

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

THE weather in the Chicago district is fine for the onion set crop.

VISITED CHICAGO: Edgar Bowen, of D. M. Ferry & Co., Detroit, Mich.

ONION SETS, white, at Chicago, May 29, sold as high as $12 per bushel wholesale.

PACIFIC OCEAN freight rate on Chinese lily bulbs was reported end of April to be $20 per 40 cubic feet.

CHICAGO.—Prices for grass seed on the Board of Trade, May 29, were as follows: Timothy, $5.50 to $8.00 per 100 pounds.

MEXICANS are reported returning to agricultural pursuits. Crops have been put in this season for the first time in five years.

CAPT. R. B. HOWE, of the W. W. Barnard Co., Chicago, has been ordered to report at Ft. Sam Houston, Tex., this week for military service.

PATRIOTISM and uncertainty as to trade and crops should bring together at Detroit, June 19, one of the largest gatherings in the history of the seed trade.

BOTH French and British authorities are reported as considering the interchange of bulb importations. It is said France has prohibited bulb imports.

LEONARD H. VAUGHAN, of Vaughan's Seed Store, Chicago, who returned from New York last week, says all the eastern seedsmen have had a very active season.

PHOENIX, ARIZ.—The Arizona Seed Co. has leased a store at 24 South Center avenue, added a cut flower department and will hereafter be known as the Arizona Seed & Floral Co.

BOSTON, MASS.—J. K. M. L. Farquhar, of the firm of R. & J. Farquhar & Co., has been appointed a member of the park and recreation board, succeeding Thomas F. Galvin, resigned.

SAN FRANCISCO, CALIF.—Bruce McGill, brother of Richard McGill, of R. C. McGill & Co., has returned to this city having enlisted in the signal crops of the United States army as a student aviator.

L. W. WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Calif., and John C. Bodger, of John Bodger & Sons Co., Los Angeles, Calif., both expect to attend the coming convention of the American Seed Trade Association at Detroit, June 19.

BEAN GROWERS (contractors) are reported trying to hedge on orders booked early this season at low prices. Farmers do not take on acreage freely at prices expected and those who based first figures on low costs are disappointed and inclined to plead the baby act in requesting a revision of the figures which they first accepted from seed customers.

Foreign Bulb Trade of the Netherlands.

According to the official figures furnished by the General Society of Bulb Growers, the foreign bulb trade of Holland was unusually small in quantity in 1916. The exports of bulbs were not materially less than the average of preceding years, but the imports were barely 20 per cent the quantity during the last peace year. However, imports are of far less consequence to Holland than exports of bulbs.

The following table shows the imports and exports during the past three years, in kilos of 2.2 pounds each:

Country	1914 Kilos.	1915 Kilos.	1916 Kilos.
Imports From—			
Belgium	83,100	210,900	168,200
France	391,300	136,900	.....
Great Britain and Ireland..	351,300	293,600	206,900
United States..	131,900	62,500	53,700
Germany	.....	.....	38,800
Japan	107,600	36,600	.....
Turkey	14,500	.....	.....
Other countries.	297,900	122,800	1,200
Total	1,377,600	863,300	468,800
Exports to—			
United States and Canada..	7,649,000	8,100,800	11,014,400
Great Britain and Ireland..	7,646,200	8,097,500	115,300
Germany and Austria-Hungary	5,266,700	5,372,800	7,274,300
Scandinavia and Denmark	3,706,700	3,866,200	4,800,500
Southern Europe	462,300	540,000	509,600
Russia	90,300	572,300	50,500
Other countries.	72,700	65,900	118,700
Total	24,893,900	26,615,500	23,883,300

The countries named in these tables are those from or to which the bulbs came or went directly, and therefore may not in every case be the country of origin or of final destination. Packages of bulbs received or transmitted by mail are not included in the tables, but they would not change the proportions or materially alter the quantities.

EFFECT OF WAR ON THE INDUSTRY.

The decline of imports was, of course, due to the war, which diverted bulb industries to other purposes in belligerent countries and limited cargo space from the United States to Holland.

The decline in the total quantity of exports was due to the smaller shipments to the British Isles, which country prohibited the importation of bulbs.

The export to the United States and Canada is totaled into one, but the records of this consulate show that only a small part went to Canada.

Although prices obtained in 1916 were apparently high in comparison with peace prices, they were in reality unsatisfactory when unfavorable rates of exchange and other war factors were taken into account. Cost of production was also unusually high in 1916. It is said that at least 2,000,000 kilos of bulbs were sold at prices below cost at the end of the season.

POOR PROSPECTS FOR THE INDUSTRY.

The prospects for 1917 are uncertain. Although the United States and Scandinavia took an unusually large quantity of bulbs in 1916, it is feared that the quantity will be unusually small in 1917. Facilities for transportation to the United States are uncertain, and the export to Scandinavian countries depends upon their doubtful ability to obtain the fuel necessary to warm the hothouses where bulbs are germinated. Further, Germany and Austria now prohibit the import of bulbs, which alone can reduce the total exports of Dutch bulbs by 20 to 30 per cent.

The situation is considered so unsatisfactory for the industry that government aid has been asked and will be extended so far as may be practicable.

The past winter was so severe that many bulbs were frozen, and the spring is so backward that the development of bulbs in the ground is seriously retarded.

Sugar Beet Acreage.

According to advices from all the American beet sugar factories total acreage contracted for 1917-18 season will be about 882,000 acres, or 100,000 acres more than estimate of beets planted in 1916. Compared with acreages harvested last year increased contracted acreage this year will amount to nearly 200,000 acres. Total sugar production of more than 1,000,000 tons is indicated, or about 200,000 tons above last year.

Will They Bring Fall Bulbs?

Holland-Lloyd Line, one of the largest Dutch steamship companies, will soon make New York a port of call for its passenger and freight steamers.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Thorburn's
SEEDS AND BULBS
For the Trade
J. M. THORBURN & CO.
Established 1802
53 Barclay Street, - New York

Western Seed & Irrigation Co.
Wholesale Seed Growers and Dealers
SPECIALTIES:
Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, NEBRASKA.

TOMATO SEED
Grown for the Wholesale Seed Trade.
HAVEN SEED CO.
SANTA ANA, CALIFORNIA.

Philadelphia Seed Trade.

While the demand is easing up a trifle, the situation not being quite so acute, there is still great activity. Where the seeds come from to supply the demand is a mystery, but somehow and from somewhere, there appears to have been enough.

Snap and baking beans, according to the Moore Seed Co., are almost out of sight. The retail price, formerly 20 cents per quart, is now 60 cents. White skin onion sets grown at Mount Holly have advanced from $1.75 to $12 per bushel and are now about out of the market. Flower seeds, bulbs and tubers are moving slowly and it is hoped that it is the cloudy, cold weather that is holding the demand back.

Stokes Seed Store has sold an enormous quantity of vegetable seeds. Flower seeds, bulbs and tubers have suffered in contrast, but it is believed that settled weather will bring forth the usual demand for ornaments for the garden.

The Henry F. Michell Co., Inc., feel that they have done two seasons' business in one. It was "in the air" and everyone just had to plant seeds. They are still very busy at this establishment.

The Robert Buist Co. appears to have caught up to the local demand and are now working on southern foreign trade in the East Indies and South America.

Harry Michell, 2nd., has enlisted in the engineer corps. Let us hope he will return safe and sound, in time for next spring's rush at the seed counter.

Early planted lima beans have rotted in the ground. Growers, to get the early market, took a chance and now have to pay for it.

At Henry A. Dreer, Inc., trade shows but little sign of abatement, there still being a good demand for all garden seeds and plants.

P. B. Mingle & Co. offer pale limas at $10 and bush at $12 per bushel. The rush is over but there is still a good demand.

I. N. Simon & Son are still able to supply onion sets in yellow and white. The wholesale price is $13 per bushel.

WRITE FOR OUR
SPECIAL OFFER
Crop 1917—Ready June 15th.
ASTER—All varieties including AMERICAN BEAUTY and our latest novelties.
PETUNIAS, STOCKS, ZINNIAS, PORTULACA, double and single; SALPIGLOSSIS.
SWEET PEAS—Early and late Spencers.
NASTURTIUMS—and other flower seeds.
JOHN BODGER & SONS CO.
STATION E. :-: :-: LOS ANGELES, CALIF.

ORDER SEED PACKETS NOW FOR 1918
Paper scarce. Requirements will be double.
THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

BEANS, PEAS, RADISH
AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write for prices.
LEONARD SEED CO.
GROWERS FOR THE TRADE
226-230 W. Kinzie St.. Telephone Main 2762. CHICAGO

Lilium Giganteum
7-9 in. and 9-10 in., for immediate delivery. Write for Prices.
Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

The L. D. Waller Seed Co.
Guadalupe, California
Wholesale Growers of
FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS
Correspondence Solicited.

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA.
Rocky Ford, Colorado.
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Lily Bulbs
Shipment from Storage

	Size.	Per Case.	No. in Case
Giganteum,	7- 9 in.,	$14.50	300
"	8-10 in.,	16.50	250
"	9-10 in.,	16.50	200
Multiflorum,	7- 9 in.,	15 00	300
"	8-10 in.,	17.50	250

Giganteum shipped from Chicago as well as New York.
McHutchison & Co. The Import House
95 Chambers St., NEW YORK
Mention the American Florist when writing

Henry Fish Seed Co.
Bean Growers for the Wholesale Seed Trade
CARPINTERIA, CALIF.
Mention the American Florist when writing.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,

PEDRICKTOWN, N J.

Mention the American Florist when writing.

Grass Mixtures

FOR

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,

CHICAGO, ILL.

Mention the American Florist when writing.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

Mention the American Florist when writing.

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

Mention the American Florist when writing.

R. & M. GODINEAU

SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing.

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.

EDGAR F. HURFF,

Correspondence Solicited. SWEDESBORO, N. J.

Mention the American Florist when writing.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Mention the American Florist when writing.

LILY BULBS--Cold Storage

7 to 9-inch Giganteums we can ship from Chicago.

GIGANTEUM—Cold Storage.

	Per 100	Per case	Per 1000
6 to 8-inch (400 to case)...	$ 4.00	$14.00	$35.00
7 to 9-inch (300 to case)...	5.50	14.40	48.00
8 to 10-inch (225 to case)..	7.50	14.75	65.00
9 to 10-inch (200 to case)..	9.00	16.50	82.50

MELPOMENE MAGNIFICUM—Cold Storage.

	Per 100	Per case	Per 1000
8 to 9-inch (200 to case)...	$ 6.50	$12.00	$ 60.00
9 to 11-inch (125 to case)..	11.00	13.25	105.00
11 to 13-inch (100 to case)..	15.00	14.50	145.00
13 to 15-inch (60 to case)..	20.00	12.00	190.00

Arthur T. Boddington Co., Inc.

128 Chambers St., New York City.

Mention the American Florist when writing.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing.

My Winter Orchid-Flowering

SWEET PEA SEED

have again received the highest honors by the New York and St. Louis flower shows. Over 8000 commercial growers are more than satisfied. If you are not already our customer, send your address and we will mail you our new price list in May or June: it will contain many splendid novelties.

Ant. C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Mention the American Florist when writing.

American Bulb Co.

A. Miller, President.

WHOLESALE DEALERS IN

Bulbs, Seeds, Supplies, Etc.

178 N. Wabash Ave., Chicago, Ill.

Mention the American Florist when writing.

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER.

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin Sweet, Flint and Dent Seed Corn.

Vick's Quality Flower Seeds

In All Leading Varieties.

JAMES VICK'S SONS, Rochester, N. Y.

We carry a reserve stock of all the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago, Ill.

Trade Directory

PRICE: $3.00 POSTPAID

American Florist Co.

440 S. Dearborn St., CHICAGO

Sweet Peas

Asparagus Sprengeri

100 seeds, 15c; 250 seeds, 25c; 1,000 seeds, 75c; 5000 seeds, $3.50; oz., 50c.

Asparagus Plumosus Nanus

100 seeds, 50c; 250 seeds, $1.00; 1,000 seeds $3.50; 5,000 to 10,000 seeds at $3.00 per 1000.

WINTER FLOWERING—Spencer Type.

Trade Packets Contain one-quarter ounce.

Early Snow Flake—This is the best Early Flowering White Seeded Spencer. The blossoms are very large and of the best waved Spencer form. The flowers are borne in wonderful profusion on long stems. **25 Seeds, 25c; Trade pkt. (¼ oz.) $1.25; oz., $4.50.**

Early Heather Bell—This will be one of the most popular shades with all Florists as it will be so useful for making up for any occasion. The flowers are very large, borne in fours and threes on long stout stems and are of beautiful bold Spencer form. The color is a rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender. **25 seeds, 25c; Trade pkt. (¼ oz.) $1.00; oz. $3.50 net.**

Early Morning Star—Deep orange scarlet or flame color in standard with rich orange pink wings. Under artificial light it is superb. **25 seeds, 25c; Trade pkt. (¼ oz.) $1.10; oz. $4.00 net.**

Early Song Bird—The flower is the same color as "Florence Morse Spencer" and a bit lighter than "Elfrida Pearson." **25 seeds, 25c; Trade pkt. (¼ oz.) 85c; oz. $3.00 net.**

Early Melody—This is a deeper shade of pink than "Early Song Bird" on white ground, closely resembling "Countess Spencer" and near "Hercules." **25 seeds, 25c; Trade pkt. (¼ oz.) 85c; oz. $3.00 net.**

Early Spring Maid—Light pink on a cream ground and the blossoms have the same splendid characteristics of "Mrs. Hugh Dickson" for a florist's flower. **25 seeds, 25c; Trade pkt. (¼ oz.) 85c; oz. $3.00 net.**

	Trade Pkt.	Oz.	Lb.
Mrs. A. A. Skaach. Bright shell pink	$0.20	$0.65	$8.00
Mrs. J. Manda. Light shell pink, extra long stems	.20		
Mrs. William Sim. Salmon pink	.20	.65	8.00
Mrs. M. Spanolin. Black-seeded white	.20	.65	
Pink and White. Blanche Ferry type	.25	1.00	16.00
President Woodrow Wilson. Magenta rose	.20	.65	8.00
Selma Swenson. Clear light soft pink	.20	.65	8.00
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H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

NEW HAVEN, CONN.—Not less than 500 acres will be cultivated in the municipal garden planting in this city.

NEW YORK state has 8,701,964 acres planted in crops. This is about the same as eight years ago but food crops, such as corn, potatoes, and beans, have supplanted hay in many sections.

THE United States department of agriculture reports that the strawberry crop of southwestern Missouri, which was estimated to be 73 per cent May 1, has been reduced to 25 per cent in some sections by frost, May 8.

Italian Tomato Crop for 1916.

According to the Statistica Agraria the yield of tomatoes in all Italy for the year 1916 was 422,066 short tons, as compared with 407,851 tons in 1915. The yield in the Florence consular district was 91,797 tons, as compared with 107,364 tons in 1915.

The crop will be used entirely within Italy, as the export of tomato paste, into which considerable of this crop is converted, has been forbidden for nearly two years. Prices of tomato paste are high and the demand within the country is heavy. American manufacturers have nothing to fear from exports of the 1916 crop, and with the present scarcity of labor it is likely that a great demand will exist in Italy for the 1917 crop and that it can not be exported even if export were permitted, at prices that would take away the market in the United States from American manufacturers.

Mechanical Watering.

Mechanical watering, or overhead irrigation, has become quite a common practice in many parts of the country. The enormous importance of such irrigation in market gardening is conceded. However, in these notes and at this time, we wish to point out a very common abuse of the system—applying water too early in the spring. We have noticed this practice to a great extent in our own neighborhood, and from observation and experiments of our own, are pretty sure that no good can come from such methods. If good cultural methods prevail, there is at this time an ample supply of moisture in the subsoil, and the ground if anything is too cold. Any application of water will still lower the temperature and thus actually retard plant growth instead of hastening it. Further, at this time of year, a warm week is often, we may say, generally followed by a dry period; hence, if we irrigate too freely we over charge our soil and often our crops. An excess of moisture always has a tendency to restrict root-growth and encourage top-growth, which is far from ideal. We believe a free use of cultivating tools of far greater importance early in the season, than irrigation. Of course, where seeds are sown and plants transplanted and moisture is needed, one should not hesitate to apply as much as needed to overcome the trouble, but a general soaking up is out of order. Mechanical watering requires much judgment for best results, we believe the above being one of the mistakes in practice.

MARKETMAN.

Celery Prospects in Bermuda.

According to a special report received from the director of agriculture of Bermuda, the area under celery cultivation is about 25 per cent less this year than last. On account of the irregular shapes of the fields, no estimate can be given of the actual acreage. In 1916 there were 13,288 crates of celery, valued at $21,201, exported to the United States, and it is estimated that between 80 and 90 per cent of the total celery crop is shipped annually to this country.

The variety of celery produced in the colony is known as the Golden Self-Blanching, and the bulk of the seed is imported directly from France. The crop at present is very backward and will be late in maturing. It is unlikely that any large quantity will be exported before the middle of May. The prospects of yield depend very largely upon weather conditions between now and the time of harvest. The absence of heavy rains has benefited the crop, because it has not at any time suffered from excess of standing water, as is frequently the case, but light showers from this time on would greatly benefit it.

Wireworms Underground Enemy.

Careful tillage, drainage and proper rotation of crops, are the only successful methods of control of wireworms, the young of the common snapping-bettles or click-beetles, which work entirely underground and are the most destructive and most difficult to control of all the insect foes of corn and cotton. Where sod land is to be planted to corn the following year it should be ploughed immediately after the first cutting of hay and should be deeply cultivated during the rest of the summer. Land already in corn, if badly infested, should be cultivated deeply, even at the risk of slightly root pruning the corn. If wheat is to follow, the field should be tilled thoroughly as soon as the crop is removed. In regions where wheat land is seeded for hay, any treatment of infested fields in precluded. Where wheat is not to be followed by seeding to other crops, the fields should be plowed as soon as the wheat is harvested, which will kill the worms by destroying their food supply and preventing their preparation of winter quarters. Farmers' Bulletin 725, containing additional information regarding this pest, will be mailed free of charge upon application to the Secretary of Agriculture, Washington, D. C.

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Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
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Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00

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2¼-in.	Ageratums, 3 varieties	2.25	20.00
2 -in.	Alyssum, double	2.25	20.00
2¼-in.	Asparagus Sprengeri	3.00	25.00
3 -in.	Asparagus Sprengeri	5.00	45.00
2¼-in.	Aster, 3 varieties	2.25	20.00
2½-in.	Begonia Vernon	3.00	28.00
3 -in.	Begonia Vernon	6.00	55.00
3 -in.	Cannas by the thousands.		
2½-in.	Dusty Millers	2.75	25.00
2¼-in.	Chrysanthemums, 28 varieties	2.75	25.00
2 -in.	Coleus, any variety	2.50	22.50
2¼-in.	Cupheas, cigar plant	2.35	22.00
4, 5, 6-in.	Dracæna Indivisa, 15c, 20c, 25c per 100.		
2½-in.	Heliotrope, 3 varieties	2.75	25.00
4 -in.	Heliotrope, 3 varieties	7.50	70.00
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2 -in.	Lobelias (Crystal Palace)	2.25	20.00
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	PANSY PLANTS	1.75	15.00
2¼-in.	Petunias, double, 12 varieties	3.00	28.00
2¼-in.	Petunias, single, finest mixed	2.50	22.50
2½-in.	Salvia, Bonfire or Splendens.	2.75	25.00
3 -in.	Salvia, Bonfire or Splendens.	5.00	45.00
2½-in.	Stocks, Princess Alice or Beauty of Nice	2.50	22.50
2½-in.	Verbenas, finest mixed	2.75	25.00
2½-in.	Vinca Variegata	3.50	30.00
4 -in.	Vinca Variegata	7.00	65.00
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Standard Shape, 14x14 in.	2.50	each
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Nice Bushes, 15-in.	.35	each

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John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

HAMPTON, IA.—Fire at the nursery of John C. Ferris caused several hundred dollars damage, May 16.

MODESTO, CALIF. — State Horticultural Commissioner G. H. Hecke has issued a call for county horticultural commissioners to attend a conference here, June 6-7, at which time matters relating to the state's $150,000,000 fruit crop will be discussed.

NEWARK, N. Y.—George C. Perkins, of Jackson & Perkins Co., has left for a trip to California and other Pacific coast points, expecting to be gone five or six weeks. Mr. Perkins' son, Stuart, has entered the officers' training camp at Madison Barracks, Sackett's Harbor, N. Y., and commenced duty there last week.

Prunus Mandshurica.

This is a hardy apricot tree which grows vigorously in the arobretum, and can now be seen in flower in the peach and apricot group on the slope above the Meadow road beyond the piece of natural woods. By some authors this tree is considered a variety of the common apricot (P. Armeniaca) but it is very distinct from that tree in the pale bark on the stem and branches and in the shape of the leaves. The flowers which have a deep, red calyx and petals faintly tinged with rose are nearly an inch across and are just now conspicuous on the leafless branches. The fruit is nearly globular, not more than an inch in diameter, yellow spotted with red, with sweet succulent flesh; it is inferior to that of cultivated form of the common apricot, but as P. mandshurica is very hardy, varieties may perhaps be developed with the fruit as good as that of the best cultivated apricots, and hardy where that tree can not be cultivated. This apricot as it now grows in the arboretum is an important addition to the group of hardy ornamental early-flowering trees.—Arnold Arboretum Bulletin, May 8, 1917.

Peony Fragrance.

Those who read the article on the odor of the peony by Mr. Fewkes in Bulletin No. 2 will remember that he began with the statement that few peonies, comparatively, possess a sweet odor. I hold a precisely opposite view; for to my nose the majority of double peonies have a good odor, and a large number of them are highly scented. Can I get anyone to agree with me in this?

During the past season I have made a careful study of my collection with a special view to the question of fragrance; and I offer as a result the following rather tentative remarks:

There are four distinguishable types of odor in peonies, for which I shall use the names Rose, Honey, Lemon and Bitter.

1. The rose fragrance is that which would commonly be recognized as the natural odor of the peony. It approaches the odor of a June rose, and in some cases closely resembles it. This type of fragrance exists very strongly in Edulis superba, and well developed in Dr. Bretonneau of Verdier (Lady L. Bramwell), Gigantea, Venus, Milton Hill, and in many whites, notably in Baroness Schroeder, Mme. de Verneville, Le Cygne and Festiva Maxima.

2. The honey odor characterizes those peonies with bright yellow central petals; most markedly in Philomele and Candidissima, two of the most highly scented of all peonies. I have always called this a honey odor, but was confirmed in the designation by overhearing a lady at the New York show this year exclaim as she sniffed a vase of Philomele, "Why, it smells just like honey!"

3. The lemon odor is a peculiar aromatic and fruity smell, disagreeable to some in freshly opened flowers, but becoming more acceptable as the flowers mature. Mathilde Mechin offers a most pronounced example of this type of odor; Gloire de Chas. Gombault also possesses it. It would seem, therefore, to accompany those blooms that have a mixture of salmon and pink central petals; but perhaps not all of them.

4. The bitter odor of most stamen-bearing flowers is generally considered disagreeable when the blooms are young and the odor at its strongest. This odor is sometimes and appropriately called "soapy." Almost all singles possess it in an unmitigated form, especially the single reds, in many of which it is quite repulsive. In the more double varieties, as James Kelway, Mme. A. Dessert, La Tulipe, and M. Martin Cahuzac, the odor is much less marked than in the singles, and it grows fainter as the blooms get older, so that it is not infrequently pronounced agreeable in flowers that have been open for some days. To me it is never better than indifferent.

The line of demarcation between these types of odor is not tightly drawn, but if characteristic examples of each be taken the difference is manifest enough.

I hope this attempted classification may bring comment, amplification or protest from such of our members as lead a vivid olfactory existence.—A. P. Saunders, in American Peony Society Bulletin.

Providence, R. I.

STRONG MEMORIAL DAY DEMAND.

Business during the past week has been good and the Memorial day trade is starting in with a rush. Magnolia wreaths and bouquets of wax flowers are very popular and are having a heavy call. Geraniums this year seem to be poor, yet they are bringing good prices. Carnations and cut flowers in general are scarce and the same may be said of greens. Outside daffodils are about done and the trade is now waiting for outside tulips.

Olney Williams is cutting very good Enchantress carnations. H. A. T.

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Alice Byron	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00

YELLOW.	100	1000
Golden Glow	2.00	15.00
Golden Queen	2.50	20.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Odessa	2.50	20.00
Yellow Bonnaffon	2.00	15.00
Nagoya	2.00	15.00
Dolly Dimple	2.50	20.00

PINK.	100	1000
Amorita	2.00	15.00
Chieftain	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00
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Josephine Foley, per 100....$4.00
October Queen, per 100..... 4.00

YELLOW VARIETIES
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Bonnaffon
Marigold
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6 inch pots	3	26 inches high......	$ 2.00
15 inch tubs	4	72-78 inches high, hv..	25.00
15 inch tubs	4	75-80 inches high, hv..	30.00

ARECA LUTECENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high.	$1.25

ASPIDISTRAS.

5 inch pots, 10-12 leaves, vari............ 1.50

PHOENIX ROEBELENII.

4 inch pots, 50 cents each; 5-inch pots....$1.00

LIVISTONA ALTISSIMA.

2¼ inch pots, 90c per doz.........$7.00 per 100

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, $1.00 per doz.......$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots............................50c each

POEHLMANN BROS. CO.,
Morton Grove, Ill.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

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Pansies. 500,000 field-grown, in bud and bloom, mixed colors, $1.25 per 100, $10 per 1,000. Extra large plants, $15 per 1,000. Leonard Cousins, Jr., Concord Junction, Mass.

PANDANUS.

Padanus Veitchii, 4-in., $4.20; 5-in., $7.20; 7-in., $18 to $24; 8-in., $30 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15; 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PETUNIAS.

PETUNIA ROSY MORN.
3-inch, $6.00 per 100.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

POINSETTIAS.

Poinsettia orders booked now for June and later delivery. ERNEST ROBER, Wilmette, Ill.

PRIMULAS.

PRIMULA MALACOIDES.

Extra fine stock	100	1,000
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM. Wilmette, Ill.

PRIMULA OBCONICA, best varieties, 2-in., $3; 3-in., $5 per 100. Obconica and Malacoides in bloom. 4-in., $12.50; 6-in., $25 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

California, Polish or Ironclad, Amoor or Russian Privet. Very attractive prices on carload lots. J. T. Lovett, Inc., Little Silver, N. J.

ROSES.

ROOTED ROSE CUTTINGS.

Cecile Brunner ....$50.00 per 1000
Richmond .... 35.00 per 1000

BASSETT & WASHBURN.
178 N. Wabash Ave., Chicago, Ill.

ROSES.

ROSE PLANTS.

Grafted and Own Root.
The Poehlmann Quality. Known Favorably Throughout the Land.

GRAFTED—2½-inch Aaron Ward, Milady, Killarney, White Killarney, Cecile Brunner, Richmond, Sunburst ....$120.00 per 1,000
Lots of 5,000 or more........ 110.00 per 1,000
These prices are absolutely net cash.
For 3½-inch stock an additional $50.00 per 1,000 will be charged.

OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady, Richmond, Cecile Brunner, $7.00 per 100 ....$65.00 per 1,000
Lots of 5,000 or more........ 62.50 per 1,000
Sunburst, own root, $10.00 per 100 .... 90.00 per 1,000

Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

ROSE PLANTS—2½-INCH STOCK.

	100	1,000
Killarney Brilliant	$4.50	$40.00
Pink Killarney	4.50	40.00
White Kilarney	4.50	40.00
Ophelia	6.00	50.00
Sunburst	5.00	45.00
Richmond	4.00	35.00
American Beauty	6.00	55.00
Baby Doll	5.00	45.00
Baby Elgar	4.00	35.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

ROSE PLANTS—GOOD STOCK.

From 3-inch pots.

	100	1000
Pink Killarney	$4.00	$35.00
Richmond	4.00	35.00
White Killarney	4.00	35.00

From 2½-inch pots.

Sunburst	$4.00	$35.00

Two-Year-Old Bench Plants.

White Killarney, 5.00 per 100; 40.00 per 1,000

GEORGE REINBERG.
162 N. Wabash Avenue. Chicago.

EXTRA FINE YOUNG ROSE STOCK.

	100
Ward, 2½-inch	$5.00
Sunburst, 2½-inch	5.00

Fine Bench Plants.

Pink Killarney ....$5.00 per 100; $45.00 per 1000
Baby Doll .... 5.00 per 100; 45.00 per 1000
George Elgar ..... 5.00 per 100; 45.00 per 1000

CHICAGO FLOWER GROWERS' ASSOCIATION,
182 North Wabash Ave., Chicago, Ill.
L. D. Phone, Randolph 631.

Roses. Dormant, 2-year-old climbers and 2-year-old H. T. and H. P. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

ROSES, American Beauty and other varieties, 6-in. pots, 35c and 50c each. Kaiserin, My Maryland and other varieties, 2¼-in., $4; 3-in., $8; 4-in., $12 per 100. HENRY SMITH, Grand Rapids, Mich.

Roses. Own root, 2½-in. stock and 3-in. plants. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

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Roses. Pot-grown, 2¼ and 4-in. Write for list. The Leedle Floral Co., Springfield, O.

SALVIAS.

SALVIA. Bonfire 2½ in., $5.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

SNAPDRAGONS.

2,000 SNAPDRAGONS (mixed):
Extra strong plants and a big bargain at $3.00 per 100. First come—first served.

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182 N. Wabash Ave. Chicago, Ill.
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SNAPDRAGONS. White, pink and yellow, 2-in. pots, $3 per 100. HENRY SMITH, Grand Rapids, Mich.

SNAPDRAGONS. Mixed heavy 2 in., $3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seed. Asparagus Sprengeri, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

Seed. Winter Orchid Flowering Sweet Pea. New price list, ready in May or June, will contain many splendid novelties. Send postal for copy. Anton C. Zvolanek Sweet Pea Ranch, Lompoc, Calif.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Asters, Petunias, Sweet Peas and Nasturtiums, etc. Write for our special offer, 1917 crop. John Bodger & Sons Co., Station E, Los Angeles, Calif.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

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Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

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Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

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Seeds. Flowers in all the leading varieties. James Vick's Sons, Rochester, N. Y.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

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Sweet Peas. Spencer varieties. For names and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

VEGETABLE PLANTS.

CELERY PLANTS. Golden self-blanching (French strain), also the grand, new, easy blanching variety, which is easy to grow; fine plants, ready for the field, $2.00 per 1,000 or $8.75 per 5,000. Cash.
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VERBENAS, strong 2½-in., all bud and bloom; 4 colors, $3.00 per 100. CALVERT FLORAL CO., Lake Forest, Ill.

VINCAS.

VINCA. Variegata fine 2 in., 2 to 3 shoots, $3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Vinca variegata, 4-in., $12.00 per 100. Worth 1,000. Elmer Rawlings, Allegany, N. Y.

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Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

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White wood easels. Very desirable for mounting floral designs. Sizes 36 inches to 66 inches. 50c to $1.15 each. Geo. H. Angermueller, 1324 Pine St., St. Louis, Mo.

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Hanging baskets. Enameled green, extra well made. For sizes and prices see advertisement elsewhere in this issue. Pittsburgh Cut Flower Co., Pittsburgh, Pa.

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Vaughan's Japanese plant tubs, height 13-in., diam. at brim 12½-in. Each, 75c; 10 for $7.00. Vaughan's Seed Store, Chicago and New York.

Trees, shrubs and plants for all purposes. Wholesale and retail. Send for catalogue. The New England Nurseries Co., Bedford, Mass.

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Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, Ohio.

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Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

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Wired toothpicks. Bestbilt brand, $2 per 10,000. Geo. Herrmann, Inc., Mt. Vernon, N. Y.

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Greenhouse construction. We design, manufacture and build greenhouses of every style and size. Building material of all kinds. American Greenhouse Mfg. Co., 1000 Masonic Temple, Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

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Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

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SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far. 35c for 1,000; 3,000 for $1, postage paid.
MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St., Detroit, Mich.

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Cane Stakes, standard grade, 6 to 8 feet, per 100, 85c; 500, $3; $5.50 per 1,000.
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Florists' wire designs and fancy wire lamp shades. NORTHWESTERN WIRE WORKS, 228 13th Ave., N. E., Minneapolis, Minn.

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Get a Kroeschell—the boiler of unequalled fuel economy. It will pay you well.

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Mr. Wendel is surely pleased with his No. 14 Kroeschell Boiler—it is a PEACH, that is all there is to it. We surely had some winter, which we all know.

Our houses have never been below 52°, and it was not necessary to force our boiler. Best of all, we saved two carloads of coal over a year ago. (Signed)

CROWN POINT FLORAL CO., Crown Point, Ind.
Hans Jepsen, Grower.

Kroeschell Uses Only One-Half the Coal.

Have taken out return tubular boiler which used one-half more coal than the Kroeschell Boiler—it is so easy to regulate that in a few minutes I can run up the temperature by opening drafts. (Signed)

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Your boiler does the work of two tubular boilers—saves fuel, needs less attention, as the fire lasts much longer—is easily cleaned. (Signed) S. E. MUNTZ, Dubuque, Iowa.

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On account of their sturdy, special construction, which permits of great strength without the need of heavy shadow casting supports, these houses are so warm and sunny that they are filled with a riot of bloom and fruit when Jack Frost has stripped the garden of its beauty. The ventilating and heating systems are the result of years of experience in building for professional growers. Things just have to grow in a King

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It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE, $1.50.

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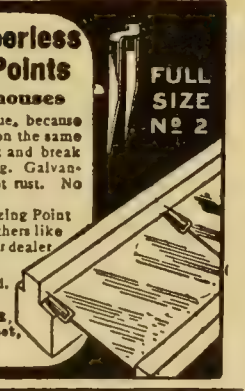
For Greenhouses



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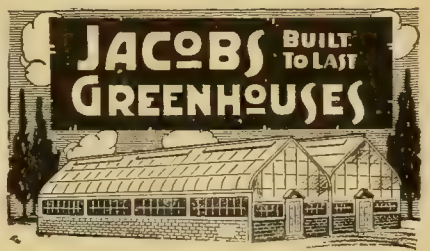

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The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly thrips and soft scale.
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For eel worms, angle worms and other worms working in the soil.
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The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

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For Spraying.
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Ask Your Dealer for it.
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Baskets,
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For Maximum Production of Flowers

You must supply the soil with available amounts of Phosphorous.

Don't Experiment But

PLAY SAFE

By Using

Magic Steamed Bone Meal and

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The two best and most economical fertilizers for supplying available **Phosphorous** in the soil.

Write for Information Blank and Special Prices.

Chicago Feed & Fertilizer Company
Union Stock Yards, Chicago, Ill.
Originators of the Famous Fertilizer Charts For Florists.

Clay's The World Power in the Soil.
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EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.
MANUFACTURED BY
CLAY & SON, STRATFORD, LONDON, ENGLAND

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1866—1917
"ALL-HEART" CYPRESS
WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

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JAPANESE PLANT TUBS

Made of finest seasoned oak, bound securely with bamboo hoops. Ideal for shrubs and plants of all kinds adding 100% to their appearance and value. Height 13 in., diameter at brim 12½ in.
Each 75c; 10 for $7.00.

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POT MAKERS FOR A CENTURY AND A HALF. | Standard, Azalea, Bulb, Orchid, Fern, Hanging, Embossed, Rose, Carnation, Palm, Cyclamen, Cut Flower, Special Shapes to Order, Chicken Founts, Pigeon Nests, Bean Pots, Etc. | WORLD'S LARGEST MANUFACTURERS.

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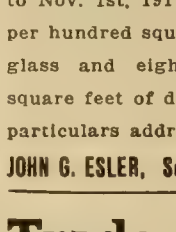

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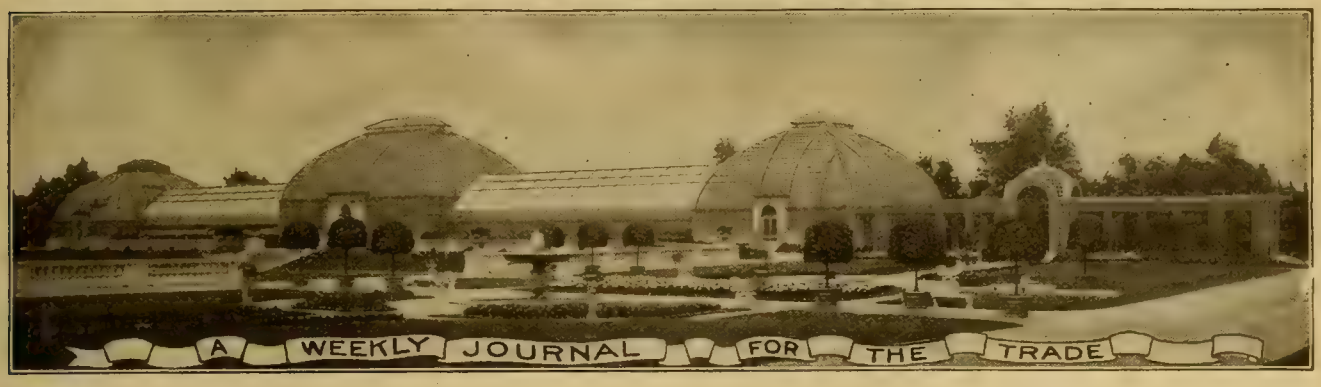

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR, Houston, Texas, President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June 11-12, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

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Next annual convention and exhibition at Boston, Mass., 1918. W. J. VESEY, JR., Ft. Wayne, Ind., President; CHAS. S. STROUT, Biddeford, Me., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

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Next annual convention and exhibition St. Louis, Mo., April 6-15, 1918. BENJAMIN HAMMOND, Beacon, N. Y., President; WM. L. ROCK, Kansas City, Mo., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

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Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

BOSTON OUTDOOR SHOW

Exhibition of Massachusetts Horticultural Society, Opened June 1, Will Continue Three Weeks.

Finest of Its Kind Ever Staged.

In 1873 the Massachusetts Horticultural Society held an outdoor exhibition on the Boston Common. Records declare, and it also lingers in the memory of the oldest members, that it was a most successful flower show. Last year it was decided to repeat this effort, but on a much larger scale, and preparations were at once begun to insure the finest exhibition of its kind ever seen in America. A guarantee fund of $12,000 was at once underwritten by the trustees of the society and a special committee was appointed to arrange all detail and manage the event. Thomas Allen, a trustee of the society and chairman of the Boston art commission, was made general manager, with John K. M. L. Farquhar, Thomas Roland, President R. M. Saltonstall and Charles S. Sargent, assistants. This committee was fortunate in being able to get a vacant, grass-covered plot opposite the Museum of Fine Arts on Huntington avenue, containing three and one-half acres, but none too large for requirements.

In the center, R. & J. Farquhar & Co. staged a rock and aquatic garden covering one-fourth of an acre and around the boundary lines of the entire plot were erected seven marquees or tents ranging in size from 40x80 feet to 60x100 feet. Intervening spaces contained displays of conifers and beds of blooming plants. There were also a number of trade displays of garden accessories and furniture, all arranged in garden effect with the aid of evergreens and shrubbery. James Wheeler superintended the installation of the various exhibits and it is to his credit and ability as a manager that everything was in place and the grounds in perfect order Friday noon, when the Red Cross Society took charge. The admission for this day and evening was $5 and there was a very good attendance, notwithstanding threatening weather and occasional showers, over 1,000 tickets being sold.

This exhibition is unique from the fact that there is no printed schedule or list of prizes—no competition. It is an outdoor display, experimental in a sense, to which the members of the society were asked to contribute, and to which they responded heartily and in good measure. They have set an example here that can in a measure be duplicated in like or less degree in all the large cities of the country. With its garden setting and surroundings the plants in the tents are given a natural effect, that has great advantages over the ordinary exhibition table.

The Rock and Water Garden.

R. & J. Farquhar & Co.'s rock and water garden was fully up to the high standard of their efforts at previous exhibitions. A large irregular shaped lake or pond somewhat crescent in form was bridged in the center with a high arched structure of Japanese style. The earth removed from the excavation was piled high, graded and artistically built over with rocks of various sizes. The whole was then planted with all the recognized favorites for such beauty spots. On top of one miniature mountain, viburnums six feet tall were used with good effect to increase the height, while for the same purpose stately arbor vitæs adorned the mound across the lake. Dwarf evergreens were also used to good advantage as were Azalea Kaempferi, nicely in flower. Spirea Japonica was showy, while quantities of violas and other rock garden flowering plants added their touch of color. The water garden was well filled with water lilies and other aquatic plants, but "Old Sol" had not encouraged them to much activity. A large fountain with bronze dancing figures and two cascades falling over the rocks gave life and motion to the picture.

The Outdoor Display.

To the right on entering the grounds a bed of Ghent azaleas was conspicuous and in front of the administration tent was a setting of two beds of the Japanese variety. Then came the exhibit of garden accessories of Philip L. Carbone. This occupied considerable space, the arrangement being artistic with growing evergreens, Italian statuary, vases, urns, seats, tables, a sun dial, gazing globe, bird baths, etc., many of them large, handsome pieces. A bed of Chinese piceas, dwarf varieties recently imported by R. & J. Farquhar & Co., was very attractive.

A most showy bit of color was the immense bed of pansies of William Sim of Cliftondale. This was 22 feet in diameter and contained 1,700 plants. The center of the bed was in black, then came purple, lavender, bronze and yellow in the order named, the whole bordered with a wide band of white with yellow and bluish tints in the center. The flowers were extra large, the entire bed making a fine showing.

Penn, The Florist, made a display of garden ornaments, included in which were terra cotta tables and chairs, fountains, benches, a sundial, bird baths, statuary, vases and jardinieres filled with hydrangeas and pink roses. A large bronze figure of a water nymph riding on dolphins was a feature. Planted evergreens added to the garden effect. At the left of the entrance was a group of conifers containing 120 varieties, many of them quite large specimens, six to eight feet in height. This was said to be the largest and finest collection ever exhibited in this country. They were all planted in the sod and the arrangement was most effective. These were from the Blue Hill Nursery of J. H. Heurlin, Braintree, Mass. E. A. Clark exhibited a group of well flowered hydrangeas.

The Wm. W. Edgar Co., of Waverley, planted a large curved bed of Poitevine geraniums in standards. Heliotropes in like shape were in the center while the surface was covered with short Mrs. Sander double white daisies. Faulkner Farms filled a large bed with campanulas in variety, large plants splendidly flowered.

The Orchids.

The orchid marquee, which contained a most superb collection of these greenhouse favorites, was one that none of the visitors missed. Newcomers were hardly in the grounds before they asked, "Where are the orchids?" The various exhibits were staged on both sides of a large mound in the center of the tent. A profusion of palms and ferns served as a background. The orchids were arranged rather closely, there not being sufficient room to show them individually. They made a grand display, however, and the great beauty of the many wonderful cattleyas, Brasso-cattleyas, odontoglossums, lælias, miltonias, oncidiums and other rare varieties, were much admired. The Julius Roehrs Co., Arthur W. Cooley, Ernest B. Dane, Faulkner Farms, F. J. Dolansky, Mrs. G. Weld and J. T. Butterworth, were the exhibitors in this class. Amongst the notable plants was Odontoda Gladys, a new variety exhibited by Arthur W. Cooley, imported two years ago from Lowe & Sons of London. This carried one large and several smaller spikes of beautifully mottled flowers of a golden brown. Many fine odontoglossums were conspicuous in this exhibit, with pink tinted spots. It was most striking in appearance. Faulkner Farms staged a miltonia with eight spikes of extra large, well colored flowers which was very conspicuous. F. J. Dolansky's cattleyas were large and well colored, while J. T. Butterworth's giant form of Cattleya-mossiae with three blooms, each nine inches across, attracted great attention. Julius Roehrs' collection contained 240 plants, a number of them large and some quite rare. A large plant of Dendrobium chrysotoxum, was full of its bright yellow flowers, while miltonias and Brasso-cattleyas were also features.

Thomas Roland's Rose Garden.

Thomas Roland's rose garden, which completely filled a large tent, was one of the distinctive features. This contained from 1,200 to 1,500 plants with such profusion of buds and flowers that the enclosure was a blaze of color. The center space contained three large beds, one 15 feet in diameter, filled with a number of varieties, bordered with Hiawatha, while 12-foot beds at either end were filled, one with Ophelia and the other with Mrs. Aaron Ward.

A border bed, 6 feet in width, completely encircling the tent, contained over 1,200 six-inch plants of varieties Teschendorf, Baby Rambler, White Dorothy Perkins and others.

At either end of the garden was a summer house with seats, while fine cut stone covered the large oval walk. This was a beautiful exhibit, Mr. Roland adding another to his many successes.

Rhododendrons.

Two large marquees contained rhododendrons, magnificent plants, but at the opening only contained buds of promise, as none were in flower, only here and there showing color. It was thought, however, that a few sunny days would open them out and they would be at their best for the second and third week of the show. The plants staged by Mrs. Samuel C. Lawrence, magnificent specimens in three to four-foot tubs, plants 10 to 12 feet in diameter, filled the center of one large tent, while the sides contained the Waterer and Crisp collections of new and choice varieties. The Waterer exhibit was of plants sent over last autumn especially for this exhibition.

A large double marquee, 100x110 feet, was required for the Walter Hunnewell collection of rhododendrons, of which there were 125 specimens, all planted in the sod. These had been lifted and wintered in pits to be in the best possible condition at this time. They were splendidly budded and will make a grand showing when in flower. Most of them range from four to six feet in diameter and quite a number are considerably larger. Two large specimens in tubs are 10 to 12 feet in height. A large central group and one at each end was the arrangement.

Pot Plants.

On either side of a wide path in one enclosure were staged hardy hybrid new type Spirea Japonica crosses with Davidii. These were from the Mount Desert Nurseries in Maine. Notable varieties were Gloriosa, a new fine large fluffy pink; Moerheimii, a white with a loose-branching spike of flowers, very distinct; Vesta, Ceres, Venus, Rose Perle, Opal, Juno, Carminea and Silver White, a wonderful collection. Lupinus Moerheimii was another Mount Desert novelty, exceptionally well flowered. Limonium (Statice) Suworowii alba, a pure white variety, made a fine showing. There were some three dozen plants in six-inch pots with spikes of bloom two to three feet. These were from Faulkner Farms. President Saltonstall staged splendidly flowered single petunias in large pots, each containing hundreds of flowers; also, a large block of Spirea Japonica. One of the marquees contained Professor Charles S. Sargent's collection of azaleas, superb plants just bursting into flower. There were over 100 specimens. The colors were arranged by Thomas Allen so as to get the best effect ranging from white to bright red. This display was so beautiul that many visitors took a second walk around them before leaving the tent.

Other Interesting Features.

A tent filled with specimen Rhynchospermum jasminoides, standard wistarias in tubs and dwarf Chinese azaleas, arranged in beds bordered by very well flowered plants of Calceolaria Stewartii, was another very interesting spot. The wistarias were only in bud but looked most promising. The calceolarias were superb plants, some of them four feet in diameter covered with a perfect cloud of blossoms. The wistarias, rhynchospermums and azaleas, were from Prof. Sargent, while Mrs. C. G. Weld and Edwin S. Webster staged the calceolarias. Hybrid calceolarias were also a feature here.

Taken in its entirety, this is one of the most practical flowering plant exhibitions ever held in this country, a great credit to the Massachusetts Horticultural Society.

Honorary Awards.

Honorary awards were made as follows: Gold medals—James Wheeler in recognition of his services in installing the exhibits; R. & J. Farquhar & Co., rock garden; Thos. Roland, rose garden; Prof. Chas. Sargent, azaleas and wistarias; John Waterer & Son, Crisp & Co., T. D. Hatfield and Mrs. Samuel C. Lawrence for rhododendrons; J. H. Heurlin, collection of conifers; Arthur M. Cooley, Ernest B. Dane and Julius Roehrs Co., orchids. Silver medals—Mrs. Chas. G. Weld, Edwin S. Webster and Faulkner Farms for various exhibits; F. J. Dolansky, orchids. Honorable mention—E. A. Clark, Stephen M. Weld and Mrs. Wm. Edgar for various exhibits. Certificates of merit—Philip L. Carbone, Penn, The Florist, and J. Whittier for garden accessories and ornaments.

Bedding Plant Surplus.

With the season for bedding plants nearing a close, it is a good plan to get all the odds and ends together, arrange them to show to the best advantage and, if necessary, price them at slightly lower figures.

There is scarcely a small yard but what could find room for a dozen more plants in variety; something they did not have or were enticed to purchase because they appeared cheap. Seed stores in the retail districts work off a lot of plant baskets; cheap, small chip

BOSTON OUTDOOR EXHIBITION.

1—Partial View of R. & J. Farquhar & Co.'s Rock and Water Garden. 2—Pot Plants Along Cross Aisle of Large Rhododendron Tent. 3—In the Orchid Tent. Faulkner Farms Miltonias and Exhibit of the Julius Roehrs Co. 4—Partial View Thos. Roland's Rose Garden. 5—One of the Rhododendron Tents. Specimens of Mrs. S. G. Lawrence in Center. Exhibit of F. G. Waterer, Bagshot, Surrey, Eng., Around the Sides. 6—In the Orchid Tent. Exhibit of Arthur Cooley and Faulkner Farms in Foreground. 7—Rhynchospermums, Azaleas, Tree Wistarias and Calceolarias. 8—Wm. Sim's Pansy Bed, 22 Feet in Diameter. Contains 1700 Plants.

affairs, but which, with their assortment of plants, look very inviting. The average bedding plant grower can make up a lot of such collections that if packed in a little sphagnum, well watered and stood for a day or two in the greenhouse, will present a very salable appearance. Very often an ad in the daily papers calling attention to this surplus stock, at prices about half that of the first selection, will bring customers or inquiries and much of the stock that would otherwise go to waste is turned to profit. Department stores have been found very useful in working off surplus or overgrown stock. They will buy plants of any kind that have saleable value if offered in quantity. One instance is known to us of a grower with a number of asters in flower in pots, which were not moving very fast. Taking a sample to a department store, he offered them at the regular price by the hundred. They bought several hundred, which were sent in early the next day. Before the wagon returned, a duplicate lot was ordered, and by the time the week was out they had purchased the entire stock.

The advantages of pushing the product, even to the extent of lowering the price, are that the goods are turned quickly into money, there are none left to throw out and the empty space can at once be filled up with another crop.

AMERICAN ROSE SOCIETY.

Annual Inspection of Washington Test Garden, June 4.

Garden in Fine Condition.

The meeting of the American Rose Society at the Arlington rose test gardens at Washington, D. C., Monday, June 4, was most delightful. The party assembled at Gude Brothers' store on F street, from whence, at 10:30 a. m., they motored to the garden. Seven of the 10 autos were driven by members of the Gude family. The day was perfect, in great contrast to the very showery weather of these occasions for the past two years.

With the exception of the hybrid teas, which for some reason had not wintered well, the garden was in fine condition. The pillar and rambler types are now of a size to produce quantities of flowers, the arches and border arbors being gay with their clouds of blossoms. Many of the hybrid class were showy with their profuse bloom. The sweet briars and others of the single type were seen in wonderful growth and flower. The rugosas had flowered freely and still continued a mass of bloom. The summer house was covered with the rose, Dr. Van Fleet. This was full of buds just opening.

After an inspection and tour of the garden, President S. S. Pennock opened the meeting, using the mound of the summer house as a platform, from which he introduced the speakers. After offering congratulations on the grand weather and the beautiful surroundings, he presented Prof. Corbett of the United States department of agriculture, who welcomed the visitors, and explained that this was a trial garden from which the department, working in conjunction with the American Rose Society, hoped to acquire a safe and sane list of varieties that would do well in this locality. Because certain kinds did not do well here, it does not condemn them, he contended, as they might grow to perfection elsewhere.

J. Horace McFarland, of Harrisburg, Pa., was introduced as being one of the most active workers in the society, and who was doing wonderful work in creating love for the rose. His address was on "The Significance of the National Test Gardens." A number of persons, he stated, appear to think now that we are in the midst of war such subjects as the cultivation of the rose should not be discussed. He differed with such views. To keep up the standard of right living, with such ideal surroundings as rose gardens gave us and to discuss the subject, was not only proper, but wise—and also necessary. He called attention to the fact that we all need renewed vigor to help us stand for the democracy of the world. Even Hon. Arthur Balfour, who was in this country recently on most important business, found time to rest and take his mind off his mission by means of a game of golf. President Wilson, in spite of his many responsible duties, also keeps himself in trim by getting away from the burden every day and renews his vigor by walks and golf. Men in the trenches at the front are given seeds, which they sow and care for. They are frequently relieved and their environs changed so as to renew their strength and keep them bright and alert. Making home surroundings pleasant, the speaker added, was in the highest degree patriotic work. The thing that most of us must do is to keep up the land. We are talking of an army of 5,000,000 men out of a population of 100,000,000. What are the rest of the 95,000,000 to do? We must live and do out best, but how is tearing up our rose garden and flower beds going to help? The government, in order that national life shall not go backward, is calling attention to all the national parks and their recreational use this year. Why not tear up all the parks and plant corn and potatoes? Why not? Well, because we are not (if you will excuse the expression) a nation of fools. They are growing roses in Germany and carrying on activities other than the war, as is evidenced by perusal of educational journals. The rose is international. We are brothers with England in glorifying the rose. The name rose is the same in all languages, but perhaps two universal words for the world's flower. We want American roses to popularize them in this country. Guerney Hill was working on the forcing rose, while Dr. Van Fleet was producing hardy varieties for the door yard. Nine million roses were imported in one year from Europe, but that was only one for every five homes. Life will be sweeter and better when we can get one for each. Enough to satisfy that great need will require national and international rose growing. There is no quarrel in discussing rose growing or anything else that God has grown with the Germans. Can there be any better way—a rose in our hands will prove more efficient than the dove of peace? Mr. McFarland's remarks were loudly applauded.

Hon. Carl Vrooman, assistant secretary of the department of agriculture, said the department greatly appreciates the work the society was doing. The rose was the most beautiful emblem of the sanity of beauty. People at this stirring time must keep minds and emotions rational. The country was entering a crisis much more serious than most people realize. Every thought and aspiration is undergoing a change. Business must go on as rational and our life as beautiful as before. Some examples of vegetables taking the place of flowers were good for certain reasons, but there must be flowers. Still, he added, if he had to choose between flowers and vegetables for the table the food would come first. Wm. F. Gude, who followed Mr. Vrooman, said he was glad to see so many lovers of the rose, who must be lovers, or they would not have been in attendance. He took a great interest in the garden and hoped much for it in the future.

Cars were then taken for a delightful ride through beautiful Arlington cemetery and a portion of the park, including the Zoo, to "Twin Oaks," the residence of Mr. and Mrs. Charles J. Bell, whose beautiful rose garden was a revelation to many. It is one of the most beautiful estates in the country. Mrs. Bell graciously received the visitors and took pleasure in going about the garden and discussing varieties with them. After refreshments, a ride was taken to the Ebbitt House, where a luncheon on the rotary plan was served. There were 40 persons at the table. President Pennock called on a member for a few words. President-elect Benjamin Hammond said he felt sure that his prediction that the garden would become a popular place for all the honeymoon couples who would visit Washington in the years to come would come true. They would then go home and plant roses for a garden of their own. A rose bush in a garden was sure to have an uplifting influence. Sixty per cent of all flowers grown in a commercial way were roses.

Prof. E. A. White, secretary-elect, predicted a bright future for the society and hoped to be able to secure a largely increased membership, as the rose is an emblem of peace and should not be neglected and there was no reason why the society should not grow to be as large, if not the largest, in the world. Dr. Shoemaker, president of the Federated Societies of Washington, assured the members that this body would do all possible to co-operate with them in furthering the work of the national garden.

E. G. Hill was introduced as "our old friend," but said he still felt youthful. He seconded what Mr. McFarland had said and was glad it had been said at this time and place. He said he felt that growers of roses were co-laborers with Him who creates things that are beautiful. Dr. Bell, in speaking of the telephone, had said: "See what God has brought us," and that we should say and feel we are co-workers with God. Pointing to vases of Red Radiance, Mr. Hill asked: "Who was the painter who mixed the color, the scent and other attributes and well defined organs of the flower? the Creator, that

MEMBERS AMERICAN ROSE SOCIETY AT ARLINGTON TEST GARDENS, WASHINGTON, D. C., JUNE 4.

we co-workers might benefit by working and producing beautiful roses for the garden and greenhouse." A man to grow roses successfully must first have then in his heart. I love the rose and have done just a little bit in producing with them. We can grow roses here regardless of Europe. His rose, Gen. McArthur, is planted in every rose garden in Europe. In conclusion he praised the work of Dr. Van Fleet, M. H. Walsh and John Cook. He urged that new roses be grown scientifically not in a shipshod manner. Let us all work and enter this great field of beauty. Mr. McFarland urged each of the 1,500 members to bring in just one and the membership would at once jump to 3,000. We want those with roses in their hearts and then they will get in the garden.

Dr. E. N. Mills, of Syracuse, spoke of the great work of their rose society which has an average attendance at the monthly meetings of 125. He hoped the national society would come to his city in two years. George Field told of the Bancroft rose garden. It was voted to give a suitably inscribed flag pin to Dr. Van Fleet, after which the party dispersed.

Visitors.

The following were among those in attendance:

Otto Bauer, Washington, D. C.
W. G. Benedict, Salisbury, Md.
Thos. N. Cook, Boston, Mass.
Mrs. Thos. N. Cook, Boston, Mass.
Charles E. F. Gersdorff, Washington, D. C.
Frank E. Good, Springfield, O.
M. P. Greely, Washington, D. C.
Benjamin Hammond, Beacon, N. Y.
James W. Heacock, Wyncote, Pa.
Joseph Heacock, Wyncote, Pa.
G. W. Hess, Washington, D. C.
O. D. Honkins, Washington, D. C.
E. G. Hill, Richmond, Ind.
R. L. Jenkins, Washington, D. C.
T. H. Jenkins, Washington, D. C.
Edward Kress, Baltimore, Md.
Joseph G. Lane, New York.
S. S. Pennock, Philadelphia, Pa.
Robert Pyle, West Grove, Pa.
J. Horace McFarland, Harrisburg, Pa.
Earl Mann, Richmond, Ind.
Frank B. Michell, Philadelphia, Pa.
F. M. Michell, Jr., Philadelphia, Pa.
A. L. Miller, Jamaica, N. Y.
E. N. Mills, Syracuse, N. Y.
F. L. Mulford, Washington, D. C.
Roger H. Murphey, Urbana, O.
John R. Richardson, New York.
Geo. C. Shaffer, Washington, D. C.
Dr. D. W. Shoemaker, Washington, D. C.
John W. Simmons, Springfield.
J. W. Stallman, Oakton, Va.
S. James Todd, West Grove, Pa.
E. A. White, Ithaca, N. Y.

The Vote of Thanks.

For every man who works there are
A dozen who will let him;
They'll smiling bask within the shade
The while his duties fret him.
And when his arduous tasks are done
From out the idle ranks
There promptly steps a grateful one
To move a vote of thanks.

Where more than three foregathered are
In meeting, club or lodge,
Some cheerful soul must do the work
That all the others dodge.
Someone for all must toil and plan,
Someone the money banks.
For which the shirkers to a man
Will move a vote of thanks.
But not its work to do.
The glory of the game they want.

The many spend their hours in ease,
While busy are the few;
Untroubled here on earth they live,
The strength that's in their shanks
They save, to those who toil, to give
A rising vote of thanks.

Some day when all the work is done
And rest has settled down,
Perhaps the weary toiler then
Will wear a golden crown.
Upon his breast many medals flash
And at the Heavenly banks
Perhaps they'll even let him cash
Those rising votes of thanks.

Rose Disease Investigations.

Last year in response to a letter from President Pennock of the American Rose Society, 32 florists very generously contributed toward the investigations in rose diseases which were carried on by Dr. L. M. Massey of the department of plant pathology at Cornell University. Dr. Massey has put in considerable work on this problem during the past year and has several lines of investigation well under way. It is the feeling of the officers of the American Rose Society that Dr. Massey should continue his work during the coming year, as was outlined in the project of a year ago. At that time it was stated that it was expected the investigation would be on a two-year agreement. Last year the American Rose Society pledged itself to support Dr. Massey while in the field one-fourth of the time, and that the cost would not exceed $1,000, of which sum $500 the first year and $250 the second year would be for traveling and other special expenses. The rest of the expenses of the investigation have been borne by Cornell University.

Dr. Massey carries on the major part of the outside work during his vacation periods, when he is free from college duties, and can visit commercial ranges. Laboratory research is carried on during the college year.

In this issue there follows a preliminary report of Dr. Massey's work. It will be understood from the nature of the project that definite results cannot be given in so short a time. It seems, however, that Dr. Massey's work during the past year has opened up some

wonderfully valuable lines of investigation which should be continued.

It is hoped that a large number of men interested in rose growing who did not contribute to the work last year may feel interested to do their part this year. All subscriptions should be sent to E. A. White, secretary American Rose Society, Ithaca, New York.

REPORT OF THE PATHOLOGIST.

The investigations covered more or less briefly in this report were begun August 1, 1916. During the first four months much time was spent in visiting rose plantings in the northeastern United States, making a survey of diseases. This seemed desirable in order to acquaint us with the various diseases, together with their range and the extent of injury caused by them in this country. With these facts in mind suitable plants and materials have been collected for experiments now under way which will prove of the greatest value to growers of roses.

The gardens and greenhouses of about 50 rose growers have been visited. The number and extent of the diseases present have been noted and specimens taken for further study. Probably an equal number of growers have also materially aided the work by sending in specimens. These specimens have been examined and the growers advised as to the cause and control of the disease so far as our present knowledge and experience allow. If the trouble proved to be new, of unusual interest or of a serious nature, special work has been started to determine the unknown facts regarding the disease.

Old Diseases Noted—The survey and correspondence with growers have shown the most important rose diseases in order of importance to be (1) black spot, (2) mildew, (3) crown gall, (4) stem canker, (5) Phyllosticta leaf spot, (6) rust, (7) bud rot, (8) other leaf spots. Practically all of these diseases are always present and take yearly tolls of surpassing magnitude from the growers. It is not uncommon to find gardens and houses with all the plants completely defoliated by ravages of the leaf spot diseases, especially black spot, thus making the plants unsightly and so reducing their vitality that they are susceptible to attacks of other fungi, from which roses are ordinarily immune, and to frost injury. It is unnecessary to mention the damage done by mildew, while there is an ever-increasing demand for information relating to crown gall, stem canker, rust and bud rot. Unfortunately very little is known regarding the control of most of these diseases; and many points remain to be investigated concerning the control of such common and well-known diseases as black spot and mildew.

New Diseases Noted—A new, and what appears to be one of the most important, diseases of the rose has been observed by the writer in visits to rose houses. We are calling it the "crown canker." Specimens have been sent to the department by growers from many parts of eastern United States and from as far west as Missouri. It was first observed by the writer in September, 1916, but talks with growers indicate that the disease has been present for possibly four or five years. All varieties seem to be susceptible to the disease. The plant is attacked just below the surface of the soil and, although the disease advances slowly, the death of the plant is sure with an ever-decreasing number and quality of flowers.

This disease, which has never been described, is considered of such importance that a large part of the writer's time is being devoted to a study of the life history of the causal fungus and the development of a method of control. Several large growers have stated that unless help is obtained they will be forced out of business. With the disease already known to be present in the houses of 10 large growers, it is safe to assume that other growers have plants similarly affected and that the disease will be widely distributed and increase rapidly in importance. Steps must be taken immediately to control this disease. Not only is it important that growers who already have the disease shall be furnished with control methods, but is is even of greater importance that the method of dissemination of the fungus be worked out in order that the further spread of the disease be checked.

What appear to be other new diseases than the one mentioned above have been brought to the writer's attention, but too little progress has yet been made in this investigation to give definite statements at this time.

Black Spot—It is planned to conduct extensive experiments for the control of this disease during the coming season. Plants at the Cornell test garden and at Chase Brothers' nursery, Honeoye Falls, New York, will be treated with various fungicides along the lines of recent developments in plant disease control. One of the most important fungicides to be tried is that of finely ground sulphur applied in the form of dust. Suitable plants have been obtained and are now growing in the greenhouse at Cornell for similar experiments for the control of black spot under glass.

Mildew—Experiments for the control of mildew through the use of finely ground sulphur used as a dust on both indoor and outdoor roses.

Phyllosticta Leaf-Spot—A study of the life history of the causal organism is now being made. This is one of the most important leaf-spot diseases of ramblers, and methods of control will be tried during the coming season.

Crown Gall — Some 200 healthy plants have been obtained to be inoculated with bacteria causing this disease. These plants will be grown to determine the effect of the disease upon the plant, there being a divergence of opinion as to just how much damage is done.

The New Root or Crown Disease, Crown Canker—Extensive experiments for the control of this disease are now under way It is probable that the fungus lives in the soil and that successful treatments will be along the line of soil sterilization and the practice of sanitation in the houses. However, the effects of chemicals—lime, acid-phosphate, sulphur, etc.,—upon the fungus, when applied to the soil, will be tried. Some 300 rose plants have been obtained and are now growing in the greenhouses at Cornell for these experiments. Much time is being spent in working out the life history of the causal organism, as such information is essential for a comprehensive study of control methods.

Fungi and bacteria causing other diseases of roses are being studied in culture. These organisms have been isolated from diseased material obtained from growers. Their pathogenicity will be tested and control experiments conducted where the organisms prove parasitic and the importance of the disease warrants such action.

It will be seen from the above statements that while there is but little yet to report in the line of results in control, still considerable progress has been made and the foundation laid for experiments for the control of diseases which are of extreme importance to the growers of roses. There is every reason to expect that another year's work will bring results upon which proved and definite advice may be furnished the growers for the solution of their rose-disease problems. It is hardly necessary to add that it is very essential that the work be continued, for should it be dropped at this point the work already done will amount to but little.

June Care of Indoor Roses.

Owing to a certain amount of outdoor work at this time that requires attention, there is often a certain amount of neglect noticeable in the houses. If this does not go too far, the matter will not become so very serious; at the same time, no matter how important the outside work may be there is little gained by failing to attend to the indoor roses if one is making a livelihood at growing roses under glass the year round.

In a previous article we laid considerable stress on mulching regularly throughout the season, particularly the mulching of all beds that are to be carried over, and we mention it again to keep this most important piece of work under the grower's eye, so to speak. It is the only way to keep the buds up to a salable size, and also to make the plants produce flowers in quantity and good wood to prune back to the summer, so do not be stingy with the manure. Look out for the weeds, also, for a house full of weeds will take as much or more plant food out of the mulch as the rose plants will. Firing can not be continued a great while longer, so now is the time to keep the sulphur on the pipes and also to clean out the green fly while the houses can be closed down. The young pot stock will need fumigating quite frequently and should be syringed good and hard afterwards, also on all bright days. Do not neglect to shift the young stock right along until it is time to bench same. It will be advisable to drain all the pots over the 3-inch size, and be sure that the potters are instructed to put in the drainage carefully; just a small handful of broken crock dropped in carelessly does not work, for half the time the drain hole in the pot is clogged. Two pieces the size of half a dollar, one placed on one side of the hole and the other resting on this will drain properly or one piece over the hole will do if concaved in shape. This may seem rather trivial, but there is always a right way to do anything and it does not take any longer to do it right.

The benching of the young stock can begin at any time now, and in order to have good, vigorous plants for heavy fall and winter cutting, the

sooner one gets the young stock off to a good start the better. Be sure that the compost is well broken up and the manure evenly distributed. A liberal sprinkling of finely ground bone meal added to each load as it is being cut down will be a great help to the plants a little later on. Be sure that the soil is packed firmly in the beds or benches. This will call for trowel planting, and of course it will require more time in planting, but it surely pays. Remember when planting the grafted stock to remove the raffia at the splice if any still remains, and also to stake them immediately after they are planted to avoid breaking them when syringing. When removing the old soil from the solid borders, it will be advisable to loosen up the subsoil, working some bone (coarsely ground) into the subsoil before putting in the fresh filling, and a good rule is to take out enough of the old soil so that when the five inches of fresh soil is packed firmly in the beds there will be fully two inches of the siding left above the surface of the soil. This gives one a chance to water freely and to apply a mulch that will not be washed out in the walks. If the sides of the beds need repairs, do it thoroughly and leave no cracks or openings of any kind for the water to escape. A good method to employ in firming the soil in the beds is to fill the beds perfectly level without firming the soil; then pack it by walking on the soil, care being taken to cover the whole surface with short steps; then level off and the soil will then be about the proper depth from the top edges of the sides of the bench. Plant with trowel and be sure to make the hole large enough to avoid squeezing the ball when planting. Put the grafted stock low enough, so that when the beds are finally leveled the splice will be at least one inch below the surface of the soil. The own root plants should not be planted but very little deeper than they are growing in the pots, just deep enough to have the balls completely covered. All young stock should be firmed around each plant and a depression left around each plant about 10 inches in diameter. Leave them in this way for several weeks or until (by examining the soil) one finds the roots working freely; then the beds can be leveled and the water can be given to the whole bed. The advantage in planting in this way is gained by being able to water each plant individually and also to keep the soil between the plants in a perfectly fresh condition until the plants are large enough to take a general watering. When weeding, some prefer to stir the soil as soon as the weed seeds are seen germinating, or when they are very small. On a clear, hot day many weeds are destroyed in this way, but if one has plenty of help a good plan is to let the first crop of weeds get several inches high and then put several weeders to work on them and in this way, if the work is thoroughly done, there will be very few weeds to bother with later.

After planting the houses should be gone over and given a thorough cleaning. If raised benches are used, do not neglect to scrape out under them, removing any old soil or accumulation that has collected there. The cleaner one keeps the surroundings in a rose house the less one will have to spend in insecticides and repairs. And it surely has a tendency to give one's establishment a look of prosperity and the owner a certain pride when taking one through the range. Once everything around the place is put in shipshape order, it will not require a great amount of work to keep it so.

E.

PLANT NOTES.

Dracaena Indivisa.

The seedlings of Dracæna indivisa should now be taken from the flats and potted in small pots and placed in a good moist location that they may make a good growth before the fall. A palm or fern house or one with similar temperature is the best for the small stock. The four-inch stock that was not disposed of during the spring sales can be either plunged outside or planted in a frame, where they will not demand the close attention necessary in the greenhouse. If planted out they should be potted up early, at least by September 1, when the roots are active and will quickly obtain a foothold in the new soil. They should be heavily shaded for a few days after potting or some loss of the plants may result. Any old plants that have outgrown their usefulness may be propagated, the stems cut up into small pieces and laid in a propagating bed with bottom heat where the eyes will open and young plants quickly form.

Gloxinias.

The gloxinias that were started in late winter should now be beginning to flower. After the flower beds have set they can be placed in a little shadier location and the danger of burning the foliage be obviated to a great degree. The plants should be spaced far enough apart that they do not touch and a proper circulation of air produced around the plant. If the flowers are to be used in floral work they should be cut as soon as fully open and placed in water away from draughts, and they will keep very well; these flowers are very fragile and should be handled carefully. If there are any particularly beautiful flowers that it is desired to propagate, the leaves can be rooted in the propagating bench by placing the base of the leaf in the sand to the depth of about an inch. The seedlings should be potted along for later blooming.

Freesias.

A crop of freesias, or a few plants in pots in bloom, at Christmas is a valuable asset on that holiday. In order to have them in bloom at that time the bulbs should be planted by July 1. Select the large strong bulbs, and by careful inspection many will be found on which the root eyes are beginning to swell. These will make the earliest blooming plants, and this selecting will produce plants that will all bloom at the same time. The bulbs should be planted in a good soil enriched with well rotted manure, but no fresh manure; it is a well understood principle that bulbs of all kinds do not grow well in soil full of fresh manure. Eight to ten large bulbs in a 6-inch pot will give the best results. The pots should be well watered and placed in a dark, cool place until the shoots appear above the ground, when they should be given a light location. As soon as the growths get tall enough they should be staked and tied. By continual early selection of the bulbs, and keeping the earliest separate, an early strain can be assured.

Nephrolepsis.

Probably no plant that the florist grows gives more returns for the labor spent in its culture or the space that it occupies than the Boston fern and its various sports. The old Boston is still, however, the easiest to handle and grow. The plants should be repotted every year, and with good treatment are sure of making nice plants. Any plants that are in poor condition can be divided and with the young stock planted in a bench of good rich soil. The house should be shaded enough to assure of good color on the foliage, but not heavy enough to prevent the house being maintained at a good high temperature. During the day the house should stand at about 80 degrees with a little ventilation which should be closed down before the sun leaves the houses. The plants can be set six inches apart and the soil should be two parts loam, one part leaf mold, and one part rotted manure. The house should be frequently syringed to keep a moist atmosphere. Under these conditions fine plants can be produced from young stock in three months. In September they should be lifted and placed in 6-inch pots, if single specimens are desired, or three or four plants can be placed in a 9-inch or 10-inch pot if larger plants are wanted. In lifting the plants they can be cut around about two inches from the crown, and lifted with a trowel, leaving the runners in the bench, if the place they occupy is not wanted at once. The runners will immediately break into small plants which can be placed in flats for young stock for the next season. The finer varieties of this fern, such as Whitmani, do not submit to the lifting and potting as well, as the old Boston and better plants can be obtained by potting along into larger pots as may be required. The only insects that trouble these ferns are the brown scale, and the plants should be kept clean from these either by washing, or spraying with aphine, or a weak nicotine solution.

Oleanders.

A plant that does not receive the attention that it should is the oleander. While there probably would not be a large demand for this plant, yet it is an old time favorite, and well grown specimens in bloom are a valuable addition to a porch or lawn. They are too often so sadly neglected that they get unshapely and far from being an ornament, but a little attention to trimming them into shape after they get through blooming will keep them in good condition. They can be wintered in any cool quarters, and if brought into the heat and light in early spring will be full of bloom in June and July and a valuable decorative plant. The cuttings root easily and at any time when the plant is in growth, and grow very rapidly for a hard-wooded plant. Any florist carrying a line of assorted stock should include a few of these in the variety which he cultivates. The only insect which troubles them is the mealy bug, but a good frequent hard syringing will soon dislodge them.

Poinsettias.

The propagation of poinsettias should be pushed to the utmost at this time, for it is the plants that are rooted early in July that make the best single specimens at Christmas. Those that are rooted later in July and during August will make fine plants for pans, placing four to eight plants in a 6-inch or 8-inch pan, for they will be much shorter than those rooted early in July. The plants that were rooted earlier should now be growing nicely and should be shifted into larger pots as soon as they require it; under no circumstances allow them to become pot-bound until the bracts begin to set in November. They should be placed in the bright sun as soon as strong enough to endure it, that the growth may be short and sturdy and the leaves as close together as is possible. A long, drawn plant grown in the shade, with the leaves far apart, is not the typical plant for the holidays and does not meet with approval.

Cleaning Greenhouse Glass.

In our issue of April 21, page 744, we called attention to the great need at many ranges for a liquid that would effectively and economically remove the cloudy coatings which render many establishments unfit for forcing cut flowers, attention being called to that of P. S. Randolph & Sons at Verona, Pa., which, although four miles from a cement factory, is a sufferer, the sediment being blown over the range by prevailing winds with disastrous results.

In response, THE AMERICAN FLORIST has received several communications offering suggestions that will no doubt prove interesting, one from Poehlmann Bros. Co., Chicago, well known growers whose immense range embraces 2,000,000 feet of glass and who for a number of years have used effectively and economically an article called "Daylite Cleaner." This is not injurious to paint or putty and easily removes cement, soot or dirt, being applied with a brush and being allowed to remain for a few moments is washed off with a hose, one man doing the work of five as compared with the old style methods. Poehlmann Bros. Co. through its supply department will be glad to furnish testimonials and other information regarding "Daylite Cleaner," which they are prepared to furnish to the trade.

J. W. Jones, who has lived in Pittsburgh, the "Smoky City," for over 20 years during which period he has been connected with Phipps conservatory, Schenley park, of which he is foreman, states that he doubts if there are any greenhouses in the United States that get more dirt and smoke than the conservatory, which is practically in the city and has to contend with iron ore and the smoke from the Baltimore & Ohio railroad which passes close by. Mr. Jones reports that the propagating houses here are cleaned twice a year, hydrofluoric acid, 48% proof, diluted in the proportion of one part acid to six parts water. Where there is no iron ore less acid would doubtless do the work. A safe plan is to try the one to six proportion and if it cuts easy keep on diluting as long as it does the work properly as too much acid will injure the glass. The solution can be mixed in an ordinary fibre bucket, the fibre not being affected by the acid. Apply, to the glass with a soft floor brush, one man applying the cleaner, another following up with the hose, the safest plan being to run the water from the ridge, care being taken not to run the water under the glass. The acid has never been found injurious to paint; in fact, if there happens to be white lead on the glass it will not remove it. There is not much danger of burning plants providing the houses are tight; if not, the plants can be covered with paper. Neither have the fumes been found injurious excepting in the case of nicotiana and asparagus. Plumosus does not seem to suffer much, but if there are any Sprengeri in a house cleaned with hydrofluoric acid, it will drop all its leaves. A carboy of the acid contains 90 pounds and costs $7.50, the first carboy to be paid for and which can be returned for credit or exchange. This method of cleaning glass, Mr. Jones adds, has proved most satisfactory both at the conservatory and by many others who have been told by him of its merits during the past 15 years. Accompanying this communication, and showing the effectiveness of the acid solution as a cleaner, was a piece of glass, half of which was as bright and clear as new, the balance covered with a hardened coating of dust of sufficient density to resemble smoked glass for solar observation.

The Whilldin Pottery Co., Philadelphia, Pa., on its show card which it distributes to florists exploiting its wares, has the following: "A successful method of cleaning the roof glass of greenhouses is adopted by Jos. Harris & Bro., Shamokin, Pa., who describe their methods as follows: 'We use a square tank, made acid-proof with wax, and thoroughly mix five gallons of water with one quart of hydrofluoric acid; this is then rubbed upon the glass with an old broom or whitewash brush, one section at a time, using plenty of water to rinse acid off, and great care has to be exercised. If the acid is too strong a frosty appearance will be given to the glass when it dries. We suggest, therefore, making tests with the acid water at various strengths, and never to proceed with the washing of the whole roof until such tests have been made and the glass dried after the test. We also urge the necessity of using rubber gloves. 'The acid comes in lead jugs containing 10 pounds, and the cost of cleaning will average $1.00 per 1,000 square feet'."

In a communication to us the above company states they have found this to be a tried and true cleaner and has been used by many of its customers, all agreeing that it was good. It is not for sale by the Whilldin Pottery Co. but can be obtained in five or 10-pound lead jugs from any wholesale druggist.

MT. AIRY, MD.—J. P. King will devote part of his range to roses, discontinuing part of his sweet pea section.

LEXINGTON, KY.—The heaviest hail storm in many years caused considerable damage to glass and gardens, May 22. John Fisher was one of the heavy losers.

PITTSFIELD, MASS.—Thomas L. Lowden, founder of the florist firm of Thos. L. Lowden & Sons, which is at present conducted by his sons, died here May 19, aged 76 years. He had been a resident of this city for 57 years.

Summering Azaleas.

Owing to the poor condition in which the azaleas arrived from abroad last fall, the results of this season's forcing have been, as a rule, very unsatisfactory. Nearly every grower of Easter plants has from one-half to one-third of his importation on hand, much of which stock is in good condition except for its straggly growth. These plants, if cared for properly during the summer months, can be brought into growth and make shapely, saleable plants, well set with buds, before September. All strong shoots should be trimmed back to make an even symmetrical head and a good growth obtained before being placed outside, which should not be until all danger of frost is passed. Select for their summer quarters an empty frame, which will have the sun all day long. It should be well drained, as during the hot summer months azaleas need quantities of water, a thorough soaking once a day and frequent, forceful syringing. The pots should be plunged to the depth that covers the rims with soil. The ideal material for the frames is well-rotted leaf mold.

In Belgium, all azaleas are grown in beds of leaf mold; these mounds are made up in the open field about six feet in width. Although the climate is much cooler there than in the United States, the beds are given a copious watering at least once a day. Some growers in America believe that they get better results by planting out their azaleas in beds of leaf mold and potting up in the fall. The plants must never be allowed to suffer from want of water, and should have frequent hard syringing to keep down red spider and thrip, which if they once get a hold, ruin the foliage.

The Skinner or similar watering systems are efficient methods for beds of this kind, provided the drainage is good. The plants should be taken inside in the early fall before frost, as the slightest touch will nip the buds and the season's work all goes for naught.

It is the opinion of many good growers that azaleas could be raised to as great perfection in the United States as in Belgium, the principal difficulty being the labor problem, wages and other matters of cost that enter into the work being much cheaper there than here.

NEW HAVEN, CONN.—The engagement of J. J. Sokol, well-known florist of this city, and Miss Mabel Edyth Dickinson, is announced.

CATONSVILLE, MD.—Robert W. Cook, son of Charles H. Cook, died May 14 from lockjaw which developed from an attack of quinsy.

WORCESTER, MASS.—H. R. Kinney has been appointed supervisor of public school gardens. He is widely known as secretary of the Worcester County Horticultural Society.

HAMILTON, ONT.—Major John Connon, who is convalescing here, and who has recently completed 20 years of military service, has been awarded the long-service decoration of the colonial forces.

TOTONTO, ONT.—At the May meeting of the retail florists' club, plans were made to promote May 24 as a general Decoration day. All florists in the Dominion are asked to fly a big, new Union Jack on that day.

San Francisco.

MARKET CLEANS UP FAIRLY WELL.

Business has kept up in splendid shape during the past two weeks. There has been a continual demand for nearly all stocks and the market cleans up fairly good every day. The heavy spring cut of carnations is now over and prices are ruling a little firmer of late. The supply of roses is not as large as in former weeks and the demand is steady. The stock, as a rule, is excellent. Fine American Beauties. Russell, Ophelia and Hadley are being shown at all the stores. Some extra fine Ulrich Brunner are also coming in. This is a good seller at this season. There is a very heavy supply of Cecile Brunner, mostly outdoor stock. This variety is cheap just now, but it is of extra fine quality. Plenty of good lilies are arriving and are bringing fair prices. The cut of most bulbous stock is past, with the exception of Spanish iris and Gladioli, The Bride and Peach Blossom. Owing to the cool weather, we are receiving splendid stock of the above; in fact, the finest seen in years. Cattleyas are rather plentiful, but all find a market. Lily of the valley is more plentiful than for some time past and is firm in price. Sweet peas are arriving in larger quantities of late and selling at good figures. The Spencers are becoming more prominent and always have the call over the old type. Ranunculus and anemones are in ample supply. Some very good outdoor snapdragons are coming in daily. This popular flower is getting to be a great favorite in this market. The demand for Memorial day was very promising. There was plenty of stock to go around.

NOTES.

The success of the spring show to be given by the Menlo Park Horticultural Society, June 9-10, is now assured. The society will pay all the prize money out of its own treasury and every dollar received at the door will be given to the American Red Cross. Secretary Copp reports that all the patrons' tickets at $5.00 each have been disposed of. Sweet peas will be the great feature of this show. Among the prominent growers who have reserved space are C. C. Morse & Co., Waldo Rohnert, Braslan Seed Growers Co., and Hallowell Seed Co. The show will be exceedingly interesting to sweet pea fanciers as all the newest varieties, and also quite a few that are not yet in commerce, will be on display. The exhibition committee, headed by John M. Daly, chairman, has left nothing undone to make this show their best attempt.

The second annual dahlia show of the Park-Presidio Improvement Club will be held August 25-26 at the club's hall, 649 Eighth avenue. Prizes will be awarded for flowers grown in the Park-Presidio district. The arrangements for the show are in the hands of C. Goecker, George R. Meyerderks, Ben Schloss, Louis Kuttner and Philip Werner. The club hopes to eclipse their last summer show.

Mrs. E. Lymbery, proprietor of the well-known Bessie Boston Dahlia Farm, at San Mateo, is very busy these days as the spring planting season has commenced. She is gratified with the large volume of business done this season, her correspondence being so heavy another stenographer was added to the clerical force.

Walter Bates, of the Tennyson Nurseries, Alameda, visited many of the growers along the peninsula during the week. He reports having had a splendid season. Mr. Bates is one of our prominent chrysanthemum specialists, and is a frequent exhibitor at all the shows.

Almon Wheeler, of the Ruehl Wheeler Nurseries, of San Jose, called on the trade during the week, looking up rose orders He is completely sold out on many varieties for fall delivery. Mr. Wheeler made the trip in his new Studebaker.

Chas. Shellyrain, manager of J. B. Boland's store, reported a very busy week preparing for the Memorial day rush. He says trade is keeping up unusually well at this store and is thoroughly satisfied at the condition of trade. G. N.

Pittsburgh, Pa.

RAIN SHATTERS MEMORIAL DAY TRADE.

Had it not rained the previous day, the business for Memorial day might have been reported as one of the best for this event in many years, but the weather which continued inclement on Memorial day kept most people away from the cemeteries and the florists who were loaded up with heavy stocks prepared for a big demand, suffered. In the wholesale markets the stock received on Wednesday was offered at any price but with no buyers, the retailers still having plenty of stock on hand—and then some more. Roses, carnations, lilies, sweet peas and some peonies were the flowers in most demand. The local crop of the latter did not bloom in time for Memorial day, and with warm weather, the market will doubtless be flooded with them. Roses and carnations are now arriving in large quantities and prices have dropped. Lilies are in supply about sufficient to reach around and sweet peas are fast passing out for this year and from all reports the growers had a very successful season. Irises, larkspurs, candytuft and other outdoor flowers are coming in and find a ready sale. Yellow daisies are seen in abundance and sell at almost buyers' prices. Smilax and all greens are very scarce.

NOTES.

The funeral of Ambassador George W. Guthrie created a great demand for fancy stock May 28. A. Krongold received an order from Vice-President Thomas Marshall for a large bunch of American Beauties for that occasion.

Henry S. Pennock, of Jupiter, Fla., called on friends here last week. He was on his way to Philadelphia to visit his brother, S. S. Pennock, of that city.

Fred Reiglemier now has a fleet of four delivery trucks, two new Fords having been recently added to his equipment.

J. E. Bonsall, of Salem, O., is cutting some very fine irises and larkspurs.

Visitors: A. Rosnosky, Philadelphia, Pa.; A. C. Bottles, Morgantown, W. Va., and C. C. Tyler, Cleveland, O. M.

Lake Forest, Ill.

An interesting tulip show was held at the Gorton School Hall, June 5, under the auspices of the North Shore Horticultural Society. The principal exhibitors were Cyrus H. McCormick (W. E. Fischer, gardener), H. A. Sprague (Robt. Kuehne, gardener), D. M. Cummings (Knut Lofring, gardener), Mrs. A. D. Beran (J. F. Kily, gardener). Mrs. R. J. Thorne's (Otto Strassenburg, gardener) clusiana attracted much attention. J. Ogden Armour (Thos. W. Head, gardener) made a fine display of indoor roses and Mrs. Byron L. Smith (E. Bollinger, gardener) exhibited a fine assortment of lilacs. The exhibits of vegetables from Mrs. W. A. Yeager (W. B. Barnard, gardener) and Mrs. E. A. Russell (E. Benson, gardener) were unusually fine for this early date. Vaughan's Seed Store, Chicago, made a fine display of Darwin and May-flowering tulips.

Wichita, Kan.

SUPPLY ONLY LIMIT FOR MEMORIAL DAY.

Memorial day trade seems to have been limited only by the capacity of the florists to handle the business. Practically all agree that it was the best ever. There was abundance of stock in most lines and the total volume of business will probably show an increase of 25% over previous years. There was good trade in bedding stock for cemetery planting. Made-up basket arrangements and a few rustic boxes and tubs of moderate sizes sold well; also specimen plants of hydrangeas, spireas, marguerites and pelargoniums. In cut flowers, the carnations were first to show a shortage; next came peonies, which owing to lateness of crop, were in reduced supply, and barely held out with careful handling. Cape Jessamine was in fair supply, good quality, and sold well. Prepared memorial stock such as magnolia wreaths and similar goods showed increased sales. Memorial day usually marks the end of the bedding plant trade here, but, owing to the season's lateness this year, the first week in June will see quite a bit of business in that line, and taken altogether the spring season will show a good bulky total, and nothing else will do in these days of high-priced fuel, etc.

It is reported that the Baker Landscape Co. has made a deal for the Blake greenhouses on East Twelfth street. What disposition of them Mr. Baker will make is not known at this time. C.

Rochester, N. Y.

MEMORIAL DAY TRADE DISAPPOINTS.

With the arrival of warmer weather, business has shown much improvement, both in the sales of cut stock and in the demand for bedding plants. The Memorial day trade was not as good as in former years and the shortened demand for wreaths for cemetery decoration was noticeable. Plants, also, were not as popular as usual. Because of the lateness of the season very few outdoor flowers were used, Darwin tulips and Poeticus being about the only offerings. Carnations are still very good and roses are falling in price as the summer advances. Outdoor lily of the valley is of good quality and finds ready sale. Southern peonies have arrived and there is an abundance of Spanish and German irises.

NOTES.

J. B. Keller Sons are anticipating a good business in June wedding decorations. They have pansies of an unusually fine strain which are proving very popular.

Salter Bros. are growing some good cornflowers, Darwin tulips and snapdragons at their Fairport range. Bedding plants are selling well with them.

The peony show, which was scheduled for the early part of this month, has been postponed until June 28-30, because of the lateness of the season.

The Rochester Floral Co. attracted attention to their establishment last week with a good display of Darwin tulips. CHESTER.

The Late Hilan Harrington.

Hilan Harrington, who 27 years ago established greenhouses on Vashon Island, Seattle, Wash., now conducted in connection with retail stores in that city under the name of the H. Harrington Co., died May 21, aged 66 years.

Mr. Harrington was born in Steuben county, N. Y., his early life being spent in that state, but migrated to Seattle in 1890, and until his retirement from active life in 1914, was one of that city's most prominent business men. He is survived by a widow, one daughter and two brothers.

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We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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SUBSCRIPTIONS for the sufferers in the recent cyclone at Mattoon and Charleston amount to some $5,000, while for those at Blackhawk, Ind., $700 has been taken up.

Personal.

Hetty Green's son, Col. E. H. R. Green, took $5,000,000 Liberty Bonds through Terrell National Bank of Texas.

American Peony Society.

The annual meeting and exhibition of the American Peony Society, scheduled to be held at Philadelphia, June 7-8, has been postponed to June 11-12, when it is expected that the blooms in that locality will be at their best.

Mattoon Man's Heavy Loss.

Supplementing the brief account of the loss sustained by growers at Mattoon, Ill., in the tornado which swept that city, May 26, given in our issue of June 2, page 1062, we are in receipt of a communication from A. D. King, one of the heaviest losers, in which he graphically describes how his entire range of 15 houses was leveled to the ground within five minutes, while he and his family were buried in the ruins of their handsome home, miraculously escaping death. All were severely bruised and Mr. King was confined to his bed for several days recovering from his injuries. The ground on which his range stood was swept so clean by the wind that not a peck of glass could be found after the storm. As regards plans for the future, he states that in preference to rebuilding, he desires to buy or rent a range that he can operate with the help of one man, and which can be added to, as he intends making vegetable growing an important factor.

Memorial Day Trade.

The 1917 Memorial day trade as reported from various centers seems to have been characterized by highly gratifying sales and also by disappointments, the latter condition seeming to prevail in a number of the larger cities, especially in the east. Generally unfavorable weather with rain at many points dampened the sentiment of many who usually visit the cemeteries, and this is attributed as the chief reason for the falling off in sales as compared with former years, together with the backward season which affects the demand for outdoor plantings. New England cities, especially Boston, report business fully up to expectations, and western cities in many instances estimate the total increase over the corresponding period of 1916 at from 10 to 25 per cent. Due to the backward season, peonies were extremely scarce, but where the demand was at all active, customers were readily satisfied with other stock, chiefly roses and carnations, which were in good supply in most localities.

General Business At Chicago.

Dun's weekly review of Chicago trade, published June 2 by R. G. Dun & Co., has the following: "Business as a whole now reflects well rounded activity, the volume exceeding the best heretofore, and seasonable weather besides adding to betterment in agriculture has favorably stimulated distributive branches, especially leading retail, the latter now rapidly losing its recent lethargy and stocks moving off freely. Demands have broadened in the heavy producing lines, prices sustain their remarkable high level, and the calls for deliveries are more urgent. Available capacity in this district to a greater extent than before is taxed with both day and night work, yet enormous outputs are inadequate to satisfy users, and it seems improbable that supplies can be augmented. Pressure is intense in iron, steel, equipment, and metal working, and while outside construction and new building show less contemplated than at this time last year there is much in progress and more growing absorption of lumber, planing mill, and quarry material."

Marshall Field & Co. in their weekly review of the dry goods trade say: "Wholesale distribution of dry goods for the current week is running in equal volume to the corresponding period of a year ago. Road sales for immediate delivery are about the same in volume as last year, while those for future delivery continue well ahead. Customers have been in the market in smaller numbers. Collections are ahead of the same week a year ago. The market generally is strong."

Sunday Hours for Florists.

ED. AMERICAN FLORIST:

Referring to the present discussion concerning the shortening of the hours of florists on Sundays, permit me to add my voice to the discussion now going on. As I understand the situation, the present plan is to close all florists' shops on Sundays at or about the noon hour and reopen them again in the evening. This appears to me both an economic waste of time as well as a hardship. The purpose of the present move to close our shops on Sundays is to give to all florists at least a few hours to themselves in the course of the week. If the proposed plan is adopted, I can see neither gain nor advantage. We will have scarcely time enough to eat a hearty Sunday repast and take a short walk before the evening hours will necessitate a return to the store.

A far better idea would be to keep the shops open until say one or two o'clock and then close for the day. In this manner we will have the balance of the day to ourselves, and thus a genuine rest will have been secured us. The continuous rest from say two o'clock through until the next morning is a much better relief than a few hours chopped out of the middle of the day.

Furthermore, the public will soon accustom themselves to the new order of things. When they find out that all flowers and floral work desired on Sunday must be ordered before two o'clock, they will readily adopt this new order, and very little inconvenience or confusion will be caused after the first few weeks. The public today are required to attend to all of their grocery and butcher needs for Sunday, not to speak of their milk requirements, no later than Saturday, and yet no complaint is heard.

I offer my suggestion for what it may be worth in the hope that there may be other readers of your worthy magazine who may feel as I do, and who may make themselves heard, and place their views on record in your publication. CHRIS. E. ZEWAKOS.

Garden Rose Culture.

In Lesson 121, of the Cornell Reading Course for the Farm, published by the New York State College of Agriculture at Ithaca, the subject, "The Culture of Garden Roses," is very capably and instructively handled by Professor A. C. Beal. Included in the 16 pages of this interesting booklet are numerous illustrations, including planting plans, methods of winter protection, training, etc., together with a comprehensive list of recommended varieties. While the culture of roses under glass is not discussed, much valuable information is given regarding the garden varieties, including planting, preparation of the soil, kind and grade of plants to order, care of dormant plants before setting, winter protection, pruning, propagation, etc.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By good grower of chrysanthemums, carnations, pot plants and general stock. Single man.
Key 789, care American Florist.

Situation Wanted—Middle aged, grower of roses, carnations, chrysanthemums, general stock designer; best references. Good wages. G., Florist, care 412 Grand River, Detroit, Mich.

Situation Wanted—As foreman or manager: have unusual ability as a grower of roses, carnations, chrysanthemums and general stock, a life experience; fine credentials. Address
Key 748, care American Florist.

Help Wanted—A rose grower on Beauties and teas: $18 per week to start; also helper at $16 per week. WM DITTMAN, New Castle, Ind.

Help Wanted—Live men to sell greenhouse boilers in home territory. Exclusive territory, generous pay. Write for details.
GIBLIN & CO., Utica, N. Y.

Help Wanted—Young gardener with experience to assist in care of grounds and drive automobile. References required. JAMES C. KIMBERLY, Neenah, Wis.

Help Wanted—A large, well known seed house has an opening for an experienced, thoroughly competent executive, familiar with all the details pertaining to the line. Address, with full particulars. Key 792, care American Florist.

Help Wanted—Practical, experienced man to take charge of agricultural implements, insecticides, etc., department, by a long established, large seed house of repute; must be thoroughly competent in every respect. Address, with full particulars, giving age, experience, references, salary wanted, etc.
Key 793, care American Florist.

For Sale—Good windmill, with pump and tank
THEO FEHRMANN
3744 Lamon Ave., Chicago.

Situation Wanted

Expert grower now in charge of a large commercial place near Chicago will be open for engagement as superintendent and manager in the near future. Well versed in general line of cut flowers, particularly carnations, chrysanthemums, etc. State salary, location and full particulars in first letter.
Key 783, care American Florist.

LANDSCAPE ARCHITECT

Practical and theoretical man, 34 years of age, with 12 years' experience in all branches, well posted in nursery business and botany, wishes position with reliable firm. West or middle west preferred; not afraid of work. Best of references.
Key 787, care American Florist.

SITUATION WANTED

Good all around storeman is open for engagement. Expert salesman and designer. Ready to start work at once. Chicago preferred. Address
KEY 791, CARE AMERICAN FLORIST.

HELP WANTED

Several growers and helpers.
Good wages and steady job.
BASSETT & WASHBURN
HINSDALE, ILL.

HELP WANTED

Laborers to work around our greenhouses. Steady employment at $2.50 per day. Apply at
BASSETT & WASHBURN,
HINSDALE, ILLINOIS.

Will Trade

Modern Chicago apartment buildings, valued at $25,000 to $50,000, for cleared greenhouses or farms. State full particulars in first letter to command attention.
Key 784, care American Florist.

GREENHOUSES FOR SALE.

I have three houses under glass, 35x175, all cement wall and iron and steel supports all through; one of the finest steam-heat plants, with a first-class pumping station; has large water tank inside of work-rooms, with ten acres of soil; fine steam-heated house, with good barn, one-half mile from coaling station and close to Grand Rapids; only $9 000 00.

This bargain will interest you if you are looking for a greenhouse proposition. Address
Key 790, care American Florist.

BOILERS FOR SALE

1—60x16 Tubular, Fronts and Grates
3—66x18 Firebox, Fronts and Grates
3—48x12 Firebox, Fronts and Grates

Also smaller boilers. Write for prices.
E. J. RYAN
849 So. Racine Ave., Chicago, Ill.

The American Mutual Cyclone and Hail Insurance Co.

To Our Members, Special Notice:

The American Mutual Cyclone and Hail Insurance Company of which you are a member has grown and prospered beyond the greatest expectations of its founders, we now having over $3,500,000.00 of an assessable capital. A sufficient loss fund to take care of ordinary losses, not in debt a single dollar, every loss (in which the proofs have been returned to the office) are paid in full to date. The officers are proud of the condition of this company and are proud of you for helping to make this company the strong institution it now is. Now it is up to us and you to make this company Bigger, Better and Stronger. We propose to do this in the following manner:

1st. To reorganize the company under the Insurance Act of 1915 of the State of Indiana: This will place the company under the direct supervision of the insurance departments of each and every state where we have members; thus assuring you of a wider protection, including Fire on your dwellings and out-buildings as well as Cyclone and Hail on your entire plant and crops; the demand for fire insurance on this company has been very great, coming from greenhouse owners, but under the law under which we now operate, we can not protect our members against loss by fire.

2nd. This will enable us to divide the surplus profits each year with our members, by way of cash dividends or a reduction in the cost of their insurance.

3rd. The re-organization will in no way affect your present membership, but will better it, it will not cost you a single dollar more or less to consent to the re-organization, and besides, it will give us the right to have our members of each state elect one of their number to our board of directors.

This action granted by the unanimous consent of the board of directors of the American Mutual Cyclone & Hail Insurance Company, of Muncie, Indiana, and is in harmony with the resolutions passed by said board of directors at their meeting, held at the home office of said company on the 14th day of May, 1917.

THE AMERICAN MUTUAL CYCLONE AND HAIL INSURANCE COMPANY,
OSCAR E. ANDERSON, Sec'y.—Advt.

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price $3.00, Postpaid.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO.

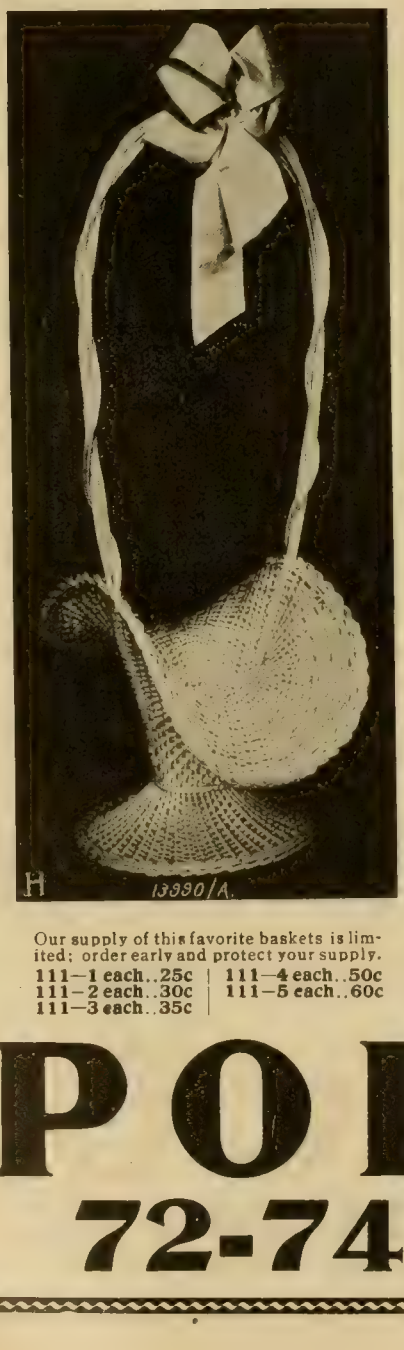
Wedding and Commencement Flowe

Peonies -- Carnations -- Roses
Sweet Peas--Valley--Orchids
RUSSELL BEAUTIES

LILIES **CECILE BRUNNER** **SNAPDRAG**
HOOSIER BEAUTY **OPHELIA** **WHITE KILLARNE**
RICHMOND **SUNBURST** **KILLARNEY BRILLIANT**
MILADY **AARON WARDS** **KILLARNEY**

Ferns, Adiantum, Farleyense, Smilax, Plumosus, Gala
Leucothoe, Mexican Ivy, Sprengerii.
Our Roses consist of all grades,
Short, Medium, Long and Special.

Price List Mailed Weekly; if you are not on our list, let us kn



Our supply of this favorite baskets is limited; order early and protect your supply.

111—1 each..25c	111—4 each..50c
111—2 each..30c	111—5 each..60c
111—3 each..35c	

Poehlmann Bros. Co.
Supply House

June Wedding Accessorie

VALLEY CHIFFON

6-inch, per yard, - - - 8 c
10-inch, per yard, - - - 10 c

Shepherd's Crooks, Bridal Muf
No. 2 Shower Gauze, 50-yard Bolt, $1.
Bridal Scarfs, each, $1.00

Prompt Delivery On All Orders—Try

POEHLMA
72-74 E. Randolph St.,

)SE PLANTS, GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

American Beauty, own root, 2-inch, strong, $75.00 per 1000; 3-inch, strong, $110.00 per 1000.

D—2½-Inch Aaron Ward, Milady, Killarney, White
ey, Brilliant, Cecile Brunner, Richmond, Sunburst
phelia ..... $120.00 per 1000
f 5000 or more ..... 110.00 per 1000

FED—3½-INCH WHITE KILLARNEY AND PINK KILLARNEY.
3½-inch stock an additional $50.00 per 1000 will be charged.
These prices are absolutely net cash.

OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady, Richmond, Cecile Brunner ..... $7.00 per 100; $65.00 per 1000

Lots of 5000 or more ..... 62.50 per 1000

Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

I GRAFTED DORMANT ROSE PLANTS.

	Per 100	Per 1000
)k Killarney.		
l Gold	..... $6.00	$50.00
gar		

3½-INCH OWN ROOT DORMANT ROSE PLANTS.

1300 Richmond	
165 Old Gold	Per 1000
3000 Pink Killarney	..... 50.00
200 Elgar	

2½-INCH OWN ROOT DORMANT ROSE PLANTS.

	Per 1000
2500 Pink Killarney	..... $30.00
350 White Killarney	

CHRYSANTHEMUMS

Rooted Cuttings and 2½-Inch Stock.

)W—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
Blow	October 1....	$2.30	$20.00	$3.00	$27.00
'a	October 14....	2.30	20.00	3.00	27.00
gan (Improved Eaton)	October 25....	6.00	.....	7.00	.....
–					
.....	October 24....	2.30	20.00	3.00	27.00
.....	November 2....	2.30	20.00	3.00	27.00
.....	November 13....	2.30	20.00	3.00	27.00
dt	November 2....	2.30	20.00	3.00	27.00
ate Pink....	November 7....	2.30	20.00	3.00	27.00

Rooted Cuttings and 2½-Inch Stock.

WHITE—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
Early Frost	October 26....	$2.30	$20.00	$3.00	$27.00
Oconto	October 19....	2.30	20.00	3.00	27.00
Smith's Ideal	November 2....	2.30	20.00	3.00	27.00
White Chieftain	October 24....	2.30	20.00	3.00	27.00
Eaton	November 1....	2.30	20.00	3.00	27.00
W. H. Chadwick.....	November 7....	2.30	20.00	3.00	27.00
Chas. Razer	October 29....	2.30	20.00	3.00	27.00
Elise Papworth	November 2....	2.30	20.00	3.00	27.00
BRONZE—					
O. H. Kahn.....	November 2....	2.30	20.00	3.00	27.00

POMPONS

Rooted Cuttings and 2½-Inch Stock.

W—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
bel	October 16....	$3.00	$27.00	$3.50	$32.00
.....	November 1....	3.00	27.00	3.50	32.00
.....	November 9....	3.00	27.00	3.50	32.00
.....	November 16....	3.00	27.00	3.50	32.00
–					
arie	October 25....	3.00	27.00	3.50	32.00

Rooted Cuttings and 2½-Inch Stock.

WHITE—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
Helen Newberry	November 16....	3.00	27.00	3.50	32.00
BRONZE—					
Madam La Porte.....	November 9....	3.00	27.00	3.50	32.00
Skibo—Bronze Button.	October 16....	3.00	27.00	3.50	32.00

Palms Western Headquarters Palms

gest and most complete stock offered in the West in a healthy, strong and clean condition.

IA FORSTERIANA SINGLE PLANTS

pots $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
ibs	6-7	42-46 inches high.....	$ 4.00
ibs	6-7	48-50 inches high.....	5.00
ibs	6-7	50 inches high, heavy	7.00
ibs	6-7	8 feet high, heavy..	40.00
ibs	6-7	9-10 feet high, heavy..	50.00

A FORSTERIANA MADE UP PLANTS.

	Plants		
ibs	4	72-78 inches high, heavy..	$30.00
ibs	4	75-80 inches high, heavy..	35.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		doz.	100	1,000
2¼	inch pots		$1.50	$12	$100
3	inch pots	5 10-12 inches high	2.50	18	150
				Each	
4	inch pots	5-6 16 inches high	5.00	40	.45
6	inch pots	5-6 26-28 inches high			1.50

Specimen plants, 15 inch tubs, $75.00 each.

AREOA LUTESCENS.

	Plants	Each
6 inch pots	4 bushy 24-26 inches high	$1.25
5 inch pots		$1.00

ASPIDISTRAS.

5 inch pots, 10-12 leaves, vari	1.50

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, 90c per doz.	$7.00 per 100

LIVISTONA ALTISSIMA.

2¼ inch pots, $1.00 per doz.	$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots	50c each

STEVENSONIA GRANDIFLORA.

4 inch pots	50c each

DRACAENAS.

	Each	Doz.	100
5 inch Imperalis	$1.00	$12.00	
4 inch Terminalis	.40	4.20	
3 inch "	.25		$22.00
5 inch Lindenii	.80	9.00	
3 inch Margaret Storey	.30	3.25	

MISCELLANEOUS PLANTS

RAMBLERS—35c, 50c, 75c and $1.50 each.

AMERICAN BEAUTY ROSES in pots—50, 75 to $1.00 each.

	Size pots	Per 100
; Plumosus, 3-in. pots, per 100	....	8.00
; Plumosus, 6-in. pots, each	.....	.35
Luminosa and Vernon	2¼-in.	3.00
00		27.50
Chatelaine	2½-in.	4.00
Chatelaine	3-in.	10.00
, fancy leaved, each	5-in.	50c- .75
, fancy leaved, each	6-in.	1.00
, made up, each	7-in.	$1.50-2.00

	Size pots	Per 100
Canna, King Humbert	4-in.	12.00
Coleus in variety	2½-in.	3.00
Per 1,000		27.50
Crotons, well colored, 4-in., $4.80 per doz.; 5-inch, 60c and 75c each; 6-in., $1.25 each.		
Pandanus Veitchii, 4-in., per doz.		4.20
Pandanus Veitchii, 5-in., per doz.		7.20
Stocks 2½ in., $3.00 per 100.		

A Nominal Charge is Made for Packing.

	Size pots	Per 100
Pandanus Veitchii, 7-in., per doz.		$18.00 to $24.00
Pandanus Veitchii, 8-in., per doz.		30.00
Rubber Plants, 6-in. pots, per doz.		9.00
Rubber Plants, 7-in. pots, each		$1.50 to 2.00
Larger Plants, each		2.50 to 3.00
Table Ferns, 2½-in. pots, per 100		4.00
Table Ferns, 3-in. pots, per 100		8.00
Pteris Assorted, 4-in. pots, per 100.		$15.00 to 20.00
Holly Ferns, 4-in. pots, per 100		15.00 to 20.00

N BROS. CO.

ng Distance Phone, Randolph 35. **CHICAGO, ILL.**

Flowers for Commencement Exercises

Beauties, Yellow Roses, Fancy Russell, Red and Pink Roses

HEAVY CUT OF EXTRA CHOICE OPHELIA ROSES—FINEST OBTAINABLE.

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

CURRENT PRICE LIST

AMERICAN BEAUTIES

	Per dozen
Specials, extra long stems	$4.00
Stems 30 to 36 inches	2.50 to 3.00
Stems 18 to 24 inches	1.50 to 2.00
Stems 12 to 15 inches	1.00
Shorter lengths	.50 to .75

RUSSELL—The best in this market.

	Per doz.
Specials, extra long	$2.00
Long	1.50
Good medium	1.00 to 1.25
Good short	.60 to .75

RED ROSES

Rhea Reid, Richmond and Hoosier Beauty	Per 100
Long	$8.00
Good medium	6.00
Good short	4.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$8.00
Good medium stems	6.00
Good short stems	4.00

Pink and White Killarney, Brilliant	Per 100
Long	$6.00 to $8.00
Good medium	5.00
Good short	$3.00 to 4.00

OUR SELECTION: Assorted Roses, our selection, in lots of 300 or more, at the rate of $2.50 per 100.

CARNATIONS

Red, extra fancy **Belle Washburn**	$3.00
Pink and White, extra fancy	3.00
In lots of 500 or more, per 100	2.00
VALLEY	$5.00 to $6.00
SWEET PEAS	.50 to 1.00

GREENS

ASPARAGUS SPRENGERI	Per 100 $2.00 to $3.00
GALAX, Green or Bronze	Per 1000 1.25
CHOICE COMMON FERNS	Per 1000 3.50

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS VERY PLENTIFUL.

Stock is very plentiful at this writing with one or two exceptions, but is in good demand, although prices are not as high as they might be. Trade the latter part of last week was quiet, as far as the city demand was concerned, for nearly all the retailers had a good supply of stock left over from Memorial day, owing to the heavy rain all that day, and which stock was not disposed of in many instances until the following Saturday. The out-of-town demand immediately after Memorial day was exceptionally good, which meant that the florists outside of this city must have enjoyed splendid business and sold out completely in all lines, for their orders were very large and made quite a dent in the heavy local supply. The wholesalers enjoyed a splendid Memorial day trade, which was much larger than last year in nearly all instances and resulted in a grand cleanup of stock in practically all lines. There was quite a supply of stock seen in the market at noon on Memorial day, but it was from the shipments that arrived late that morning and was not left over from the previous day. Orchids are in good demand this week but the supply is short and it is impossible to fill all the orders in full. Lily of the valley is having a good call and cleans up quickly each day at the advertised quotations. American Beauty roses are good property and continue to clean up nicely at satisfactory prices. Peonies are in large supply and are obtainable in quantity at reasonable figures. The demand for sweet peas is good and the stock in this line that reaches the market is disposed of at an early hour. Lilac, gladioli, Double White Narcissus, snapdragons, tulips, roses, pansies, carnations, stocks, mignonette, daisies, irises, feverfew, calendulas, lilies, candytuft, callas and other miscellaneous stock is in large supply and while stock in general is moving well, it is coming in as fast as it goes out and there are no signs of any shortage except in those scarce items already mentioned. Ferns have advanced to $4 per 1,000 and are scarce at that figure. Bedding plants are in good demand this week and from present indications there will be no surplus to speak of if any when the season is over.

NOTES.

Poehlmann Bros. Co. has a new Sterling truck in operation at Morton Grove. August Poehlmann says that it is cheaper to operate trucks nowadays than it is to use and feed horses with oats at 80 cents per bushel and besides better results are obtained in long distance hauls. H. M. Oeser, superintendent of the palm department, is able to be about again after a long siege of illness, which his many friends are pleased to hear.

A. L. Vaughan & Co. report that the war has not affected their business any so far and that their sales are showing a steady increase right along. May was an unusually good month for them with the sales showing a great increase over those of the same period of any previous year.

Tom Kidwell, son of J. F. Kidwell, well-known grower and mayor of Downer's Grove, has joined the colors. He is in the hospital corps, and expects to leave for France in the near future.

The Chicago Florists' Club will meet at the Briggs Hotel, 188 West Randolph street, Thursday evening, June 7, at 8 o'clock.

M. C. Gunterberg is handling a good supply of peonies.

PERCY JONES INC.
WHOLESALE COMMISSION FLORISTS
56 East Randolph Street
CHICAGO

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CHICAGO

PERCY JONES INC.
WHOLESALE COMMISSION FLORISTS
56 East Randolph Street
CHICAGO

BIG SUPPLY OF
ROSES
For the June Weddings and School Closings

Exceptionally fine White Killarney, Killarney, Killarney Brilliant, My Maryland, Richmond, Sunburst, Ophelia, Mrs. Chas. Russell, Milady and Champ Weiland.

CARNATIONS
Heavy Crop of White, Pink and Red.

Lilies, Sweet Peas, Valley, Peonies. Complete Line of Greens.

Buy Direct From The Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

AMERICAN BEAUTIES	Per doz.
48 to 60-inch stems	$5.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

MRS. CHAS. RUSSELL	Per 100
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 8.00

RICHMOND	Per 100
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

MILADY	Per 100
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

Champ Weiland... Killarney... White Killarney... Killarney Brilliant. Sunburst ... My Maryland... Ophelia	Per 100
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

ROSES, OUR SELECTION	Per 100
	$4.00

CARNATIONS—Fancy ..... $2.00 to $3.00

Peonies, fancy	$ 6.00 to $ 8.00
Harrisii	12.50 to 15.00
Sweet Peas	.75 to 1.50
Valley	6.00
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Galax, bronze and green, per 1,000	$1.25
Ferns, per 1,000	$4.00
Leucothoe Sprays	.75 to 1.00
Smilax	per doz. strings 2.00 to 2.50

OWN ROOT ROSES

2½-INCH STOCK	Per 100	Per 1000
Richmond	$3.50	$30.00
White Killarney	3.50	30.00
Pink Killarney	3.50	30.00
Maryland	4.50	40.00
Sunburst	4.50	40.00
Champ Weiland	4.50	40.00

3-INCH PLANTS	Per 100	Per 1000
White Killarney	$4.50	$40.00
Pink Killarney	4.50	40.00
Richmond	4.50	40.00

SPECIFY PLANTS WHEN ORDERING.

PETER REINBERG
WHOLESALE FLORIST

30 East Randolph St., LONG DISTANCE PHONES: CENTRAL 601 and 2846. **CHICAGO**

HEAVY SUPPLY

ROSES and CARNATIONS

For Weddings and School Closings.

Place Your Orders With Us and You Will get the Best Stock Obtainable for the Least Money.

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	$12.00 to $15.00
Good	8.00 to 10.00
MINIATURE ROSES.	**Per 100**
Baby Doll	$3.00
Elgar	3.00
WHITE AND PINK KILLARNEY, OPHELIA, SUNBURST AND RICHMOND.	**Per 100**
Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00
ROSES, OUR SELECTION	**4.00**

CARNATIONS.	Per 100
Fancy	$3.00
Good	2.00
MISCELLANEOUS.	**Per 100**
Peonies	$ 6.00 to $ 8.00
Valley	6.00
Lilies	12.50 to 15.00
Ferns, per 1,000	4.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.25

Other Green Goods at Market Rates.

Our Range of Greenhouses is one of the Three Largest in America.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **Chicago**

Kennicott Bros. Co. is now located in its new store in the Le Moyne building in North Wabash avenue, in which the American Bulb Co., Bassett & Washburn, Chicago Flower Growers' Association, J. A. Budling and the A. L. Randall Co. are also located. This firm reports a record breaking Memorial day trade with an increase of over $15,000 in sales over the same period of last year.

E. F. Winterson and the various members of his family have the sympathy of the trade in the death of Thomas B. Winterson ,who lost his life in an automobile accident May 30. The deceased was 36 years of age and the youngest of a family of ten. He was very popular and the funeral, June 3, was largely attended. Many beautiful floral offerings were sent by the trade.

The Rapid Wrapper Co. with an office on the same floor with Percy Jones, Inc., 56 East Randolph street, is pretty well caught up with the many orders it had booked and will soon be in position to handle all the new ones as fast as they come. The demand for their plant wrapping device has been unusually heavy and given complete satisfaction to all the users.

John Michelsen says that the E. C. Amling Co. enjoyed a splendid Memorial day trade with the sales showing a 20 per cent increase over those of 1916. Russian statice has been and is in brisk demand at this establishment and no trouble is experienced in disposing of the shipments as fast as Hugo Luedtke of Maywood sends them in.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, reports that business was very good in May with the sales for Memorial day the largest in the history of his firm. August Juergens is shipping a large supply of choice indoor grown gladioli to this house which have sold exceptionally well for this season.

C. L. Washburn, of Bassett & Washburn, and wife will leave soon for California, where they will visit with O. P. Bassett and E. B. Washburn and families. E. B. Washburn, who is doing his bit for his country, is acting as drill sergeant and will participate in a large patriotic demonstration to be held at Los Angeles, Calif., July 4.

Felix Reichling reports that trade at Peter Reinberg's store is very good considering the present market conditions and that while stock is moving well fresh supplies arrive as fast as the shipments go out, so there is no shortage of any kind. The shipping trade fortunately is holding up remarkably well.

Kyle & Foerster handled a large quantity of lilac this week which sold like hot cakes and moved as quickly as it reached the store. Peonies are in large supply at this establishment and like in former seasons are a leader with them.

Wietor Bros. are cutting heavily in roses and carnations, especially Ophelia which they are growing on a large scale and is very popular with their trade. Mrs. N. J. Wietor has been on the sick list for over a week.

O. A. & L. A. Tonner report that the quality of peonies they are handling are excellent compared to last season and that not a single complaint was received on the stock that was billed out for Memorial day.

Erne & Company are receiving their share of peonies, which are in good demand considering the large supply of other stock obtainable at present in this market.

The John Kruchten Co. is handling a limited supply of the rose Bon Silene, which is in good demand by the local retail florists.

The Brant & Noe Floral Company has increased its capital stock from $100,000 to $150,000.

Weiland & Risch are pleasing their trade with a fancy grade of Mrs. Bayard Thayer roses.

Paul Dressler, of the American Bulb Co., has enlisted as a fireman in the navy.

Wiltgen & Freres have added a rose grower to their list of consignors.

PEONIES! ROSES!

Large Supply. Write for prices.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 **CHICAGO**

AUTOMOBILE SUPPLIES

Have you received our catalogue? Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE

Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 CHICAGO

EXTRA HEAVY SUPPLY

FANCY PEONIES

For Weddings and School Closings

Also Roses, Carnations, Sweet Peas, Lilies, Iris, Valley, Orchids, Gladioli, Double White Narcissus, Snapdragons, Daisies, Feverfew, Calendulas, Etc.

Our list of out-of-town customers is constantly growing, which means that they are satisfied with the stock they are receiving, the prices they are paying and the service that we are rendering. We are able to please all our customers because we handle the output of nearly 100 of the best and leading growers consigning their stock to the World's Largest Wholesale Cut Flower Market.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good.

F. W. Haeger, of the A. L. Randall Co., who is a member of the officers' reserve training camp at Fort Sheridan, writes that Earl Poehlmann, son of August Poehlmann, of Poehlmann Bros. Co., and he are sharing the same barracks and are in the best of health. Mr. Haeger requested that his name be placed on the mailing list of THE AMERICAN FLORIST so that they can keep in touch with the trade. W. K. Palmer, of the Fleischman Floral Co. is also at Fort Sheridan. Here is hoping that the boys qualify for good positions and that they will bring back a cargo of valley pips on their return home from the battle front.

Zech & Mann are well pleased with the way their shipping trade has held up since Memorial day and also report that the city demand has been good. Allie Zech received word this week that the J. D. Thompson Carnation Co. lost a large greenhouse in the heavy windstorm that visited Joliet the other day. The house destroyed was planted with sweet peas.

The Ohio Floral Co. had a special sale on peonies at 50 cents per dozen last Saturday, June 2. Over 100 dozen were sold, which is doing remarkably well considering that its store is located on the second floor and is practically a new stand.

Ed. Hauswirth made a trip to Oconomowoc, Wis., where he accompanied the flowers to the Kohl funeral, held last week. He says that the local florists were well represented, over 125 large designs being sent from here.

R. J. Windler, who is operating the Adam Zender greenhouses in Rogers Park, is devoting practically all of his time at the wholesale store of the Freres-Windler Co., of which he is one of the proprietors.

J. A. Budlong reports a heavy demand for Blue Ribbon lily of the valley, which is in good crop at the Budlong greenhouses.

F. L. Washburn, of A. Washburn & Sons, Bloomington, was a visitor this week. He reports a very satisfactory Memorial day trade.

Sam Pearce is cutting from a fine crop of Lilium giganteum which he is consigning to the E. C. Amling Co.

Joseph Schoos of Evanston has two houses of carnations planted, which include 500 unusually fine Thenanthos.

The Maywood florists spent a day fishing at Lake Marie, Wednesday, June 6.

A. T. Pyfer & Co. are handling a fine supply of Double White narcissus.

CALUMET, MICH.—The Pearce Floral Co., of Lake Linden, has opened a cut flower department in the Brown & Petermann store in this city.

Extra Fancy **PEONIES** $4.00 to $8.00 per 100.

SPANISH IRIS, $4.00 to $8.00 per 100.

Large quantity of fancy lavender, white; blue and yellow. Leading Chicago Retail Florists use our Iris in their best work.

Roses, Snapdragons, Carnations, Daisies, Sweet Peas, Calendulas, Greens and all Other Miscellaneous Seasonable Stock.

SUPPLIES: Fancy line of Cut Flowers and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies 30 E. Randolph St., Chicago, Ill.

TORONTO, ONT.—S. A. Frost has added a delivery auto to his service.

LANCASTER, PA.—A flower market under the management of Mrs. Albert M. Herr recently netted nearly $1,000 for a local hospital. Both local and out-of-town florists made liberal donations.

LAKE GENEVA, WIS.—P. J. Foley, of Chicago, and J. A. Young, of Aurora, spent the first days of June here fishing and report a good catch. W. C. Rickards, of New York, was also a recent visitor.

SAN DIEGO, CALIF.—The annual meeting and election of officers of the San Diego Floral Association will be held June 19. At a recent meeting the resignation of R. W. Sumner as secretary was received and accepted with regret.

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Serve Your Country
Join The Red Cross.

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A. T. PYFER & CO., 30 E. Randolph St., Chicago, Ill.

Long Distance Telephone, Central 3373.

Kansas City, Mo.

RECORD MEMORIAL DAY TRADE.

Weather conditions recently have been very unsatisfactory, with rain every day and plenty of it, Memorial day and the one previous being no exception. Stock was quite plentiful, barring peonies, which were exceedingly scarce, hardly any of them being in evidence. Carnations were a little better but the supply was no place near equal to requirements. Roses were the most plentiful of all flowers and of very good grade. Sweet peas, calla and Easter lilies, gladioli and jessamines made up the balance of the offerings. Wreaths of different styles went very well and made up baskets and pot plants of all descriptions sold at sight. Shipments of flowers to out-of-town points were greater than in previous years, according to the reports of the express companies.

NOTES.

T. J. Noll reports an extra heavy demand for decorations at his establishment. A full line of gladioli, roses, carnations and other stock was on hand but no peonies in quantity. Shipping trade has been better than ever.

Miss Lou Boggess reports that even the downpour of rain did not stop business coming to her shop.

The Alpha Floral Co. had a line of boys taking express shipments to the offices and depots. This firm sold out completely and report the largest business from the occasion they ever had.

A. F. Barbe had his usual big run on cemetery trade.

A. Newell had one of the heaviest shipping demands in the history of his establishment and cleaned up early. His new home in Morningside built at a cost of about $10,000 will be ready September 1.

W. J. Barnes was forced to quit selling at 10 o'clock on the day previous to Memorial day until he finished getting out local and shipping orders. He sold out to the last flower.

Samuel Murray had a great run on wreaths as well as a complete cleanup in cut stock and what pot plants were on hand. Shipping trade showed an increase.

W. L. Rock Flower Co. cut heavily on carnations and all went fine. The Memorial day business here resulted in record-breaking sales.

H. Kusik & Co. sold out completely. Roses were the chief flower for quantity. Shipping demand was better than ever before.

John Stevens reports dark, rainy weather did not help his carnation crop but still he had a good cut.

Geo. M. Kellogg Flower & Plant Co. fell shy of their usual cut of peonies, only about 5,000 being available.

Adolph Mohr announces the arrival of a 10-pound boy, May 27. E. J. B.

Boston.

BUSIEST MEMORIAL DAY ON RECORD.

Memorial day business is over, and all are enjoying a short rest, certainly entitled to it, as this has been the busiest Memorial day trade on record. Business has kept up remarkably well with plenty of good stock of all kinds and prices are reasonable. Outdoor flowers are just beginning to appear, and, with a few warm days, the market will be flooded with flowering shrubs.

NOTES.

We have one grower in our city who is known the country over for camelias and acacias of all varieties, Thomas Roland of Nahant. He has given his two sons to the army. The oldest, Phillip, is in France in the ambulance corps, and his second oldest boy, Robert, left last week in the hospital unit, hoping to meet his brother somewhere in France. These boys are determined to make a name for themselves the same as their father. The flower trade all wish them success and a safe voyage.

N. F. McCarthy & Co. have just received a large shipment of bay trees, the first shipment for over a year, and they look remarkably well. Their auction rooms are busy with bedding plants, and the two sale days are well patronized.

Julius A. Zinn's flower store on Park street was visited again with a fire scare—the second inside of a year; his supplies, being stored in the basement, were damaged a great deal by water.

B. A. Snyder & Co. had the best Memorial day trade on record, and, before many years, this young concern will be in line with all the largest supply houses of the country.

Henry R. Comley's store is as busy as ever with weddings. He also does a large business in bedding plants. His window box trade is larger than ever.

Wm. Phelps, who was confined to his home with stomach trouble, is about again, looking none the worse for his illness.

Wm. McAlpine and Frank McDonald of the firm of McAlpine & McDonald, have started for a week's fishing up in Maine.

P. Welch and Welch & Co. are receiving large shipments of peonies and both stores have large orders booked ahead.

a week's fishing in Maine, and he brought home a few salmon to prove his luck.

C. Joseph Sloane has returned to work after a week's illness from la grippe.

Wax Bros. are doing extra well this year. Samuel Wax just returned from

S. K. G.

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches. .	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,
Wholesale Florist
1324 Pine St., ST. LOUIS, MO.

Cincinnati.

MEMORIAL DAY CLEANED MARKET.

The market is well supplied with stock. Memorial day cleaned up everything, but since that time receipts have been heavy and have given us a large supply. Business is fairly good and steady. Roses are in heavy supply but unfortunately part of the receipts are badly mildewed. Carnations, too, are in a heavy supply. Easter lilies continue plentiful and some excellent callas may be had. Peonies are more than plentiful and receipts are in excess of market needs. Both gladioli and snapdragons are seen in large numbers. Other offerings are sweet peas, lily of the valley, cornflowers and sweet williams.

NOTES.

P. J. Olinger has an excellent crop of Russell with which to satisfy his June commencement demand as well as a good crop of Easter lilies. He reports shipping business as heavy.

C. E. Critchell has just received a large lot of leucothoe, unusually good for the time of the year. H.

QUALITY IS ECONOMY

Try us on Peonies, Roses, Carnations, Lilies, Valley, Orchids, Greens, Etc. It Pays To Trade Here.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	1.00 to 1.50
Short stems	100, 4.00 to 6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES.	
Richmond, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Milady, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Killarney Brilliant, special	$10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Ophelia, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Killarney, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Mrs. Ward, special	$10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Sunburst, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Cecile Brunner	2.00
Elgar	2.00
Baby Doll	2.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Fancy	$3.00
Red and pink	2.00

ORCHIDS.	Per doz.
Cattleyas	$9.00

EASTER LILIES.	Per 100
Select	$10.00 to $12.50

PEONIES.	
Fancy	$8.00
Special	6.00
Good	4.00

MISCELLANEOUS.	Per 100
Valley	$5.00 to $6.00
Spanish Iris, per doz.	$0.75 to 1.50
Calendulas	2.00
Daisies	.50 to 2.00
Snapdragons....per bunch	.50 to 1.00
Callas....per doz.	1.50 to 2.00
Sweet Peas	.50 to 1.00
Cape Jessamines	1.00 to 1.50

GREENS.	
Asp. plumosus....per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri....per bunch	.35 to .50
Adiantum....per 100	1.00
Smilax, choice....per doz.	1.50 to 2.00
Fancy Ferns....per 1,000	4.00
Galax leaves....per 1,000	1.25
Wild Smilax....per case	5.00
Boxwood —per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Mention the American Florist when writing.

This Basket Is Always In Brisk Demand.

Make up your order now and let us have it as early as possible so you will have them on hand when needed.

No. 313—High Handle Rose Basket, Made of Braided Straw.

Size	Width	Height over all	Natural each	Stained each	Enameled each	2-tone each	Liner extra
	inches	inches					
2	9	13	.44	.50	.55	.60	.10
3	10½	24	.50	.60	.65	.75	.10
4	12	26	.65	.80	.85	.95	.15

No. 313½—High Handle Rose Basket, the same style as No. 313, but beautifully made of willow.

Size	Width	Height over all	Natural each	Stained each	Enameled each	2-tone each	Liner extra
	inches	inches					
3	10½	24	.65	.75	.80	.90	.10
4	12½	26	.75	.90	.95	1.05	.15
6	14½	34	1.25	1.45	1.55	1.65	.15

RAEDLEIN BASKET CO.,

713 Milwaukee Aveuue, Chicago, Ill.

Mention the American Florist when writing.

For Weddings and School Closings

Large Supply Peonies--Roses--Carnations--Sweet Peas--Lilies--Valley--Greens, Etc.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph St., L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

St. Louis.

MARKET IS DEMORALIZED.

Following a good demand early in the week, the market broke on Memorial day and since then has been in a more or less demoralized state. Carnations are getting poorer as the summer approaches and the same may be said of sweet peas, although there are not many on the market and the outdoor varieties have not made their appearance. Roses, while plentiful, are not of the best quality. This applies to all except American Beauty, which has been exceptionally good for the season. Callas and Easter lilies are plentiful and of very good quality. Peonies have arrived at last but are about three days late and the quality is fine. Some fine gladioli are seen, especially Mrs. King, America and Panama. The glut in these has not yet started and they therefore command a fair price. There are plenty of greens of all kinds.

NOTES.

The monthly officers' meeting of the florists' club will be held at the residence of Secretary J. J. Windler the coming week, it being the intention to formulate a programme of entertainment for the summer months. At the next meeting of the club a member of the chamber of commerce will address the members on the subject of "A Liberty Loan Bond for Every Florist."

Our old friend, Alex Siegel, passed to his last rest about a week ago after an illness of 10 months. He was a congenial and friendly man, well liked by all who came in contact with him. He died fighting hard—just as he worked and played and the heartfelt sympathy of the local florists is extended to his family in their sad bereavement.

Quite a number of the county growers have put their surplus into vegetables. W. A. Rowe is the leading spirit in this new field and Phil Goebel, Jr., announces he has set out 20,000 tomato plants, while many others have from 3,000 to 5,000.

W. J. Pilcher, our premier rose grower of Kirkwood, is coming on with a fine summer cut of Russell, his specialty. He has replaced many of his Killarney, Hearst, Shawyer and Brilliant with this variety.

The Memorial day demand was disappointing this year—it was a disagreeable, rainy day and no one cared to visit the cemeteries. It seems this day has seen its best as far as the trade in this city profits.

A large funeral last week called for quantities of stock which came as a life-saver to many florists, most of whom had orders. Since then funeral work has been quite brisk.

The St. Louis county growers' dance last week was an immense success. They had a congenial crowd, everybody had a good time and the committee is to be congratulated.

The announcement is reported of the engagement of Charles Steidel, of Olivette, and Miss Mary Munson, of Hinsdale, Ill.

J. J. W.

Columbus, O.

MEMORIAL DAY SUPPLY SHORT.

A dearth of outdoor flowers gave local florists a cleanup Memorial day trade. Stock was plentiful in everything except peonies, which did not come within one-fourth of meeting demand. Dealers found it hard to get hold of them anywhere, and they commanded the biggest prices ever known here, reaching a maximum of $3 a dozen to the consumer. Business continues very satisfactory, and florists believe that the war-economy craze has largely spent its force. Commencement, which is already on in some of the schools, is creating a good demand for roses, which is met by ample stock. Florists look for this kind of trade, together with June wedding business, to offset the bear effects of the heavy cuttings which will result from the fair, warm weather now due. Prices on all cut flowers are keeping well up to standard. There is a strong demand for blooming plants, but the supply is small. A marked feature of the trade just now is the scarcity of fern leaves. First cuttings of gladioli are now on display, at the price of $3 a dozen.

NOTE.

James Underwood, superintendent of Franklin park, and member of one of the oldest florist families in the city, claims the distinction of being father of the youngest apprentice seaman in the United States navy. After successfully passing the examination, James, Jr., was rejected because of being a year under the required age. Through the efforts of the congressman from this district a special ruling was secured permitting the lad to enlist on his sixteenth birthday. This event occurred May 31, and he left, June 4, for Norfolk, Va., to report for duty.

J.

Oklahoma City.

BUSINESS HOLDS UP WELL.

Business has kept up well since Memorial day, due no doubt to the cool weather. According to old residents this is the coldest season, so far, ever experienced. War talk does not seem to have reduced the number of June weddings materially, though the desire to have the ceremonies and displays as unostentatious as possible seems quite noticeable, all of which will have some effect on the florists' business in general. The trade here suffered a grievous disappointment on the morning of Memorial day in the carnations that were shipped into the city. About 1,500 flowers arrived that morning in a condition totally unfit for any use. They were not sleepy, being far beyond that stage—they were rotten. Such, however, seems to still be the occasional experience of the provincial florist.

S. S. B.

RAPID WRAPPER

Pat. May, 1916—Trade Mark Registered.

FASTEST

Plant Wrapping Device Known To The Florists' Trade.

Nothing like it on the market. Poppy design is carried throughout. Furnished in green enamel. Other finishes special. Interchangeable top, 3 to 7 inches.

California orders filled direct from branch office, 448 Bush St., San Francisco, Calif.

THE RAPID WRAPPER CO.

56 E. Randolph St., Chicago.

Mention the American Florist when writing

If you want good stock and good treatment

Send Your Orders to us. Do it Now.

Roses, Carnations, Peonies

Valley, Sweet Peas, Lilies, Callas, Snapdragons, Stocks, Tulips, Mignonette, Daisies, Pansies, Forget-me-nots and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood. We have home grown Asparagus—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Fort Wayne, Ind.

MEMORIAL DAY TRADE GREATEST EVER.

Memorial day business this year was greater than ever before and shortage of stock was the only drawback to a highly successful holiday. The weather, unseasonably cool, is to be blamed, as there were practically no out-of-door flowers that could be used. Peonies were all shipped into the city, as no home-grown blooms were available. Carnations were also very short, and roses, although in better supply, were none too plentiful. The supply since Memorial day has become normal. Florists are busy with June weddings, and many are booked for the middle and latter part of the month. Funeral work is also plentiful and counter trade is good. The warmer weather of the past few days has again made the trade active in bedding plants. Greens are about equal to the demand.

NOTES.

There will be a meeting of the florists' club, June 13, at the store of the Doswell Floral Co., 301 West Main street. John Doswell will give a talk on "Landscape Gardening." A large attendance is desired, as there will be no more meetings until September.

Miss Helen F. Patten and Miss C. B. Flick of the Patten Flower Shop, Toledo, O., are spending several days in this city, where they came to attend the wedding of their niece, Miss Mildred Flick.

There were but eight clear days during the month of May in this locality, and 43 per cent of sunshine. The lowest temperature during the month was 33 degrees, and the highest 85 degrees.

Visitors: I. M. Bayersdorfer, representing H. Bayersdorfer & Co., Philadelphia, Pa., and F. G. Nelson, of the Burlington Willow Ware Co., Burlington, Iowa. H. K.

Nashville, Tenn.

COMMENCEMENTS MOVE ROSES.

Memorial day and numerous school commencements made quite a brisk demand during the past week, and the end is not yet, one of the large events of the coming week being the high school graduation of 150 pupils. The Russell rose has been chosen as the class flower and each young lady will carry a bunch of two dozen and the young men will each wear one bud. At the alumnae banquet flowers will also be seen in numbers. For the Memorial day observance, which was quite general, flowers from home gardens were most in evidence. Fine flowers are now arriving in this market—plenty of Easter lilies and a good quality of roses, especially Russell, which seems to have attained great perfection with all growers. American Beauty is scarce, few having any at all to offer. Gladioli are good and sweet peas are plentiful and very good stock. The plant trade continues brisk. The late hail damaged many of the flower beds and vegetables also suffered.

NOTES.

The McIntyre Floral Co. has cleaned up all the broken glass at their range, which was wrecked by the recent hail storm and are industriously at work replacing the damage. They are having some difficulty in getting glass but the range will soon be in readiness again. This firm has had an excellent commencement business.

Geny Bros. secured the order for the high school commencement bouquets. Their Russell roses are in splendid condition and they also are showing good American Beauty.

The Joy Floral Co. has a good supply of roses and lilies and is also enjoying a fine trade in bedding stock.

M. C. D.

Windsor, Ont.

The advent of June found busy buyers in the Saturday morning market, purchases of flowering and vegetable plants for home gardens being noted on all sides. A load of ferns from the Malden Rose Gardens was quickly disposed of at the rate of two plants for 25 cents and other plants and flowers moved in large quantities.

Miss Lucretia J. Bamford of the Windsor Flower Shop is showing very fine pink and white carnations.

Chas. R. Tuson had some rare white lilies in his attractive window, June 1.

J. E. K.

The Florists' Supply House of America

NOW FOR THE JUNE WEDDINGS

ALL THE UP-TO-DATE ACCESSORIES

Shepherd's Crooks, Staffs, Arm Baskets, with Staff Support,
Prie Dieu or Kneeling Stools, Ribbon Posts,
Swinging Gates, Elevated Baskets for the Church Aisle,
Silk Fringed and Tufted Bouquet Papers,
A Full Line of Commencement Baskets,
A New Importation of Chiffons in All Widths and Colors.

Send for our new illustrated folder; it is full of novelties and standard wedding accessories.

H. BAYERSDORFER & CO., 1127-1129 Arch Street, PHILADELPHIA, PA.

Marked Copy

For the Retailer or for the Grower

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

FOUNDED BY FLINT KENNICOTT 1st IN CHICAGO

H. B. KENNICOTT, President. **J. E. POLLWORTH,** Sec'y and Gen'l Mgr.

Baltimore, Md.

MEMORIAL DAY SUPPLY LIMITED.

The Memorial day trade in this city was marked by a scarcity of stock and while very few peonies were seen, roses and carnations sold up well and business at the markets was better than last year. American Beauties are bringing good returns but Ophelia is a little off color. Roses in general brought good prices the first part of the week, but slackened at the end. Outside reds were offered at $2.50 per 100. The carnation supply shortened, the best bringing three cents. Lily of the valley sold well at eight cents and cattleyas were quoted at 60 cents. A few fine gladioli were sold at $1 per dozen and there is a fair supply of Easter and calla lilies. Peonies are now arriving in good supply and asparagus is coming in freely. Miscellaneous offerings include Spanish iris. Shasta daisies in good supply, a few snapdragons, calendulas and pansies.

NOTES.

Hundreds of farmers, many accompanied by their families, attended farmers' day at the state college of agriculture, June 2.

Some fine French hydrangeas formed part of the display at the Baltimore Wholesale Cut Flower & Supply Co.

S. S. Pennock-Meehan Co. had some choice gladioli during the week included in other good offerings.

—THE—

Cleveland Florists' Exchange

Wholesale Commission Florists and Florists' Supplies.

606 HURON RD., CLEVELAND, O.

Lohr & Fritze are finding ready sale for their cut of Killarney and Double White Killarney roses.

Excellent sweet peas for the season are being received from Henry Christ of Belair, Md.

Erdman & Erhardt are cutting some very fine peonies, of which they make a specialty.

Spanish iris is being featured at the Leo Niessen Co. in quantity.

C. S.

Horticultural Society of New York.

There will be an exhibition of plants and flowers, June 9-10, in the Museum building, New York Botanical Garden. This will be open on the first day from 2 to 5 p. m. and on the second day from 10 a. m. to 5 p. m. Schedules are now ready for distribution, and will be sent on application to the secretary, George V. Nash, Mansion, New York Botanical Garden, Bronx Park, New York City.

GEORGE V. NASH, Sec'y.

Natural Prepared

GREEN LYCOPODIUM

Fire proof and guaranteed not to become brittle. Put up in convenient size carton, **11 lbs. net, $2.20.** This is a good substitute for Sea Moss.

Pittsburgh Cut Flower Co.

116-118 SEVENTH ST., PITTSBURGH, PA.

New Crop **Plumosus Sprays**

Now Ready

Write for special prices.

L. A. FLORAL CO.

407 So. Los Angeles St., Los Angeles, Calif.

WORCESTER, MASS.—Herman Lange, formerly in charge of the plant section at the Lange Floral Co.'s greenhouses, has joined the marine corps.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

HOERBER BROS.

Wholesale Growers of Cut Flowers

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. Chicago

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Joseph E. Wiltgen Michael F. Freres

Wiltgen & Freres

WHOLESALE FLORISTS

Long Distance Phone, Randolph 1975

173 N. Wabash Ave., CHICAGO

A. L. Randall Co.,

RANDO BRAND Wabash Ave. and Lake St., CHICAGO, ILL. RANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

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CENTRAL 1977 and 1978.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$5 00
" " 36-in.	4 00
" " 30-in.	3 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short.....per 100.	6 00@ 8 00
" Mrs. Chas. Russell..	1 00@ 3 00
	100
" Hoosier Beauty	4 00@12 00
" Killarney Brilliant	3 00@10 00
" Killarney	3 00@10 00
" White Killarney	3 00@10 00
" Richmond	3 00@10 00
" Prince de Bulgarie	3 00@10 00
" Rhea Reid	3 00@10 00
" My Maryland	3 00@10 00
" Mrs. Geo. Shawyer	3 00@10 00
" Milady	3 00@10 00
" Sunburst	3 00@10 00
" Mrs. Aaron Ward	3 00@10 00
" Hadley	4 00@12 00
" Ophelia	3 00@10 00
" Double White Killarney	3 00@10 00
" Mrs. Moorfield Storey	3 00@10 00
" Champ Weiland	3 00@10 00
" Stanley	3 00@10 00
" Tipperary	3 00@10 00
" Francis Scott Key	3 00@10 00
" Bayard Thayer	3 00@10 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	2 00@ 3 00
Cattleyas.....per doz., $9 00	
Gardenias..... 2 00 per doz.	
Sweet Peas	50@ 1 50
Daisies	1 00@ 2 00
Calendulas	2 00
Snapdragons, $0.50@$0.75 per bu.	
Lilium Harrisii	12 50@15 00
Valley	4 00@ 6 00
Peonies	4 00@ 8 00
Spanish Iris	4 00@ 8 00
Adiantum Croweanum	1 00
Ferns.....per 1000, $4 00	
Galax..... " 1 00@ 1 25	
Leucothoe	75
Mexican Ivy...per 1000, 5 00@6 00	
Plumosus Strings..each, 60@ 75	
Smilax.....per doz., 2 00@2 50	
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case, 8.00	
Wild Smilax.....per case, $5 00	

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

HUCKLEBERRY FOLIAGE

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.
Evergreen, Ala.

Huckleberry Foliage

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

D. E. FRERES R. J. WINDLER

THE FRERES-WINDLER Co.

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SHIPMENTS EVERYWHERE — CUT FLOWERS — IMMEDIATE DELIVERIES
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FOR SCHOOL COMMENCEMENTS

We will have plenty of Pink and White Peonies,

Russell, Prima Donna, Hadley, Beauties, Sunburst, Ophelia.

When you want good ROSES send your orders to us.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

MEMORIAL DAY TRADE DISAPPOINTS.

The feature of the week was the business for Memorial day, which on the whole was disappointing. While there was a good holiday demand of considerable volume, it lacked the snap and go of other seasons. There were no local peonies with the exception of a few officinalis; nothing grown north of Washington and only half of the crop counted. Some Virginia growers from the vicinity of Richmond sent some fair stock. Prices ran as high as $12. Ordinarily with no local peonies, the market sells clean of other stock, but things were different this year. White carnations were hard to move, the colored stock having the call. There was plenty of shrubbery, which worked up well with color of any kind. For some reason there seemed an unusual crop of carnations which arrived Monday p. m., dealers say. Much of this stock could have been moved had they known it was coming. As stock appeared normal and no local peonies in sight, carnation prices were held rather high, which was not encouraging to buyers. Wednesday morning carnations could be had by the thousand at buyers' figures. Late arrivals of peonies were also offered at great reductions from the day before. With all the other stock in the market, local peonies, when they do arrive, will not prove a very profitable crop this season. There were quantities of roses, the medium grades of which moved well, but the longer stemmed stock stood on the shelves. There were also quantities of Spanish iris for which little demand developed. Snapdragons, calendulas, gladioli and other stock of like character was plentiful. Sweet peas were in good form but in volume far more arrived than could be handled. Easter lilies about held their own, but there was plenty of outside lily of the valley and cattleyas were far in excess of the demand. Memorial day appears to be the holiday of the common people; those that buy medium priced flowers. Growers should bear this in mind. The extra demand from the central city stores was very light, business being but little more than an ordinary day.

CLUB MEETING.

The feature of the June meeting of the florists' club was a wonderfully entertaining and instructive lecture by C. M. Ripley of the General Electric Co., who discussed electricity as a motive power which is certain to succeed the coal-burning locomotive of today. The construction of the Neal-electro engine was shown in detail together with moving pictures of the electric power plants driven by water power on the Missouri river; also pictures of an electrically driven train.

Fearing that the sale of Horticultural hall might be a possibility, the house committee were asked to look into the matter of securing a new meeting place in case it became necessary.

NOTES.

Spring shows by local horticultural societies are now on the tapis. The eighth annual exhibition of the Lansdowne Flower Show Association is announced for Saturday, June 9, 3:00 to 9:30 p. m. A five-page schedule of prizes covering roses, peonies and other outside flowers, and also vegetables, has a metropolitan look. On Friday, June 8 at 8:00 p. m., J. Horace McFarland of Harrisburg, will deliver his illustrated lecture on "Some Tendencies in American Rose Growing" before the association in the Twentieth Century Club Auditorium, where the exhibition will be staged the next day.

Edward Dornheim and Clarence Alwin of Alden, growers, have dissolved partnership. Mr. Alwin will continue the business, while Mr. Dornheim has taken a position with the Philadelphia Wholesale Florists' Exchange, succeeding George Cook, who is now with the Leo Niessen Co.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

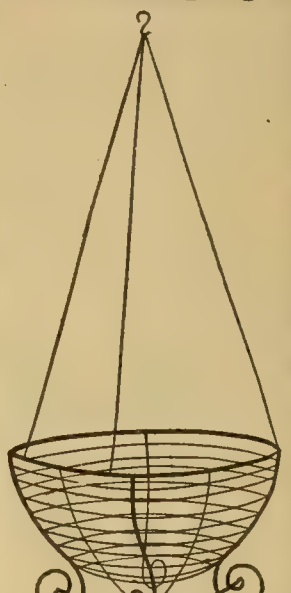
Wholesale Flower Markets

CINCINNATI, June 6.	Per 100
American Beauty, per doz...	75@ 5 00
Roses, Killarney	2 00@ 8 00
" Mrs. Chas. Russell	4 00@12 00
" Ophelia	4 00@10 00
" Richmond	2 00@ 8 00
" Sunburst	3 00@ 8 00
Carnations	2 00@ 3 00
Lilium Giganteum	8 00@10 00
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Sweet Peas	25@ 50
Gladiolus	3 00@ 8 00

BOSTON, June 6.	Per 100
Roses Beauty	10 00@25 00
Killarney Queen	2 00@ 8 00
" White and Pink Killarney	2 00@ 8 00
" Double White Killarney	2 00@ 8 00
" Killarney Brilliant	4 00@10 00
" Hadley	2 00@ 8 00
" Cardinal	2 00@ 8 00
" Mock	4 00@12 00
" Mrs. Chas. Russell	2 00@ 8 00
" Sunburst	2 00@ 8 00
" Taft	4 00@ 2 00
" Milady	2 00@ 8 00
" Ward and Hillingdon	2 00@ 8 00
" My Maryland	2 00@ 8 00
Cattleyas	35 00@50 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO. June 6.	Per 100
Beauty Special	20 00@25 00
" Fancy	15 00@20 00
" Extra	10 00@12 00
" 1st	6 00@10 00
Roses, Killarney	3 00@ 8 00
" My Maryland	3 00@ 6 00
" Sunburst	2 00@ 5 00
" Ward	2 00@ 5 00
" Ophelia	3 00@ 8 00
" Russell	8 00@12 00
" Stanley	3 00@ 6 00
" Mock	3 00@ 5 00
" Shawyer	3 00@ 8 00
Lily of the Valley	6 00@ 7 00
Lilies	6 00@10 00
Cattleyas	40 00@50 00
Carnations	2 00@ 2 50
Tulips	1 00@ 2 00
Peonies	3 00@ 6 00
Asparagus Sprengeri	35@ 50
Ferns	per 1000, 2 50
Smilax	15 00@20 00

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1 35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

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1402 Pine St., St. Louis, Mo.

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262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

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Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

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Everything in the line of Cut Flowers, Plants and Florists' Supplies.

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HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

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Choice Cut Flowers and Greens

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Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing.

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

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HIGH GRADE ROSES, PEONIES, EASTER LILIES and other Seasonable Flowers.

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8 in.	$0.90 doz.	14 in.	$2.00 doz.
10 in.	1.30 doz.	16 in.	2.75 doz.
12 in.	1.75 doz.	18 in.	3.60 doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

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Staple Baskets and Seasonable Novelties in Quantity.

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Green Sheet Moss and Spaghnum Moss.

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C. A. KUEHN, Wholesale Florist. 1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, June 6.	Per 100
Roses, Beauty, special	20 00@25 00
" " fancy	10 00@20 00
" " extra	8 00@10 00
" " shorter grades	6 00@ 8 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	2 00@ 8 00
" White Killarney	2 00@ 8 00
" Liberty	6 00@15 00
" Hadley	6 00@30 00
" Sunburst	4 00@10 00
" Ophelia	4 00@10 00
" Hoosier Beauty	4 00@10 00
Carnations	4 00@ 6 00
Cattleyas, each. $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	6 00@ 8 00
Calendulas	1 00@ 2 00
Daisies, yellow	1 00@ 2 00
Sweet Peas	50@ 1 50
Easter Lilies	6 00@ 8 00
Callas	6 00@ 8 00
Peonies	8 00@12 00

PITTSBURGH, June 6.	Per 100
Roses, Beauty, special	30 00
" " fancy	20 00
" " extra	15 00
" " No. 1	12 00
" Killarney	3 00@ 8 00
" My Maryland	3 00@ 8 00
" Sunburst	3 00@ 8 00
" Mrs. Aaron Ward	3 00@ 8 00
Cattleyas	50 00
Lilium Giganteum	8 00
Carnations	3 00
Lily of the Valley	5 00
Snapdragons	5 00
Spanish Iris	4 00
Adiantum	1 25
Asparagus Sprengeri, per bunch	35@40

MILWAUKEE, June 6.	Per 100
Roses, Killarney and W. Killarney	3 00@ 8 00
" Ward	3 00@ 6 00
" Mrs. Chas. Russell	6 00@25 00
" Ophelia	3 00@ 8 00
" Hoosier Beauty	4 00@10 00
Lilies	10 00@12 50
Cattleyas, per doz.,	6 00
Carnations	1 50@ 3 00
Valley	4 00@ 6 00
Sweet Peas	50@ 1 00
Tulips	3 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16-inch	2.90
18-inch	3.70

THE McCALLUM CO.

INC.

Pittsburgh, - Pa.

Mention the American Florist when writing.

ST. LOUIS, June 6.	Per 100
Beauty, Special, 5 00 per doz.	
" Fancy, 4 00 "	
" Extra, 3 00 "	
" No 1, 2 00 "	
" No 2, 1 50 "	
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	4 00@ 8 00
Mrs Russell	4 00@ 8 00
Ophelia	4 00@ 8 00
Carnations	2 00@ 3 00
Valley	4 00@ 6 00
Lillies	8 00@10 00
Orchids	50 00@ 60 00
Ferns, per 1000.	4 00

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

Arthur Niessen, who has just returned from a trip through eastern Pennsylvania towns, found the bedding plant men despondent, much stock being still on hand. A number claim that they will go more into vegetables, as bedding plants do not pay.

The bedding plant men have been very greatly handicapped by the very cold weather during almost the entire month of May. The season is fully 10 days to two weeks late. It is to be hoped that the demand will come with the warm days in June.

The Robert Craig Co. is making the first delivery of the new Norwood fern. The stock is fine. Many orders are being received for August 1 delivery at which time their second installment will be ready.

The meeting and exhibition of the American Peony Society, scheduled to be held in this city June 7-8, has been postponed until June 11-12, at which time it is believed the blooms will be at their best.

Wm. Gibson, with Mills, the Florist, Jacksonville, Fla., was in the city the past week, called here to attend the funeral of his sister. He looks well and is much pleased with Jacksonville.

Eugene Bernheimer found a good volume of business for the holiday, but at lower prices. Very good Prima Donna roses and sweet peas were features here.

The Jos. Heacock Co. found a good market for Killarney, Ward and other medium grade roses. White Killarneys were scarce. Cattleyas moved slowly.

George Hart, retail florist of Chester, Pa., a veteran of the late Mexican border war, has applied for a commission and is now at Fort Niagara.

Edward Reid found the holiday trade very good and moved a large stock at fair prices. Very good roses and sweet peas were the feature here.

Wedding accessories are now headliners with H. Bayersdorfer & Co. Paul Berkowitz has just returned from a successful trip through the west.

At Jos. G. Neidinger's they are having a breathing spell after their great Memorial day demand. Made-up wax flower designs are leaders here.

K.

Vancouver, B. C.

Creditors of Brown Bros. & Co., Ltd., met here May 14. Twenty-seven creditors were present, representing unsecured claims of approximately $23,000. The available assets consisted solely of mortgaged lands, which in the present condition of the market would realize little more than enough to satisfy the various incumbrances. In addition, the Royal Bank of Canada, acting as trustee for the bond holders, held a debenture mortgage for a balance of $17,000 (having been reduced from $25,000), which operated as a floating charge on all the company's assets, over and above the various mortgages. A general supervision over all the company's enterprises was being exercised by the Royal Bank of Canada under the powers of the debenture mortgage. The conclusion of the creditors was to give Brown Bros. & Co., Ltd., extension of one year, to date from August 1, 1917.

New York.

TRADE NOT UP TO EXPECTATIONS.

Considering that the past week included Memorial day, business was quiet. The florists who get the most of the Memorial day business say that it was not up to expectations. The continued cool, dark and rainy weather seems to have had a depressing effect. Many of the people who have made a practice of observing Memorial day are now advanced in years and doubtless the unfavorable weather kept them at home. For the remainder of the week business was quiet up to June 2, which was a fairly good day. One of the great disappointments of Memorial day business was the slump in sweet peas. It was hard to move specimens at 75 cents per 100. This was the more surprising, as it is usually the cheaper grades of stock that sell best for this anniversary. The supply of peonies was not large, but so far as we could observe they moved freely, but not at high prices and we will here state that while this war lasts high prices need not be expected on flowers; nevertheless let us have brave hearts and stay on the job. As previously stated the weather has been unusually cool, but it is a good feature for the wholesale florists. Under the present conditions of business, if the weather had been warm through May this market would have been glutted. It must, however, be acknowledged that the weather has been hard on the growers of both cut flowers and plants. June 2 and yet many men are wearing overcoats. I do not have to ask them for I know from experience that the rose growers must keep up heat. The season has been particularly hard on the growers of bedding plants. They have been compelled to burn a lot of coal to get their stock in flower, and even at that the stock has been hard to move, as the weather has been so unfavorable that very little bedding has been done. I have tried to make the foregoing a plain statement of conditions, but not a discouraging statement. The florist business has as good a right to live as any other business and regardless of what may happen, I believe it will live.

June 4.—The market is quiet; with warmer weather the supply of stock is on the increase, but the supply of peonies is not large, prices ranging from 50 cents to $1 per dozen, the last being for special stock. There is little change in prices on staple greenhouse stocks.

NOTES.

Guttman & Raynor, Inc., have leased adequate space in the well-equipped and commodious store of the United Cut Flower Company, 111 West 28th street, which arrangement took effect June 1. This move is a clear manifestation of the trend of the times toward practical economy and the attainment of maximum efficiency, while at the same time bringing the overhead expenses down to a minimum.

The Greek-American Florists' Association will hold its eleventh annual outing at Witzel's Point View Grove, July 11. This association is to be commended for not getting "cold feet." It has always given a good and orderly outing and we have no doubt that this year's will be up to the standard.

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WHOLESALE COMMISION FLORISTS
GROWER AGENT
Sts. Paul 57 West 26th

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Orders taken now for 1917 crop
Valley
Chas. Schwake & Co., Inc.
90-92 W. Broadway, New York

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Wholesale Florists
Have twenty-two years' experience behind us, and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.
GUTTMAN & RAYNOR,
INC.
PHONES: FARRAGUT 558 2036 2037
101 W. 28th St., NEW YORK

Percy Richters, salesman for J. S. Fenrich, was in the street, June 4, after a long illness with pneumonia. He has been in a hospital at Elizabeth, N. J. Though greatly improved, it will be some time before he can resume work.

William Kessler has for some time been receiving a fine line of America, Francis King and Augusta Victoria gladioli. He was the first in the market with greenhouse gladioli.

The next meeting of the New York Florists' Club will be held on the evening of June 11, in its rooms in the Grand Opera House building, 8th avenue and 23d street.

Sidney Hoffman, of Boston, has been in this city for a week and has been buying heavily of Traendly & Schenck.

Wm. Stuart Allen is handling fine lily of the valley from the range of A. N. Pierson, Inc., Cromwell, Conn.

J. K. Allen is receiving good peonies from Alex. B. Garden, of Washington, D. C.

A. F. F.

ELMHURST, CALIF. — K. Ischimata, carnation grower, has sold his establishment and will return to Japan in the near future.

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WHOLESALE FLORIST
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HERMAN WEISS
Wholesale Florist
130 W. 28th St., NEW YORK

Wholesale Flower Markets

NEW YORK, June 6.	Per 100
Roses, Beauty, special	15 00@25 00
" " extra and fancy	8 00@10 00
" " No 1 and No 2	2 00@ 6 00
" Prima Donna	50@10 00
" Alice Stanley	50@ 6 00
" Mrs Geo. Shawyer	50@ 5 00
" Double White Killarney	50@ 6 00
" Killarney, Special	4 00@ 5 00
" " No 1 and No 2	50@ 1 50
" " Queen	1 00@ 6 00
" " Brilliant	1 00@ 6 00
" Aaron Ward	1 00@ 6 00
" Sunburst	50@ 6 00
" J L Mock	1 00@ 8 00
" Ophelia	50@ 6 00
" Mrs. Chas. Russell	50@ 6 00
" Hadley	2 00@25 00
" Hoosier Beauty	50@ 6 00
Cattleya Orchids, special	50 00@60 00
" " inferior grades	25 00@35 00
Rubrums	6 00@ 8 00
Lilies, Longiflorum and Formosum	3 00@ 4 00
Lily of the Valley	3 00@ 5 00
Carnations	2 00@ 3 00
Mingonnette ...per doz	25@ 50
Sweet Peas	25@ 50
Sweet Peas, Spencers	75
Snapdragons	2 00@ 4 00
Yellow Narcissus	50@ 1 00
Tulips, outdoor	1 00@ 2 00
Stocks, double	8 00@12 00
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus...doz. bchs.	2 00@ 3 00
Smilax ....doz. strings,	2 00@ 3 00
Iris ...per doz	25@ 35
Peonies ...per doz	50@ 1 25

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, New York City
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
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LILIES AND VALLEY EVERY DAY IN THE YEAR
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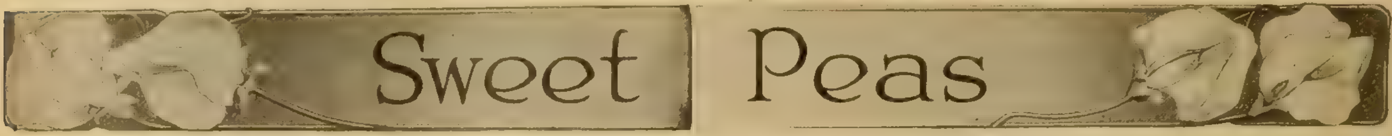

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EARLY SNOW FLAKE—This is the best Early Flowering White Seeded Spencer. The blossoms are very large and of the best waved Spencer form. The flowers are borne in wonderful profusion on long stems. **25 Seeds, 25c; Trade pkt. (¼ oz.) $1.25; oz., $4.50.**

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EARLY MORNING STAR—Deep orange scarlet or flame color in standard with rich orange pink wings. Under artificial light it is superb. **25 seeds, 25c; Trade pkt. (¼ oz.) $1.10; oz. $4.00 net.**

EARLY SONG BIRD—The flower is the same color as "Florence Morse Spencer" and a bit lighter than "Elfrida Pearson." **25 seeds, 25c; Trade pkt. ¼ oz.) 85c; oz. $3.00 net.**

EARLY MELODY—This is a deeper shade of pink than "Early Song Bird" on white ground, closely resembling "Countess Spencer" and near "Hercules." **25 seeds, 25c; Trade pkt. (¼ oz.) 85c; oz. $3.00 net.**

EARLY SPRING MAID—Light pink on a cream ground and the blossoms have the same splendid characteristics of "Mrs. Hugh Dickson." **25 seeds, 25c; Trade pkt. (¼ oz.) 85c; oz. $3.00 net.**

	Trade Pkt.	Oz.	Lb.
Mrs. A. A. Skaach. Bright shell pink..............	**$0.20**	**$0.65**	**$8.00**
Mrs. J. Manda. Light shell pink, extra long stems..	**.20**		
Mrs. William Sim. Salmon pink....................	**.20**	**.65**	**8.00**
Mrs. M. Spanolin. Black-seeded white..............	**.20**	**.65**	
Pink and White. Blanche Ferry type..............	**.25**	**1.00**	**16.00**
President Woodrow Wilson. Magenta rose..........	**.20**	**.65**	**8.00**
Selma Swenson. Clear light soft pink..............	**.20**	**.65**	**8.00**
Lavender Pink	**.20**	**.65**	**8.00**
Venus. Standard white, slightly blushed pink wings.....	**.20**	**.65**	**8.00**
White Orchid. White flowers of good substance......	**.20**	**.65**	**8.00**
Yarrawa. The color on opening is rose, changing as the flower develops to a light pink standard, tinted buff with blush wings..............................	**.20**	**.65**	**8.00**
MIXED. .Winter Flowering Spencers................	**.15**	**.50**	**6.50**

WINTER FLOWERING—Unwin Type.

	Oz.	¼ lb.	Lb.
Blue Jay. Bright blue self color...................	**$0.35**	**$1.25**	**$5.00**
Lavender Nora. Most pleasing lavender, long stems, a splendid commercial variety........................	**.20**	**.75**	**...**

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Los Angeles.

MEMORIAL DAY TRADE BEST EVER.

A big supply of stock and a correspondingly good business is reported for Memorial day by the local trade. It was without doubt the liveliest observance of the event ever known in this city. Carnations in red and white were disposed of by the thousand and cornflowers had a lively sale and were much seen in the red, white and blue designs. The shipping trade of this city, which has increased by leaps and bounds, was especially large this year and was one of the big factors in the wholesale trade.

NOTES.

S. Murata & Co. are well pleased with the Memorial day results. Both local and out-of-town trade was very satisfactory.

The Los Angeles Floral Co. reports a good shipping trade. A large flag artistically arranged of red and white carnations and blue cornflowers was recently sent out by this firm.

The Broadway Florists disposed of carnations by the tens of thousands. This establishment is always a busy mart.

Tassano Bros. are enjoying an excellent trade in greens. This firm supplies most of the flower stores and stands in this city.

The Redondo Floral Co. state that business continues to increase and is now much better than a year ago.

Wolfskill Bros. & Morris Goldenson have been busy as usual in both cut flowers and floral arrangements.

Wright's Flower Shop has been enjoying a good trade and has several good weddings booked.

O. C. Saake had orders for many elaborate Memorial day pieces.

Howard & Smith report a big out-of-town Memorial day demand.

G. H. H.

Omaha.

Memorial day business was fully as good as last year, despite the fact that peonies were missing for the first time in 30 years. At this writing, they will not be in for another five days, which will mean quite a loss to the grower. Stock is good and plentiful in other lines and trade keeps up well with plenty of weddings. Lots of rain is keeping the planting back. GRIPPE.

NEWARK, N. J.—Local florists have a plan on foot to offer prizes for window boxes to the Irvington Improvement Association.

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Established 1857.

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WE HAVE THE BEST FACILITIES IN THE CITY

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Nat. M. Kingsley
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Telegraph orders filled on short notice in St. Louis and rest of Missouri.

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WIRE YOUR ORDERS TO
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135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

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Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

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Milwaukee, Wis.

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Deliveries to Steamers and All Eastern Points

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Max Schling NEW YORK.

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Original Decorations a Specialty.

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Bangor, Me.

Adam Sekenger

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No. 32 NEWBURY STREET

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Successor to Sievers & Boland

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Minneapolis, Minn.

WHITTED FLORAL CO.,

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

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TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
Cable address: Alexconnell, Western Union Code.

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146 S. Wabash Avenue

Largest and most centrally located store in the city. All orders given prompt attention.

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Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.
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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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General designs—All flowers in season

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Albany, N. Y.—Eyres, 106 State St.
Amsterdam, N. Y.—John C. Hatcher.
Bangor, Me.—Sekenger, Adam, 32 Newbury St.
Boston, Mass.—Comley, Henry R.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Brooklyn Cut Flower Market.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Son, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, the Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—Edward A. Forter.
Cleveland, O.—A. Graham & Sons.
Cleveland, O.—Chas F. Kirchner.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Texas—Potter Floral Co.
Ft. Smith, Ark.—George Rye.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Palez.
Los Angeles, Calif.—Howard & Smith.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
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Minneapolis, Minn.—Whitted Floral Co.
Nashville, Tenn.—Joy Floral Co.
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Newark, N. J.—Philips Bros.
Newark, O.—Chas. A. Duerr.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
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New York—Hanft Bros.
New York—Hession.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Thos. F. Galvin, Inc.
New York—Max Schling, 22 W. 29th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
New York—The Boulevard Floral Co.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—M. J. Callahan.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia—The London Flower Shop, Ltd.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

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Every Order sure to receive prompt and careful attention.

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HENRY R. COMLEY, Florist, 6 Park St.

50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

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Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, State St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffmans, N. Y.

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FREY & FREY,

1338 O Street, LINCOLN, NEB.

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Members of Florists' Telegraph Delivery.

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"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

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CENTRAL FLORAL CO.

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Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

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200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

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Florists, Seedsmen and Nurserymen

United States and Canada

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MASONIC TEMPLE

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EXPERTS TO ARRANGE THEM.

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Connecticut Avenue and L Street

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S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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Floral Experts

5936 Penn Av., PITTSBURGH, PA.

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Greenhouses and Nurseries in Riverdale.

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PROVIDENCE, R. I.

and all T. J. JOHNSTON & CO.

NEW ENGLAND POINTS. 107 WASHINGTON ST., PROVIDENCE

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The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

RECENT cool weather has been favorable to California seed crops.

VISITED CHICAGO: Rufus Brown, of the Pioneer-Haines Seed Co., Denver, Colo.

GILROY, CALIF.—Carl Cropp, Jr., of Chicago, is now with the Pieters-Wheeler Seed Co.

A. T. FERRELL, of A. T. Ferrell & Co., Saginaw, Mich., is in the Pacific Northwest on a business trip.

GERMANS are said to be using all the Holland tulip and crocus bulbs that can be obtained in the making of bread.

CHICAGO—Prices for grass seed on the Board of Trade, June 6, were as follows: Timothy, $5.50 to $8.00 per 100 pounds.

THE Holland-America liner Ryndam is scheduled to sail for New York by way of Halifax June 6, carrying passengers, but no mail or cargo.

SOME onion set fields on low ground in the Chicago district had to be resown, growers taking a long chance because of continued cool weather.

WASHINGTON, D. C.—The food survey bill appropriating $14,707,000 for furnishing seed to farmers to increase food production has passed the house.

COLUMBUS, O.—The Livingston Seed Co. is doing effective advertising with miniature houses and "planted" rear yards, showing cultivation of vegetables and shrubs.

SOME Japan dealers are claiming higher prices for giganteum for next season because certain fields planted with carried over seed bulbs suffered from the wet season.

ATCHISON, KAN.—The Mangelsdorf Bros. Co. has purchased land adjoining its present establishment and is planning extensive additions to its seed cleaning department.

QUITE a number of the California seed growers are planning to attend the annual convention of the American Seed Trade Association which opens at Detroit, Mich., June 19.

VAUGHAN'S SEED STORE, Chicago, has leased the second floor of the building east of the retail store at 31-33 West Randolph street, for much needed extension of the flower seed department.

NEW YORK.—Wm. M. Hunt & Co., consisting of Wm. M. Hunt and Harry Goldberg, both well and favorably known to the trade, have entered the seed and bulb business at 15 Park Row.

DENVER, COLO.—Bean growers of this state, anticipating an acreage three times greater than in 1916, met here May 29, for the purpose of forming the Colorado Bean Growers' Association, the object of which will be efficient and economical handling of the crop and its distribution.

Holland Steamer Arrives.

New York, May 30.—The first liner from Holland since January 23 has arrived at an Atlantic port with 223 first, 341 second, and 974 third-class passengers, via Halifax, where it was detained two days for examination. There were 119 Americans among the passengers, of whom 72 were survivors of submarine sinkings in the North sea and the English channel.

Fish Starts Another Bean Business.

Henry Berrien Fish, for several years manager of the Henry Fish Seed Co., and who recently severed his connection with that firm, has established a seed business in Carpinteria, Calif. Mr. Fish, according to the Santa Barbara Morning Press, of May 19, has an enviable reputation for square dealing and his many friends will be pleased to know that they will again be able to contract their crops of seed beans to him. Mr. Fish has associated with him experienced bean men and has now several contracts here and in the northern part of the county.

The Late Frank Clifford Woods.

Frank Clifford Woods, president of the Cumberland Seed Co., Inc., of Nashville, Tenn., died at his home in that city, May 22, after an illness of several months.

The deceased was born in Shelby county, Ky., was a farmer for a number of years, later a merchant, and for some time in the seed business in Louisville, Ky., and Nashville, Tenn. He came to Nashville from the latter city and had been president of the Cumberland Seed Co. since 1908. Mr. Woods is survived by a widow, two sons, Cecil E. and T. Clyde Woods, of Nashville; two daughters, four brothers and one sister. He was well-known and highly respected in the community and his funeral was largely attended.

Pea Acreage in Washington.

Contracts offered by a number of prominent seedsmen have enabled pea growers of Spokane county, Wash., to increase plantings about 30,000 acres as compared with 1916, the additional seed peas sown representing an investment of approximately $339,000. Among the firms interested are: C. C. Morse & Co., San Francisco, Calif., 129,920 lbs.; Everett B. Clark Seed Co., Milford, Conn., 128,152 lbs.; D. M. Ferry & Co., Detroit, Mich., 216,000 lbs.; Rogers Bros. Seed Co., Alpena, Mich., 699,480 lbs.; Barteldes Seed Co., Denver, Colo., 6,000 lbs.; S. D. Woodruff & Sons, Orange, Conn., 219,000 lbs.; A. J. Brown Seed Co., Grand Rapids, Mich., 343,620 lbs.; J. H. Allan Seed Co., Sheboygan, Wis., 517,335 lbs.

Sugar Beet Seed.

SMALL HOPE OF EUROPEAN SUPPLY.

The American beet sugar industry has hitherto received a large portion of its beet seed from Austria and Germany, and is now likely to suffer on that account. Last July American beet sugar interests succeeded in getting on to the Rotterdam wharves about 20,000 bags of seed. It then required six months' negotiations with the British government before permission was finally secured to bring the seed overseas. In the meantime the ruthless submarine warfare had begun, and the Dutch government, being pressed for foodstuffs, agreed with the British and German governments that her ships should sail in ballast and return to Holland with cereals, being searched on the high seas by England, and receiving immunity from attack by Germany. The beet seed was therefore dumped back on the piers, and the vessels sailed in ballast. All hope of securing seed from Germany and Austria for this year's planting is blasted, and the obtaining of seed from Russia is slow and uncertain.

Los Angeles Seed Trade.

A twenty-year lease on a six-story building at the Los Angeles Union terminal, Seventh street and Central avenue, has been taken by the Germain Seed and Plant Company. The building will be served by private spur tracks and be bounded on two sides by private streets. The company will employ 125 persons. The concern was established in 1871 by Eugene Germain and was known as the E. Germain Company and was located near the Plaza. The company later moved to the old Mott market and then to its present location on Main street.

John Bodger, of John Bodger & Sons Co., and wife have the sympathy of many friends in the trade in the loss of their only child, a boy two and one-half years old, who died last week

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Dracaena Canes

FALL SHIPMENT

All Commercial Varieties

Write for Prices.

McHutchison & Co.

THE IMPORT HOUSE

95 Chambers St., NEW YORK

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SEEDS AND BULBS

For the Trade

J. M. THORBURN & CO.

Established 1802

53 Barclay Street, - New York

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Arthur T. Boddington Co. Inc.

SEEDSMEN

128 Chambers St., New York

My Winter Orchid-Flowering

Sweet Pea Price List

Has Been Mailed.

It Contains Many Splendid Novelties.

If you have not received a copy, send postal to

Ant. C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

American Bulb Co.

A. Miller, President.

WHOLESALE DEALERS IN

Bulbs, Seeds, Supplies, Etc.

178 N. Wabash Ave., Chicago, Ill.

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Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

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SPECIAL OFFER

Crop 1917—Ready June 15th.

ASTER—All varieties including **AMERICAN BEAUTY** and our latest novelties.

PETUNIAS, STOCKS, ZINNIAS, PORTULACA, double and single; **SALPIGLOSSIS.**

SWEET PEAS—Early and late Spencers.

NASTURTIUMS—and other flower seeds.

JOHN BODGER & SONS CO.

STATION E. :-: :-: LOS ANGELES, CALIF.

ORDER SEED PACKETS NOW FOR 1918

Paper scarce. Requirements will be double.

THE BROWN BAG FILLING MACHINE CO.

FITCHBURG, MASS.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.. Telephone Main 2762. CHICAGO

The L. D. Waller Seed Co.

Guadalupe, California

Wholesale Growers of

FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS

Correspondence Solicited.

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.

Rocky Ford, Colorado.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

POTATOES were received at Chicago from Australia for the first time during the last week of May, some 30 cars being shipped to one dealer.

A FREMONT, O., court ordered city authorities to open up an alley, but when it was found that a widow had it planted with potatoes, officials refused to act.

REPORTS to the United States department of agriculture, May 15, indicate that the Bermuda onion crop in the Texas district was 70 per cent of normal as compared with 65.1 per cent May 1.

PRELIMINARY estimate of the commercial acreage of watermelons in the principal southern producing states for 1917 is given by the United States department of agriculture as 109,600, an increase of 12 per cent over 1916.

NEW YORK.—Mayor Mitchel, in a proclamation, gives warning that the law of the state provides a heavy fine and imprisonment for stealing crops or entering a garden without permission, the object of the proclamation being to especially protect the amateur gardener.

Potato Failures and Their Cause.

In one case enormous claims for loss of potato crops were filed against a smelter. Upon investigation it was found that both the potatoes and the soil of the region were highly infected with two of the most disastrous of potato troubles, rhizactionia and fusarium. A subsequent search of the seed stores in the community failed to disclose a single healthy sample of seed. Naturally the potato crops were failures. The sad part of it was that there was no need of this loss. Healthy seed procured elsewhere and planted in soil where potatoes had not been grown for several years would have given the old-time record crops, and proper treatment of the local seed would have produced infinitely larger returns.

Early Potato Acreage.

Detailed estimates in 16 states indicate the condition of the early Irish potato crop as 86 per cent on May 1, with a yield of 119 bushels per acre, as compared with 109 bushels in 1916. The acreage planted is given as 281,700 for the present year with a production of 33,516,000 bushels forecasted. Reports from California show that about 75 per cent of the crop in the Los Angeles district has been harvested and shipments will be heavy for several weeks. The crop is turning out much better than was expected, considering unfavorable weather conditions. Alameda county potatoes are running larger in size than last year and the yield is correspondingly larger. The crop, however, is about one month late.

Vegetables Destroyed in California.

Los Angeles, Calif.—H. Kanzaki, a Japanese, director in the Signal Hill Cucumber Growers' Association, was arrested on a charge of having scattered poison where it could be eaten by the stock of A. and J. Kato, wealthy Japanese produce growers of Signal Hill, near Long Beach. Kanzaki was arrested after a long chase by Capt. Hunter of the district attorney's office. He was placed in the county jail while the county grand jury was examining witnesses in connection with the investigation of the destruction of $20,000 worth of vegetables and produce and stock on the Kato ranch during the last month. The grand jury has subpoenaed the officers of the Japanese association, also the books. The Katos allege they were threatened with disaster unless they agreed to enter the association and abide by its decisions. But they preferred to remain independent, particularly as they had peculiar soil and location that made it possible for them to get the earliest cucumbers.

Watermelon Disease Control.

In Farmers' Bulletin 821, recently issued by the United States department of agriculture, diseases of watermelons found in the southeastern states are primarily dealt with, although the information is applicable wherever such troubles occur. According to government specialists there is a need of readjustment of market conditions and co-operation of buyers and shippers in controling anthrocnose and stem rot. Of the several diseases attacking watermelons in the United States, the following are the most destructive: Wilt, root-knot anthrocnose and stem-end rot (blossom-end rot and ground rot). The various methods of control of these diseases are covered at considerable length in this bulletin.

Prices of Indoor Fruits and Vegetables.

Chicago, June 5.—Mushrooms, home grown, No. 1, 75 cents to $1.00 per carton; lettuce, cases, 10 to 20 cents; radishes, $1.00 to $1.25 per 100 bunches; celery, $2.00 to $2.50 per crate; tomatoes, six baskets, $2.00 to $2.50; cucumbers, per doz., 50 cents to 75 cents.

New York, June 5.—Celery, per crate, 75 cents to $2.25; cucumbers, $3.00 per basket; mushrooms, $1.00 to $1.75 per 4-pound basket; tomatoes, 10 cents to 15 cents per pound; radishes, per 100 bunches, 50 cents to $1.00; lettuce, per strap, $1.50 to $2.50; rhubarb, per dozen bunches, 75 cents to $1.00.

Miscellaneous Plants.

	2-in. 100	2-in. 1000	3-in. 100	3-in. 1000
Cuphea	$2.00	$18.50	$3.00	$25.00
Coleus, 10 varieties	2.00	18.50	3.00	25.00
Heliotrope	2.00	18.50	3.00	25.00
Lemon Verbenas	2.00	18.50	3.00	25.00
Lantanas, 10 varieties	2.00	18.50	....	....
Moonvines, white and blue	2.00	18.50	3.00	25.00
Petunias, Double Fringed, Mixed	2.00	18.50	....	....
Chrysanthemums, Pompon	2.00	18.50	....	....
Scented Geraniums	2.00	18.50	3.00	25.00
Swainsona, white and pink	2.00	18.50	3.00	25.00
Abutilon, Savitzii	3.00	....	4.00	....

Send for Catalogue. Cash with Orders.

GROWERS OF PLANTS FOR THE TRADE.

R. VINCENT Jr. & SONS CO.,
WHITE MARSH, MD.

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin Sweet, Flint and Dent Seed Corn.

Vick's Quality Flower Seeds

In All Leading Varieties.

JAMES VICK'S SONS, Rochester, N. Y.

We carry a reserve stock of all the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Bedding Plants in Abundance.

Size of Pots		100	1,000
2¼-in.	Abutilons, 6 varieties	$2.75	$25.00
2¼-in.	Ageratums, 3 varieties	2.25	20.00
2 -in.	Alyssum, double	2.25	20.00
2¼-in.	Asparagus Sprengeri	3.00	25.00
3 -in.	Asparagus Sprengeri	5.00	45.00
2¼-in.	Aster, 3 varieties	2.25	20.00
2½-in.	Begonia Vernon	3.00	28.00
3 -in.	Begonia Vernon	6.00	55.00
3 -in.	Cannas by the thousands.		
2½-in.	Dusty Millers	2.75	25.00
2¼-in.	Chrysanthemums, 28 varieties	2.75	25.00
2 -in.	Coleus, any variety	2.50	22.50
2¼-in.	Cupheas, cigar plant	2.35	22.00
4, 5, 6-in.	Dracæna Indivisa, 15c, 20c, 25c per 100.		
2½-in.	Heliotrope, 3 varieties	2.75	25.00
4 -in.	Heliotrope, 3 varieties	7.50	70.00
2¼-in.	Lantanas, 8 varieties	3.25	30.00
3½-in.	Lantanas, 8 varieties	7.50	70.00
2 -in.	Lobelias (Crystal Palace)	2.25	20.00
2½-in.	Marguerites, 3 varieties	2.75	25.00
4 -in.	Marguerites, 3 varieties	7.00	65.00
	PANSY PLANTS	1.75	15.00
2¼-in.	Petunias, double, 12 varieties	3.00	28.00
2¼-in.	Petunias, single, finest mixed	2.50	22.50
2½-in.	Salvia, Bonfire or Splendens	2.75	25.00
3 -in.	Salvia, Bonfire or Splendens	5.00	45.00
2½-in.	Stocks, Princess Alice or Beauty of Nice	2.50	22.50
2½-in.	Verbenas, finest mixed	2.75	25.00
2½-in.	Vinca Variegata	3.50	30.00
4 -in.	Vinca Variegata	7.00	65.00
	Rudbeckias (Golden Glow)	4.00	35.00
	Funkia Variegata	5.00	45.00
2¼-in.	Fuchsias, 12 varieties	2.50	22.50
4 -in.	Fuchsias, 12 varieties	7.50	70.00
2¼-in.	Geraniums, 20 varieties	2.50	22.50
4 -in.	Geraniums	7.00	65.00

Also abundance of other stock, including millions of vegetable plants.

Correspondence solicited.

ALONZO J. BRYAN
Wholesale Florist, WASHINGTON, N. J.

LILIUM GIGANTEUM.

Cold Storage Lilies

For Summer Blooms

LILIUM GIGANTEUM

	Per 1000
7- 9-in. (Case of 300, $15.00)	$45.00
8- 9-in. (Case of 250, 15.00)	58.00
9-10-in. (Case of 200, 16.00)	75.00

COLORED LILIES

Splendid Solid Bulbs.

	Per 100	Per 1000
Lilium Auratum, 8-9 in. (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
Lilium Rubrum, 8- 9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00

NEW YORK **Vaughan's Seed Store** CHICAGO

Our Spring "BOOK FOR FLORISTS" Should Hang at Your Desk.

97th Year

J. BOLGIANO & SON,

Wholesale Garden and Field Seeds, Onion Sets, Seed Potatoes

Growers of Pedigree Tomato Seeds — Baltimore, Md.

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.

EDGAR F. HURFF,

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Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

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SEEDS WHICH SUCCEED

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440 S. Dearborn St., CHICAGO

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

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George R. Pedrick & Son,

PEDRICKTOWN, N. J.

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Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,

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Mention the American Florist when writing.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. — MILFORD, CONN.

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Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER.

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

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TO THE TRADE—CROP 1917

Choice Flower Seeds

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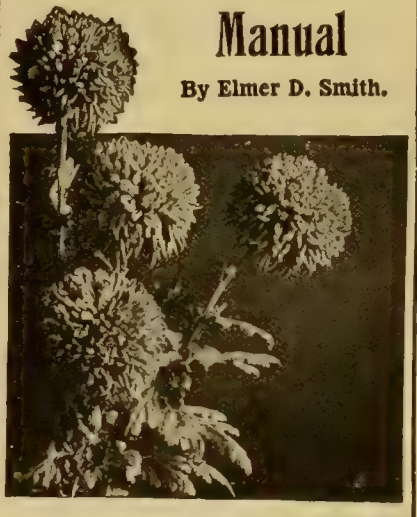
JOSEPH PAQUET, Seed Grower

Boulevard Magnan, NICE, FRANCE

The Chrysanthemum Manual

By Elmer D. Smith.



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BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

R. & M. GODINEAU

SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

The Nursery Trade

American Association of Nurserymen.
John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.
Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

JOPLIN, MO.—A. B. Thomas has been appointed a member of the park commission.

BATTLE CREEK, MICH.—During a one day sale at the Powers Co.'s store recently, nearly 6,000 shrubs were disposed of to 800 customers.

CHICAGO.—William A. Peterson, proprietor of the Peterson Nursery, with offices at 30 North La Salle street, says that one of his importations of French nursery stock valued at $1,400, including transportation charges, came through in unusually poor condition this season and that over two-thirds of it was a total loss. This firm has not cut any peonies so far this season, which will give one an idea of the lateness of the season in this vicinity. Mr. Peterson's son Harold is at Lucknow, India, where he has charge of the Y. M. C. A. service of the British army.

American Association of Nurserymen.

PHILADELPHIA CONVENTION.

A most interesting programme has been arranged for the forty-second annual convention of the American Association of Nurserymen, which will be held at Philadelphia, Pa., June 27-29, and all indications point to a representative gathering and good attendance.

The convention will be called to order at 9:30 a. m., Wednesday, June 27, by President Watson, who, following the welcoming of the delegates to the city and the response, will deliver his annual address, after which will come the reports of the secretary and the treasurer as well as those of the committees on hail insurance, nomenclature, standardization, landscape, publicity, telegraph code and transportation. The Hon. Champ Clark, of Washington, D. C., will also address the association at this session. At the afternoon meeting, commencing at 2:30 o'clock, the reports of Counsel Curtis Nye Smith and the committees on legislation, arbitration, distribution and tariff will be held and discussed, followed by Henry B. Chase, Chase, Ala., who will speak on "Two Years Under the New Constitution," with a discussion led by Irving Rouse, Rochester, N. Y. Other interesting topics on the programme for this session are: "The Paramount Question: How to Make the Nursery Business Feed and Clothe Us and Pay Our Debts," John Dayton, Painesville, O.; "Standardization, Cooperation and Organization," J. R. Mayhew, Waxahachie, Tex. A dinner for members and their ladies will be arranged for 8 p. m.

The Thursday morning session will be devoted to addresses by J. Horace McFarland, Harrisburg, Pa., on "Nurserymen's Publicity," and Irving Paschall, Philadelphia, and Robert Pyle, West Grove, Pa., who will speak on "Sales Promotion" and "Advertising." For the afternoon session the programme is as follows: "Prices Wholesale and Retail," by F. H. Stannard, Ottawa, Kan., and W. W. Hoopes, West Chester, Pa.; "Relations of the Wholesaler and Retailer," M. R. Cashman, Owatonna, Minn.; "Prohibition of Importation of Nursery Stock," E. S. Welch, Shenandoah, Ia.; "Modern Business Efficiency and Practice," Wm. P. Stark, Neosho, Mo.; "The Future in Ornamentals," John S. Kerr, Sherman, Tex. In the evening there will be meetings of the American Nurserymen's Protective Association and the American Retail Nurserymen's Protective Association.

The Friday morning session will be opened by Hon. David F. Houston, secretary of agriculture, who will deliver an address at 9:30, followed by J. B. Baker, Fort Worth, Tex., whose topic will be "When Are Evergreens (if Ever) Dormant?" Milton Moss, Huntsville, Ala., will also speak on "Maintenance of Soil Fertility." At the afternoon session the next meeting place will be selected and officers for the ensuing year elected.

Syringa Julianae.

The Chinese lilac has flowered in the arboretum every year since 1909, but never so abundantly as this year. In the shape of the leaves and in the long slender corolla-tube it has something in common with S. pubescens. This, however, is a native of the northern part of the empire; it blooms fully three weeks earlier here, and the flower-buds are rose color, not purple. The flowers, too, of S. Julianæ are without the strong perfume of S. pubescens which, especially in the evening, is stronger than that of the flowers of any other lilac. S. Julianæ is one of the most distinct of the numerous lilacs discovered by Wilson in western China and promises to be a useful garden plant here, if for no other reason, on account of the lateness of the flowers. It can be seen with all the other Chinese lilacs discovered by Wilson nearly opposite the plant of S. yunnanensis on the path at the top of the lilac bank.—Arnold Arboretum Bulletin, June 15, 1916.

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Polish or Ironclad Privet
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Berberis Thunbergii

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The Original Growers of California Privet as a Hedge Plant.

Washington, D. C.

TRADE CONDITIONS SATISFACTORY.

Business conditions are about as good as can be looked for at this season, with stock of all kinds plentiful, with carnations and peonies offered at buyers' prices. Outdoor flowers such as sweet williams, phloxes, ramblers, etc., are glutting the market, although outdoor sweet peas, generally plentiful at this time, are very scarce. Lily of the valley is practically a luxury.

Many employes of the local florists have joined the colors, and it is expected that by August 1 there will be many more positions to fill in this city.

G. C. D.

MENLO PARK, CALIF.—It was moved and carried by a unanimous vote that the entire proceeds from the spring flower show, to be held at Redwood City, June 9-10, be given to the American Red Cross.

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The long and interesting history of the peony, charmingly written by Mrs. Edward Harding. Contains 259 pages with 44 illustrations in color and black and white. Handsome cloth binding.
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for all purposes. Wholesale and Retail. Send for catalogs or special quotations.
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2½ inch pots. Last Fall Propagation.
Otaksa **Mme. Maurice Hamar**
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Wandering Jew, 5 varieties, **Lantana, Trailing Lantana, Sweet Alyssum, Ageratum, Feverfew, Dusty Miller, Salvia, German Ivy, Rose Geranium, Cupheas, Mesembryanthemums,** large flower, **Petunias,** double and single, **Snapdragons, Verbenas, Phlox Drummondi** (3 colors), **Coreopsis, Centurea Imperialis, Calendulas and African Marigolds. All above 2½ in. stock, $3.00 per 100; $25.00 per 1000.**

FUCHSIAS

2 in .....3c each 2½ in.....4c each
3 in.....6c each 4 in.....12c each
4½ in..... .....15c each

BEGONIAS

Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

COLEUS—Brilliancy

2 in., $5.00; 3 in., $10.00; 4 in., $25.00 per 100; 6 in., 50c each.

DRACAENA INDIVISA

4 in.....15c each 5 in.....25c each

SALVIA—Bonfire

2½ in , $3 00 per 100; 3 in., $5.00 per 100; 4 in., $8 00 per 100.

PETUNIAS

California and Fringed Giant

2½ in , $3.00; 3 in., $8.00 per 100.
Rosy Morn, 2½ in.....$4.00 per 100

PYFER & OLSEM, Wilmette, Ill.

POT-GROWN PLANTS

Hollyhocks, Aquilegias, Gaillardia, Boltonia, white and pink **Foxglove, Platycodon, Stokesia, Rudbeckia Purpurea,** 4-in., pot-grown, at $8.00 per 100.

Bleeding Hearts, Oriental Poppies, Hardy Sweet Peas, 4-in., pot-grown, at $10.00 per 100.

A. L. MILLER, Jamaica, N. Y.

Vinca Variegated

Out of 4-in. pots, at $12 50 per 100.

GERANIUMS, out of 3½ in. pots, at $7.00 per 100. Mixed plants, out of 3½-in pots, at $7.00 per 100.

Cash please.

LEONARD COUSINS, Jr., Concord Junction, Mass.

GERANIUMS

Rooted Cuttings	Per 1000
S. A. Nutt and Buchner	$10.00
Ricard and Poitevine	12.50

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Young Grafted Rose Plants

4000 (2½ inch), White Killarney, - per 100, $12.00
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Price list on application.
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Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1,000
Vinca Variegata, 2-in, $2.00 per 100	$20.00
S. A. Nutt, 2-in	16.00
Rex Begonias, 3-in. per dozen,	1.00

Satisfaction guaranteed.
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Pyramids, 2½-ft.	1.50 each
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Standard Shape, 14x14 in.	2.50 each
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Heavy Bushes, 2-ft.	1.50 each
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Asparagus plumosus, 2¼-in., $4; 3-in., $8 per 100; 6-in., 35c each. Asparagus Sprengeri, 2¼-in., $3.50; 3-in., $7; 4-in., $12 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS, 4-in. pots, $7.00 per 100; Sprengerii, 4-in. pots, $6.00 per 100. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

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ASTERS. Extra fine stocky plants with plenty of fibre roots, $5.00 per 1,000. Queen White, King, White, Shell Pink and Lavender. Semple's Late Branching White, Shell Pink and Lavender.

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Per 1,000		27.50
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Dracaena Indivisa	5-in.	20.00
Extra strong, each		.25
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Marguerites, Mrs. F. Sanders	2½-in.	4.00
Marguerites, Mrs. F. Sanders	4-in.	15.00
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Per 1,000		25.00
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Petunias, single, best varieties	3-in.	7.00
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Begonia Chatelaine, 2-in.	$4.00 per 100
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Begonia seedlings, transplanted, Erfordii, Luminosa, Prima Donna, $1.50 per 100; $12.50 per 1,000.
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BEGONIA LORRAINE, 2¼-in. pots, $14.00 per 100, $120.00 per 1,000. Mrs. J. A. Peterson, 2¼-in. pots, $20.00 per 100, $180.00 per 1,000. JULIUS ROEHRS Co., Rutherford, N. J.

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CANNAS. 500 David Harum, 250 Egandale, 100 Florence Vaughan, 100 Charles Henderson, 50 Black Beauty, 250 Red flowering, assorted 3-in. bushy stock, $5.00 per 100; 200 King Humbert, $6.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

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Varieties listed in order in which they bloom.

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Smith's Advance	$2.00	$15.00
Crystal Gem	2.50	20.00
Early Frost	2.50	20.00
Oconto	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00
Yellow.		
Golden Glow	2.00	15.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Nagoya	2.00	15.00
Pink.		
Amorita	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00

Twenty-five at the 100 rate.
250 or more at the 1,000 rate.

J. D. THOMPSON CARNATION CO.
Joliet, Illinois.

CHRYSANTHEMUMS.

Rooted Cuttings. Good healthy stock.

Smith's Advance, Chrysolora, Maj. Bonnaffon, Nagoya, Dr. Enguehard, Chas. Razer, Chieftain, Robt. Halliday, Patty, $1.50 per 100, $12.00 per 1,000.

Pompons. Zenobia, Diana, Mrs. F. Beu, Yellow Garza, $1.50 per 100, $12.00 per 1,000. Cut back plants, well branched, of Yellow Bonnaffon, $2.00 per 100, $15.00 per 1000. Cash with order.

JAMES PSENICKA.
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ROOTED CHRYSANTHEMUM CUTTINGS.

These are the very best commercial varieties. Prices, unless noted differently, are $3.00 per 100. White Varieties—Crystal Gem, Oconto, White Chieftain, Josephine Foley, per 100, $4.00; October Queen, per 100, $4.00.

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Pink Varieties—McNiece, Wells' Late Pink, Chieftain.

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Chrysanthemum Hamburg Late White. Best late white on the market. Rooted cuttings, $12 per 100; 2-in. stock, $15 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo.

Chrysanthemums. Novelties for 1917. The best of 1916 introductions. Also pompons, anemones and singles. Send for catalogue. Elmer D. Smith & Co., Adrian, Mich.

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CINERARIAS, 2-in., $3 per 100; 4-in., $12.50 per 100; 6-in., 25c each, in bloom. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COBAEAS.

COBEA SCANDENS. Extra fine 2½ in., $3 per 100. THE WAGNER PARK NURSERY CO., Sydney, O.

COBEA SCANDEUS. 4-in., $1.00 per doz. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

COBAEA SCANDENS, 2½-in., $4.00 per 100. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

COLEUS.

Coleus "Defiance," the prettiest of all coleus. It defies any other coleus in beauty; the best for commercial purposes, as pretty as a poinsettia. Not higher priced than any other; $3.00 per 100, $27.50 per 1,000. Not less than 50 at the 100 price.
C. Winterich, Cyclamen Specialist, Defiance, O.

COLEUS. Assorted varities. 500 2½-in., $2.50; 500 2-in., $2.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

COLEUS. Yellow and red, heavy 2 in., $2 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Coleus, 3-in. stock plants, good commercial varieties, $5 per 100. HENRY SMITH, Grand Rapids, Mich.

CROTONS.

Crotons, well colored, 4-in., $4.80 per doz.; 5-in., 60c and 75 each; 6-in., $1.25 each. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclamen giganteum; improved Wandsbek type, the finest in existence, our output 350,000 this season. We have many testimonials as to quality of strain and plants. Eight varieties equally divided.

	100	1,000
2½-in., extra select, strong	$ 7.50	$65.00
2½-in., strong	6.50	60.00
3-in., extra strong	10.00	90.00
3-in., strong	8.00	75.00

Transplanted seedlings, 4 leaves and up to 8, mostly fit for 3-in. pots, $5.00 per 100, $40.00 per 1,000; extra select, $6.00 per 100, $50.00 per 1,000; small seedlings for 2½-in. only, $4.00 per 100; $35.00 per 1,000. Careful packing assured. No extra charges on packing.
Ernest Rober, Wilmette, Ill.

CYCLAMENS, transplanted, $5 per 100; 3-in., $8 per 100; 5-in., 35c; 6-in., 50c to 75c; 7-in., $1.00 to $1.50 each; full of buds and blooms. HENRY SMITH, Grand Rapids, Mich.

CYCLAMENS. Best strain, separate colors or mixed, 3-in. pots, $10.00 per 100; $90.00 per 1,000. JULIUS ROEHRS CO., Rutherford, N. J.

CYCLAMEN. Best strain, separate colors or mixed, 2¼-in. pots, $7.50 per 100; $60.00 per 1,000. J. H. FIESSER, North Bergen, N. J.

DAHLIAS.

DAHLIAS. A beautiful lot including 25 of Dreer's fancy varieties, our selection, strong 2½-in. stock, $3.50 per 100; $30.00 per 1,000. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DAHLIAS. Black Beauty, dark purple, dormant roots, $2.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

DRACAENAS.

DRACAENAS.

	Each	Doz.	100
5-inch Imperialis	$1.00	$12.00	
4-inch "	.40	4.20	
3-inch "	.25		$22.00
5-inch Lindenii	.80	9.00	
4-inch Godseffiana	.25	2.50	

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

DRACAENA INDIVISA, 4-in., 12c; 5-in., 20 and 25c; 6-in., 50c. ERNEST ROHER, Wilmette, Illinois.

DRACAENA INDIVISA, 6-in. pots, $25 per 100. HENRY SMITH, Grand Rapids, Mich.

Dracaena Indivisa, 3-in., 7c; 3½-in., 10c; 5-in., 35c. HARRY HEINL, West Toledo, O.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

ECHEVERIAS.

ECHEVERIAS.

	100	1,000
Large size	$5.00	$45.00
Small size	3.50	30.00

Cash, please.
W. H. KIDWELL & SON,
3806 Wentworth Ave., Chicago.

ECHEVERIAS. 350 2½-in., $3.00 per 100; 300 3-in., $4.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

FERNS.

Ferns, 2½-in., good, healthy stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

TABLE FERNS. Best commercial varieties, 2-in., $3 per 100; 3-in., $5 per 100. HENRY SMITH, Grand Rapids, Mich.

FUCHSIAS.

FUCHSIAS. Mixed varieties, 6-in. pots, 25c; 7-in., 50c each. HENRY SMITH, Grand Rapids, Mich.

GERANIUMS.

Geraniums. Large 2 and 2¼-inch, ready to shift to 3½ or 4-inch pots. For varieties and prices see advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

GERANIUMS. A. S. Nutt in full bloom and bud at $8 per 100 for cash; without pots. H. W. ALLERSMA, Grand Rapids, Mich.

Geraniums, 2-in., $2 per 100, $18.50 per 1,000; 3-in., $3 per 100, $25 per 1,000. Maryland, $4 per 100, $25 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GERANIUMS. Ricard and S. A. Nutt, 4-in. pots, $6.00 per 100. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

Geraniums out of 3½-in. pots, $7 per 100. Cash. Leonard Cousins, Jr., Concord Junction, Mass.

GREENS.

Green. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

HYDRANGEAS.

Hydrangeas. Dormant plants for July and August flowering. French varieties and Otaksa, $2.50 and $3 each. Otaksa, large specimen, $10 to $15 each. F. R. Pierson Co., Tarrytown, N. Y.

HYDRANGEAS OTAKSA, 3-in., $5 per 100; 5-in., 20c each; 6-in., 25c and 35c each; 7-in., 50c each; 8-in., 75c to $1.00 each. HENRY SMITH, Grand Rapids, Mich.

Hydrangeas for growing on, 2½-in. pots. Last fall propagation. Mme. Maurice Hamar and Otaksa, $5.00 per 100. Jackson & Perkins Co., Newark, New York.

IPOMEA.

IPOMEA, Grandiflora Alba, 3 in., 75c per doz.; $5.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

IVIES.

GERMAN IVIES.
4-inch, $1.50 per dozen. Extra fine stock.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

English Ivy, 3-in., 6c; extra strong, 3½-in., 8c; 2 to 3 vines, 2 to 3 ft., 4-in., 15c. HARRY HEINL, West Toledo, O.

GERMAN IVY. 250 3-in., 6c. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

LAUROCERASUS.

LAUROCERASUS.
24 to 30 inches high, $1.00 each.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

LOBELIAS.

LOBELIA, strong transplanted in bud and bloom, 50c per 100. ODOR GREENHOUSES, Iola, Kansas.

LOBELIA. Gracilis Blue, 2-in., $2.50 per 100. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

MOONVINES.

MOONVINES, white, 2½-in., $4.00 per 100. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

PALMS.

KENTIA FORSTERIANA SINGLE PLANTS.

2¼-inch pots, $1.50 per doz., $12.00 per 100, $100.00 per thousand.

	Leaves		Each
6 inch pots	6-7	30-32 inches high....	$ 1.50
8 inch tubs	6-7	42-46 inches high....	4.00
8-inch tubs	6-7	48-50 inches high....	5.00
9 inch tubs	6-7	50 inches high, hv...	7.00
15 inch tubs	6-7	8 feet high.........	40.00
15 inch tubs	6-7	9-10 feet high.......	50.00

KENTIA BELMOREANA SINGLE PLANTS.

	Leaves		Doz.	100	1,000
2¼ inch pots		....	$1.50	$12	$100
3 inch pots	5	10-12 ins. high.	2.50	18	150
					Each
4 inch pots	5-6	16 ins. high	5.00	40.00	.45
6 inch pots	5-6	26-28 inches high........			1.50

Specimen plants, 15-inch tubs, $75.00 each.

KENTIA FOSTERIANA MADE UP PLANTS.

	Plants		Each
6 inch pots	3	26 inches high......	$ 2.00
15 inch tubs	4	72-78 inches high, hv..	25.00
15 inch tubs	4	75-80 inches high, hv..	30.00

ARECA LUTECENS.

	Plants		Each
6 inch pots	4 bushy	24-26 inches high.	$1.25

ASPIDISTRAS.

5 inch pots, 10-12 leaves, vari............ 1.50

PHOENIX ROEBELENII.

4 inch pots, 50 cents each; 5-inch pots....$1.00

LIVISTONA ALTISSIMA.

2¼ inch pots, 90c per doz.........$7.00 per 100

PTYCHOSPERMA ALEXANDRAE.

2¼ inch pots, $1.00 per doz.......$8.00 per 100

LIVISTONA ROTUNDIFOLIA.

4 inch pots.............................50c each

POEHLMANN BROS. CO.,
Morton Grove, Ill.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Padanus Veitchii, 4-in., $4.20; 5-in., $7.20; 7-in., $18 to $24; 8-in., $30 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15; 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PEPPERS.

FIELD GROWN PLANTS

Sweet and Hot Peppers (12 varieties), 100, 65c; 500, $2.00; 1,000, $3.00. No order under $1.00 accepted. Prices F. O. B. Navosota. Immediate shipment. Cash. Personal checks delay order.

SCOTT FLORAL COMPANY
Navasota, Texas.

PETUNIAS.

PETUNIA ROSY MORN.
3-inch, $6.00 per 100.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

PETUNIAS—Single, 300 3-in. Dreer's finest stock dwarf and bushy in bloom. $5.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

PETUNIAS. Rosy Morn, pink single, 2-in., $3.00 per 100. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

PETUNIAS. Vaughan's and Howard's Star; strong transplanted, 50c per 100. ODOR GREENHOUSES, Iola, Kansas.

POINSETTIAS.

Poinsettia orders booked now for June and later delivery. ERNEST ROBER, Wilmette, Ill.

PRIMULAS.

PRIMULA MALACOIDES.

Extra fine stock	100	1,000
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM. Wilmette, Ill.

PRIMULA OBCONICA, best varieties, 2-in., $3; 3-in., $5 per 100. Obconica and Malacoides in bloom, 4-in., $12.50; 6-in., $25 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

California, Polish or Ironclad, Amoor or Russian Privet. Very attractive prices on carload lots. J. T. Lovett, Inc., Little Silver, N. J.

ROSES.

ROOTED ROSE CUTTINGS.

Cecile Brunner ....$50.00 per 1000
Richmond .... 35.00 per 1000

BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago, Ill.

ROSE PLANTS.

Grafted and Own Root.
The Poehlmann Quality. Known Favorably Throughout the Land.

GRAFTED—2½-inch Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond, Sunburst and Ophelia .... $120 per 1,000
Lots of 5,000 or more........ 110.00 per 1,000
GRAFTED—3½-inch White Killarney and Pink Killarney.
For 3½-inch stock an additional $50.00 per 1,000 will be charged.
These prices are absolutely net cash.
OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady, Richmond, Cecile Brunner, $7.00 per 100 ....$65.00 per 1,000
Lots of 5,000 or more........ 62.50 per 1,000
Sunburst, own root, $10.00 per 100 .... 90.00 per 1,000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

POEHLMANN BROS. CO.,
Morton Grove. Illinois.

ROSE PLANTS—2½-INCH STOCK.

	100	1,000
Killarney Brilliant	$4.50	$40.00
Pink Killarney	4.50	40.00
White Kilarney	4.50	40.00
Ophelia	6.00	50.00
Sunburst	5.00	45.00
Richmond	4.00	35.00
American Beauty	6.00	55.00
Baby Doll	5.00	45.00
Baby Elgar	4.00	35.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

ROSE PLANTS—GOOD STOCK.

From 3-inch pots.

	100	1000
Pink Killarney	$4.00	$35.00
Richmond	4.00	35.00
White Killarney	4.00	35.00
From 2½-inch pots.		
Sunburst	$4.00	$35.00

Two-Year-Old Bench Plants.
White Killarney. 5.00 per 100; 40.00 per 1,000

GEORGE REINBERG.
162 N. Wabash Avenue. Chicago.

EXTRA FINE YOUNG ROSE STOCK.

	100
Ward, 2½-inch	$5.00
Sunburst, 2½-inch	5.00

Fine Bench Plants.

Pink Killarney ....$5.00 per 100; $45.00 per 1000
Baby Doll .... 5.00 per 100; 45.00 per 1000
George Elgar ..... 5.00 per 100; 45.00 per 1000

CHICAGO FLOWER GROWERS' ASSOCIATION,
182 North Wabash Ave., Chicago, Ill.
L. D. Phone, Randolph 631.

Roses. Pots for June sales. Choice plants in bud and bloom, 4-in., $2.50 per doz.; $18 per 100. For varieties see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

ROSES—BENCH PLANTS.
White and Pink Killarney rose plants, $40.00 per 1,000.

M. C. GUNTERBERG,
158 N. Wabash Ave., Chicago

ROSES, American Beauty and other varieties, 6-in. pots, 35c and 50c each. Kaiserin, My Maryland and other varieties, 2¼-in., $4; 3-in., $8; 4-in., $12 per 100. HENRY SMITH, Grand Rapids, Mich.

Roses. Own root, 2½-in. stock and 3-in. plants. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

ROSES. Teas and Everblooming; best standard varities, our selection, 3-in., 6c; 4-in., 10c. Cash. JOSEPH BANCROFT & SON. Cedar Falls, Iowa.

BABY ROSES. Well-rooted; started in pots; in bud, $4 per dozen. Ernest Rober, Wilmette, Ill.

Roses. Pot-grown, 2¼ and 4-in. Write for list. The Leedle Floral Co., Springfield, O.

SALVIAS.

SALVIA, Splendens, 4-inch pots, $6.00 per 100. Strong, well-grown plants. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

SALVIAS. 4-in., in bloom, $8.00 per 100. Cash. JOSEPH BANCROFT & SON. Cedar Falls, Iowa.

SNAPDRAGONS.

2,000 SNAPDRAGONS (mixed):
Extra strong plants and a big bargain at $3.00 per 100. First come—first served.

CHICAGO FLOWER GROWERS' ASSOCIATION.
182 N. Wabash Ave. Chicago, Ill.
L. D. Phone, Randolph 631.

SNAPDRAGONS. White, pink and yellow, 2-in. pots, $3 per 100. HENRY SMITH, Grand Rapids, Mich.

SNAPDRAGONS. Mixed heavy 2 in., $3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Seed. Winter Orchid Flowering Sweet Pea. New price list containing many splendid novelties now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seed. Asparagus Sprengeri, 1917 crop ready now, 75c per 1,000; 5,000 for $3.00; 10,000 for $5.00. Write for prices in quantity. HARRY BAILEY, Montebello, Calif.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Asters, Petunias, Sweet Peas and Nasturtiums, etc. Write for our special offer, 1917 crop. John Bodger & Sons Co., Station E, Los Angeles, Calif.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Sweet Peas, winter flowering, Spencer and Unwin type. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beets, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seed. Grass mixtures for golf, tennis, polo, Meets all requirements. The Albert Dickinson Co., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds, choice flower. Renowned specialties. Catalogue free on application. Joseph Paquet, Boulevard Magnan, Nice, France.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Flowers in all the leading varieties. James Vick's Sons, Rochester N. Y.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

SWEET PEAS.

Sweet Peas. Spencer varieties. For names and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

VEGETABLE PLANTS.

CELERY PLANTS. Golden self-blanching (French strain), also the grand, new, easy blanching variety, which is easy to grow; fine plants, ready for the field, $2.00 per 1,000 or $8.75 per 5,000. Cash.
BRILL CELERY GARDENS, Kalamazoo, Mich.

For Sale. Tomato, strong transplanted. Stone and Matchless, $2.25 per 1,000. Peppers, Ruby King and Neapolitan, strong transplanted, $2.75 per 1,000. ODOR GREENHOUSES, Iola, Kansas.

Transplanted tomato, peppers and egg plants, $5.00 per 1,000. H. ROLFE, Hammonton, N. J.

VERBENAS.

VERBENAS. 1,000 fine bushy 3-in. in bloom, assorted colors, $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

VINCAS.

VINCAS. Varigated, extra heavy stock, not long stringy stuff. 300 3-in., at 6c; 600 3½-in., at 10c; 500 4-in., at 15c; 100 4-in. green variety, $10.00. Flowering White, 100 3-in., at $5.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

VINCA ALBA, 4-in. pots, fine plants, $9.00 per 100. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

VINCA. Variegata fine 2 in., 2 to 3 shoots, $3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Vinca variegated, out of 4-in. pots, $12.50 per 100. Leonard Cousins, Jr., Concord Junction, Mass.

Vinca variegata, 4-in., $12.00 per 100. Worth 1,000. Elmer Rawlings, Allegany, N. Y.

MISCELLANEOUS.

Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

White wood easels. Very desirable for mounting floral designs. Sizes 36 inches to 66 inches. 50c to $1.15 each. Geo. H. Angermueller, 1324 Pine St., St. Louis, Mo.

Heavy hanging baskets with extra heavy hangers. For sizes and prices see advertisement elsewhere in this issue. The McCallum Co., Pittsburgh, Pa.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Munson, 1433 Wells St., Chicago.

Vaughan's Japanese plant tubs, height 13-in., diam. at brim 12½-in. Each, 75c; 10 for $7.00. Vaughan's Seed Store, Chicago and New York.

MISCELLANEOUS.

Trees, shrubs and plants for all purposes. Wholesale and retail. Send for catalogue. The New England Nurseries Co., Bedford, Mass.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburgh, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works, 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesvile, O.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, Ohio.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogues. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Wired toothpicks, Bestbilt brand, $2 per 10,000. Geo. Herrmann, Inc., Mt. Vernon, N. Y.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

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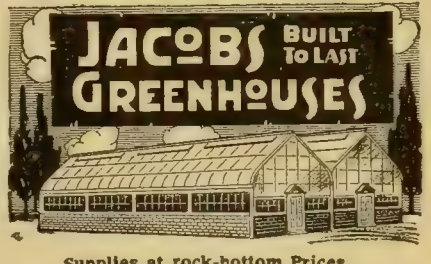

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There was a shortage of cut flowers for Memorial day although the supply of pot plants was equal to all demands. The cloudy days of the previous week helped to curtail greenhouse products, carnations especially being very short and good stock went as high as $10 per 100. The call for geraniums was heavy and the same was true of magnolia wreaths. These practically cleaned up in both plain and decorated. There is not an overabundance of stock on the market at present and still it cannot be said that a scarcity exists. Taken as a whole it is of good quality and the supply and demand about balance. Gladioli are beginning to come in and there is practically enough to fill all requirements.

Macnair did a landoffice business in roses and carnations, filling orders for these flowers long after the local supply was exhausted.

Walter Lowe, of Pawtuxet, has moved to a new location at 2202 Broad street.

H. A. T.

Worcester, Mass.

Florists report an increase of Memorial day business varying from 10 to 25 per cent over last year in spite of unfavorable weather, war time economy and a season fully three weeks late. For the first time in years outdoor flowers such as lilacs were not available. This caused many who formerly used homemade bouquets to rely on florists. The supply was equal to the demand and there was no special call for anything but bouquets.

Adrian Van Leenwen, prominent Worcester horticulturist, and head of the Horticultural Company, has been appointed by the mayor as a member of the newly created park and recreation board.

Herman F. A. Lange, who is associated with his father, A. H. Lange, at H. F. A. Lange's, has heeded his country's call and enlisted in the navy.

R.

PORTLAND, ORE.—S. W. Walker, local florist, has been appointed government marine inspector, eminently qualified by 15 years' experience in shipbuilding.

The feature of the May meeting of the Rhode Island Horticultural Society was the lecture of Philip Wessels of the state college experiment station, "How to Fertilize the Home Garden."

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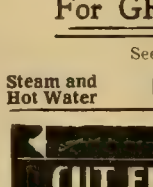

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THE AMERICAN FLORIST

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR. Houston, Texas. President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Philadelphia, Pa., June 13-14, 1917. B. H. FARR, Wyomissing, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

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AMERICAN ROSE SOCIETY.

Next annual convention and exhibition St. Louis, Mo., April 6-15, 1918. BENJAMIN HAMMOND, Beacon, N. Y., President; WM. L. ROCK, Kansas City, Mo., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Pot Grown Roses.

The hybrid perpetual or rambler roses after blooming if desired to force another year, in order to bloom them early should be grown in pots during the summer. They can be pruned back after blooming and lifted, or if in pots should be repotted. This will require a good, strong soil, composed of two-thirds loam and one-third manure. When potting be sure to give good drainage and pot firmly, ramming the soil down hard. It is impossible to grow roses successfully in a loose soil. The plants should be plunged to rim of the pot outside where they can be freely watered. Avoid, if possible, placing them against the greenhouse or other building or against a fence, but plant them where they will have a free circulation of air and can be sprayed from either side. If planted against a building or in close quarters, they frequently become infected with red spider during the hot weather and it is nearly impossible to get rid of them.

Asparagus Plumosus and Sprengeri.

It is a good time now to plant, reset or renew the soil of asparagus beds, either plumosus or Sprengeri. If the beds are to be set out with young stock preparation should be started at once. Asparagus plumosus does better in solid beds, well drained, with a good rich compost about two feet deep. The plants should be set 12 to 15 inches apart and the shoots be given strings upon which to climb as soon as they begin to grow. But little cutting should be done the first year as it is necessary that the plants become well established. The old beds should be given a good mulch of half-decayed manure, and if possible, without injury to the roots, removing the top soil. Asparagus Sprengeri can be successfully grown in the bench, but also requires a good rich soil. The young stock the first year should be planted 10 to 12 inches apart, and will produce many stems that can be cut. The beds that have produced this year will require a renewal of the soil. It is better to replant than to try to renew the soil in the bench. The plants are great feeders and the bench is generally full of roots after a year's growth and it will be found difficult to keep the bench watered during the spring of the second year. If the plants are too close together they can be given more space in resetting. Good large plants will do better if set about 15 inches apart. If a mulch is attempted, care should be taken to use no fresh manure, but manure that is well rotted. The ammonia that arises from fresh manure will affect the plants, turning the foliage light, and in severe cases the foliage will become nearly white, making it worthless.

Mignonette.

To be able to cut fine spikes of mignonette in early winter will require an early start, and although it demands care and attention to germinate small seeds during hot weather, yet it will be necessary to sow seed early in July in order to have a cut in by the holiday season. A north propagating house is one of the best locations for the sowing of seeds in summer. Mignonette does not transplant from the seed flats successfully, so it is better to sow it in 2½-inch pots, five or six seeds to a pot, which can be thinned out to one or two plants as soon as they are large enough to select the strongest. Some growers prefer to sow the seed in hills in the bench, but to grow the large spikes of this flower requires a soil very heavily manured, and the constant watering often sours the soil before the plants have pushed out roots enough to aboorb the water. As soon as the plants have attained a height of two or more inches the tip should be pinched or rubbed out in order that the plant will branch, and again later these branches will have to be pinched off, until there are six or eight good, strong shoots. The plants will grow in most

any kind of good soil, but to get the best the compost should be about one-half partly decayed manure well mixed in the soil and this will produce splendid spikes of bloom. After the plants begin to form their leaves a careful watch must be kept for the cabbage worm; these worms are very fond of mignonette and are voracious eaters, and soon denude the plant. They are a little difficult to find, being of the same color as the leaf, but are generally found along the midrib of the leaf or on the stem. Growers who cultivate large quantities of this crop screen their ventilation with mosquito netting to keep out the moth which lays the eggs. The plants should be set about one foot apart in the bench and staked or tied in some suitable manner to keep the stems straight and erect.

Cyclamen.

The plants of cyclamen should now by growing rapidly, especially those which were grown from seed sown last fall. These plants should now be in four or five-inch pots and the foliage growing full and strong. If the plants are plunged in a frame, they should be lifted out of the soil occasionally to see that the drainage is not stopped up. There is nothing that will ruin a young growing cyclamen any quicker than to have the drainage get closed and have the soil become sodden with water. Angle worms will often cause this and if they are detected should be removed. It is very easy to find whether they are in the pots. If the soil on the top of the pot is rolled into small lumps it is a sure sign that there are worms in the soil. If there are but a few the plants can be knocked out of the pots and the worms removed; if there are many a watering of lime water will soon rid the soil of the worms. The plants that are in small pots should be potted up as fast as they require it that they may be as large as possible for the holiday season, but do not go to the other extreme and pot in too large pots. As soon as the roots get around the side of the pot shift them into the next size larger. If the plants are in the greenhouse a close watch for thrips must be kept during the summer. If the foliage is twisted when the leaf begins to unfold it is sure to be caused by insects and the plants should be sprayed with a nicotine solution. To have good plants for the holidays in full bloom they must be constantly watched and well grown.

THE RETAIL TRADE

Conducted by Robt. Kift, Philadelphia, Pa.

Telegraph Delivery Billboard Advertising.

Detroit members of the Florist Telegraph Delivery have added outdoor painted bulletins to their general advertising plan. A number of large, forceful billboards on the main thoroughfares are creating considerable favorable attention. Each member is assessed a proportionate sum, paid monthly to the advertising concern, and the list of members is so arranged that each member heads the list on at least one bulletin.

To Albert Pochelon, secretary of the Florist Telegraph Delivery, is due much credit for untiring and unselfish work for the betterment of general florist business. He is very enthusiastic over the undeveloped possibilities of the florist telegraph business, and looks forward to the time when association members of other cities will adopt like methods to promote a greater interchange of business.

Chrysanthemum Midge or Gall Fly Showing Effect on Plant.

The bulletin shown in the illustration is 12 feet high and 50 feet long. The design is the product of the studios of Walker & Co.

Courtesy.

One of the greatest assets of a business is courteous treatment of its customers. There are natures that for some unexplainable reason are antagonistic to each other. A salesman will at times be heard to say, "I cannot wait on that woman. I have tried it several times. Nothing I do or say seems to please her. The flowers are not 'fresh' or the stems or color do not suit. I do not know what's the matter."

Some men are abrupt in their manner; they are quick to make decisions and expect the same in others. In dealing with their kind all goes well, but with persons who are uncertain as to what they want, they show their impatience; some get ruffled and lose all interest in the transaction. To be sure, some customers are very trying; they put the salesman to considerable trouble and then tell him they were just looking and will call again. A buoyant spirit has much to do with successful salesmanship. Enthusiasm is the great mainspring of business. When a man's spirits are high and he knows his stock is good, sales are almost a certainty. The customer may be vacillating; this or that does not suit her fancy. Then other things are called to her attention, finally her mind is made up and the sale is completed.

Salesmen should make a study of their various customers. Some are nearly always in a hurry and like to be approached immediately. They give their order once and are annoyed at long explanations. Others like to look about before they make up their minds. They must not be neglected, however; the salesman, even if busy, must manage to keep in touch with them.

Embarrasing situations come when the "hurry up gentleman" happens in when one is in the midst of a sale with another customer. He fidgets about, starts toward the door as if going out, and if a move is made in his direction, he tries to monopolize your attention. It takes tact and experience to hold and satisfy both.

Long experience has taught men who have been through year in and year out of storekeeping, that courtesy pays, and no matter how unreasonable requests are, or what trouble one is put to, to please customers, all their demands must receive courteous attention without shade of annoyance. It is far better to immediately take up a complaint, ascertain the customer's wishes, and arrange it to their satisfaction. This may even mean dupli-

FLORISTS' TELEGRAPH DELIVERY BILLBOARD PUBLICITY AT DETROIT, MICH.

cating the order, but to try to put the blame where you feel sure it belongs, antagonizes and often loses the customer.

Courtesy in conversation over the telephone, with which agency at least one third of the business is now obtained, is most essential. Men often speak in a manner over the wire that they would not think of using to the same person face to face in the store. A customer who calls up to complain about a delayed order has a right to be aggrieved, but must never be answered in kind. The most courteous explanation of the delay and assurance that delivery would be made at once, together with an apology, should be the answer.

CHRYSANTHEMUMS

Chrysanthemum Midge or Gall Fly.

We have recently received sample plants of chrysanthemums badly infested with midge or gall fly, and have been asked for information and a remedy. This leads us to believe that there are many chrysanthemum growers who are troubled with this insect, and are not familiar with its nature, which leads us to submit this article, hoping that it may be of benefit to some.

In entomology, this little insect is known as Phopalomysis hypogaea, is of European origin, and until two years ago was unknown in this country. Doubtless it has come upon us by importation of stock. In the adult stage it is a minute fly, not as large as the winged form of aphis, and in this state deposits its eggs, which in a few days begin development and show slight swellings or galls. By opening these galls, we find a yellow colored maggot which, in the course of time, develops to the fly, and so the multiplication is continued. They deposit eggs in all parts of the plants when the growth is young and tender; upon the leaf and leaf stems, the stem of the plant, the buds, and even on subterranean shoots or root stalks, provided, of course, these are exposed to the air. Their molestations are confined to the chrysanthemum family, including both the section in which florists are most interested as well as the garden kinds. In aggravating cases they become very numerous. Stems and foliage are literally covered with these little galls, which seem to affect their development. They become stunted and distorted, and if allowed to go unchecked, the plants will not produce cuttings suitable for propagation. There seems to be but two ways to destroy them; one by careful handpicking and burning the leaves and stems to destroy those in the larvae state, and the use of hydrocyanic acid gas to dispose of the adults, which, as previously stated, deposit the eggs. From the most competent entomologists we learn that the life cycle of this insect, as near as can be determined, is about 21 days—that is, from the time the egg is deposited until the adult dies. From this will be seen that cyaniding should be continued for approximately 30 days, or sufficiently long to permit all the eggs to be hatched. There is one point that is worthy of consideration, and that is the possibility that under certain conditions the galls do not reach the fly stage within so short a period as 21 days, especially so if the houses are kept very cold. They seem to show greater activity during the early spring from March to May, and from the middle of August to October. Our observations lead us to believe that they do not lay many eggs during the hottest and coldest parts of the year. When the operation of cyaniding is begun it is important it should be repeated every second or third night for the period stated above—say 30 days, so there is no possibility of any eggs being laid. It is unnecessary to use a very strong cyanic gas. One ounce to 6,000 or 8,000 cubic feet of space is sufficient. Those who have not used this gas should remember that the plants must be as dry as possible, and the less humidity in the air the less liability of burning the foliage.

ELMER D. SMITH.

JUNE WEDDING WINDOW OF THE ALPHA FLORAL CO., CHICAGO.

Benching Plants for Cut Blooms.

It is best for all of these plants to be in their permanent quarters by June 15-20, and as quickly as the benches can be made ready, the planting should be followed up as closely as possible. The young plants now being held in small pots quickly commence to lose vigor if held too long in the pots at this season of the year and any extra effort put forth to hasten along the planting is well repaid by a stronger growth. Plants allowed to become hard and rootbound take a long time to recover and get into active growth again and never produce as good blooms as the plants that have been well taken care of and planted on time.

Before commencing the planting, the plants should receive attention as they need it by pinching out the side shoots, allowing the single or double growth to remain according to the method of growing to be followed; some growers run their plants entirely to single stem, while others prefer the two stems to a plant method, but whichever is the plan adopted, the side growths must be kept pinched out. The same course should be followed out with the plants already benched. All chrysanthemums naturally branch out and become bushy very quickly at this stage of their growth, and if they do not receive attention, a good deal of strength is sapped from the main stem. Another important matter is not to allow the plants to stand overcrowded together, to become weak and spindly. Should it become necessary for any reason to hold them in the pots for a while longer, it is better for them to be spaced out a little than allowed to remain crowded together and get weakened.

The emptying and filling of the benches is a necessary job, and a thorough cleaning up of all parts of

the house should be considered in the same light, but it is far better to make a good job of it while the house is empty than to leave a part left undone to be finished after the benches are filled, and it is poor policy to leave a lot of rubbish laying around to be nests for all kinds of insects. Also, do not consider the houses ready for bringing in the soil until all the needed repairing of the benches is attended to. After all this work is done, give the inside of the benches a good coat of lime wash.

ARLINGTON ROSE TEST GARDEN, WASHINGTON, D. C.
The Polyantha Section

The next consideration is the soil. Chrysanthemums require just as good soil as roses or any other crop to produce the best quality of blooms, and equal care and thought should be put into its preparation. Fresh porous loam, sod soil that has been previously stacked and is now well rotted, and well rotted manure are essential foundations for a good chrysanthemum compost. Mix these materials in proportion of one part of manure to three parts of soil. Be sure the manure is well rotted because fresh manure has a tendency to cause the plants to make a soft, long-jointed growth, more liable to the attack of fungus and disease. Spread a thin layer of well rotted manure over the bottom of the bench; this prevents the soil from falling through the cracks and is beneficial for the roots to work in after the plants have become established. Fill in the soil level with the top of the bench, breaking up any of the large lumps so that the bed is all of the same fine condition for planting. The question of using bonemeal, lime or limestone in the soil is a matter that must be governed according to kind of soil each grower has at his command. We have had good results by dressing our beds with bonemeal and fine limestone. After the benches are filled with soil, a thin dressing of bonemeal and limestone is spread over the surface and well worked into the soil with a fork. The bed is then leveled off, made firm, and is then ready for planting.

A good deal of the advice given in these notes is similar to that given in my article on planting the early propagated and late and exhibition varieties which appeared in THE AMERICAN FLORIST, issue of May 5, page 845, but it applies equally as much in planting now as it did when planting May 15, and, I trust, will be as equally useful to the grower doing his planting at this time, particularly the new beginner.

When figuring on the planting, aim to care for the earlier propagated stock first, so as to get them under control. The later and younger plants can be held a little longer without suffering. The older and larger plants need also to be given a little more space on the bench than the small, later propagated plants. Extra caution should also be exercised in the watering of any plants that have been held in the pots and become a little hard so as to give them a chance to get a good hold of the fresh soil after planting.

The plants placed in the benches last month are now well established and need close attention as regards keeping the side shoots picked out to encourage a straight stem growth. They will also need supports. This work should receive attention as quickly as the plants attain size enough to require it; also, attend to keeping the beds free of weeds and the surface open by frequent scratching with a hand scratcher.

C. W. JOHNSON.

Arlington Rose Test Garden.

The members of the American Rose Society saw a great improvement in the Arlington rose garden at Washington, D. C., over previous years, particularly in the rambler class, hundreds of which have become established and were profusely covered with buds and blossoms. The rugosas and briars were rampant in their growth and full of flowers, as were also the polyantha types. The hybrid teas had not done so well, the severe winter seemingly having been too much for them. Nowhere else in this country can such a collection of varieties be seen. A pilgrimage to this lovely spot for the annual inspection and meeting of the American Rose Society at each spring's opening is well worth while. Prof. F. L. Mulford, who planned the garden, has each class together, all correctly and conspicuously labeled. A list containing the name of every variety is furnished visitors, who in a few minutes can look up any desired kind.

Packing Cut Flowers.

Growers whose flowers get to market in good, salable condition, rate highest in the returns. Even in these days of general knowledge of how to pack and ship cut flowers, there are many lamentable failures generally caused by careless cutting and packing and shipping at inopportune times so that the flowers arrive when the market is over for the day. The stock has to be handled, potted up and is pretty sure to find a place amongst the job lot offers. Such fragile flowers as sweet peas should always be packed between layers of wax paper. They should be picked as early in the day they are to be marketed as possible. An hour in water before packing to stiffen the

ARLINGTON ROSE TEST GARDEN, WASHINGTON, D. C.
Climbers over a Border Path with Rugosa and Briars in the Distance.

"TWIN OAKS," WASHINGTON, D. C., RESIDENCE OF MR. AND MRS. CHARLES J. BELL.

stems and fill the flowers is good practice. Many growers bunch their roses in twenty-fives and wrap each separately in paper and find they carry better and are not mussed up in selecting and counting as when sent loose.

Some growers do not take the trouble to remove the pollen from Easter lilies and a very smeary shipment is the result. Lilies should, as far as possible, be packed in full bud. They then carry much better, particularly when reshipped, it being very difficult to guarantee a satisfactory delivery of wide-open flowers.

The packing and marketing of stock is just as important as growing it to perfection. A visit to the city now and then to see how it arrives and how one's methods compare with other growers, is well worth while.

Sterilizations of Soils.

Peter Bisset, in charge of foreign plant introductions, department of agriculture, Washington, D. C., finds that in the sterilization of soils, live steam is too severe as it kills the useful bacteria as well as the undesirable, rendering it unfit for plant culture, especially for experimental purposes. A device has been used for sterilizing purposes and found efficacious. This consists of a rounded rack of steam pipes, which is revolved through a mass of soil. By this method, the burning effects of the live steam on the soil and useful bacteria or saints is avoided, while the heat is sufficient to kill off what are styled the sinners, or objectionable matter such as weed seeds, fungus, etc.

COAL.

Coal Contracts.

The price of coal has come to be second only to the price of flowers in importance to florists. During the past winter some ranges have been compelled to close owing to difficulties in securing fuel, and controversies over coal contracts have in many cases become acute. During the present season, while contracts for next season's supply are being signed, florists should have in mind some legal points which are likely to become of importance in the present world situation.

It is the general rule that difficulty or impossibility of performance, such as shortage of supply arising out of war conditions, will not excuse non-delivery. The coal dealer may be regarded as an insurer, and if he cannot obtain the commodity, or if delivery is prevented by deficiencies in transportation, he must pay the damages. Since 1914, however, unqualified contracts have been exceptional; most coal dealers have incorporated in their contracts clauses excusing performance in case of failure of supply, car shortage, or other contingencies beyond their control. Consequently the construction of such qualified contracts is now of practical importance to greenhouse men. In this connection the recent New York case of Ducas Co. vs Bayer Co. 163 N. Y. S. 32, is of interest.

In the case cited, the buyer sued the seller for breach of a contract to deliver goods. The seller had agreed to furnish a stated quantity of goods to be furnished in a year. It was "not to be held accountable for delays caused by strikes or for any contingencies beyond their control." The European war cut off the only source of supply. The seller had enough goods to carry out its contract with the buyer, but instead of applying the goods to the buyer's contract it apportioned the supply among its regular customers according to their usual monthly requirements, regardless of whether the customers had or did not have contracts.

The decision, after stating that an interruption of commerce by a foreign war would not constitute a defence to an action on an unqualified American contract, takes up the question whether the clause with reference to "contingencies beyond their control" gives a defence. The court continues, "The contingency . . . which actually caused the non-performance of the contract was not simply the seller's inability to secure adequate supplies of goods, but its own act in distributing the supplies in the manner it did. . . . This method of distribution was not required by law, and was within the defendant's (seller's) control.

"Where a regular dealer in an article of ordinary commerce (this clearly covers our coal dealers) makes such a contract, the parties may well contemplate that he is making other similar contracts, and each particular contract will be construed with a view to this knowledge. In such a case the court may properly hold that the parties intended that, where a contingency arises beyond the seller's control which limits the supply below the amount called for by all the contracts, there should be an apportionment of

this supply. On the other hand, where the circumstances are such that the buyer could not reasonably be held to have contemplated that the seller was making other contracts of a similar kind, then the courts might reasonably hold that the only contingency contemplated by the parties as an excuse for non-performance was a contingency that rendered impossible the performance of that particuler contract standing alone, and might construe the rights of the parties accordingly. . . . In each case . . , the question . . . is, What did the parties contemplate in the particular contract under construction? . . .

"In this case no custom or other fact had been shown which could possibly lead the court to believe that when the parties made this contract they intended that the defendant's (seller's) express obligation should be limited by any views he might thereafter have of moral obligations to other customers. . . . In view of the fact that the defendant, . . . when the plaintiff had a right to demand performance of the contract in suit, continued to distribute its supplies to non-contract customers . . . and in view of the fact that there are no circumstances in this case which show that the parties contemplated that in case of a contingency arising which would limit the amount of goods arriving below the usual requirements of the defendant's business, the defendant should have the right to provide for the urgent needs of its regular customers, I am constrained to hold that the defendant has failed to show that the non-performance of its contract was caused by any contingency for which it was not responsible."

Under the rule of this case, coal dealers are not at liberty to apportion the available supply among all their customers at the expense of the contract customers unless exceptional facts are involved showing that such was the actual intention of the parties. They must not serve the customers who come to them during the winter unless they can do so out of the surplus that they will have after carrying out their contracts. B.

Coal Prices Watched.

The Federal Trade Commission authorizes the following statement:

In its efforts to insure that the consumer gets anthracite coal at moderate prices, the commission is requiring operators to report weekly all orders accepted, together with the prices for same. The producers of a very great proportion of the tonnage are selling their output at moderate prices, so that the high premiums charged by a number of operators during recent weeks are beginning to disappear from the market.

As a basis for publicity, within the powers of the commission, costs of production are being obtained from any operators who continue to maintain unjustifiably high prices. The commission is also getting monthly production statistics by sizes from all the anthracite mining companies, and anthracite jobbers are required to furnish the commission a weekly report, giving complete purchase and sales data and gross profits on each transaction. With this information the commission can trace all jobbed anthracite from the mines to the retail yard.

Agents are in the field keeping in close touch with the prices charged by retailers in various parts of the country, so that distribution and prices are being traced all the way from the mine to the consumer.—Official Bulletin, Washington, June 6, 1917.

Coal Situation at Chicago.

As far as the buying of domestic prepared sizes in the Chicago market was concerned, heavy demands caused little variation in prices compared with those of the preceding two weeks, although there was a slight decrease on screenings and mine run, for which the demand is fairly strong, but large orders from industrial plants are not as numerous. The following quotations were in effect June 9:

	F.O.B. Chicago	F.O.B. Mines
Franklin County—		
Lump	$4.35@4.85	$3.25@3.75
Mine run	4.10@4.60	3.00@3.50
Screenings	4.10@4.60	3.00@3.50
Williamson County—		
Lump	4.35@4.85	3.25@3.75
Egg	4.35@4.85	3.25@3.75
No. 1 washed	4.35@4.85	3.25@3.75
No. 2 washed	4.35@4.85	3.25@3.75
Screenings	4.10@4.60	3.00@3.50
Saline County—		
Lump	4.35@4.90	3.25@3.75
Mine run	4.60	3.00@3.25
Screenings	4.10@4.25	3.00@3.25
Central Illinois—		
Lump	4.36	3.25@3.50
Egg	4.36	3.25@3.50
Mine run	3.48@3.63	2.60@2.75
Screenings	3.11	2.25
Clinton—		
No. 5 domestic lump	4.57@4.82	3.00@3.50
No.4 mine run	3.82	3.00
No. 4 screenings	3.57@3.82	2.75@3.00
No. 5 and 6 mine run	3.32	2.50
No. 5 and 6 screenings	3.12@3.32	2.75@3.25
Smokeless—		
Mine run	7.05	5.50@6.25
Lump and egg	7.55@8.05	5.50@6.00
Hocking—		
Dom. lump	6.15@6.40	4.50@4.75
Kanawha—		
Dom. lump	6.40	4.50
Eastern Kentucky—		
Dom. lump	6.90@7.65	5.00@5.75
Egg	6.90@7.40	5.00@5.50

Nematode Disease Control.

Growers in the northeast, particularly in the New England states, are experiencing considerable losses as a result of a little known disease. The malady is due to nematodes, or eelworms, one or more species of Aphelenchus, which have been found in this country infecting violets, strawberries, a number of varieties of begonia, and many species of ferns. The trouble affects the leaves, causing them to become discolored—usually brown—in definite areas, which may increase so as to include the entire leaf. It may also produce on strawberries and violets a slight swelling and distortion of the buds, crowns and leaves.

The cause of the disease, thread-like nematodes, from 1/30 to 1/50 of an inch in length, can be seen with slight magnification when a small piece of infected leaf or tissue is teased apart in a few drops of water on glass. Active larvae and adults can easily emerge from leaves through these natural openings, stomata, and may be carried to other plants, which they subsequently infect.

The following measures suggested by specialists of the bureau of plant industry, United States department of agriculture, as methods of control have proven helpful in preventing and in reducing losses from the disease:

1. Separate the dseased from the healthy plants; then remove from the former and burn all infected parts.

2. Allow as much ventilation and aeration as possible, and avoid wetting the foliage, as the nematode is readily spread by water.

3. Propagate by seeds or by the use of parts or all of healthy plants, using soil that has been sterilized by the use of steam or by other means.

4. Avoid all stock from infected nurseries and regions, and use disease-resistant plants whenever possible.

5. Partial success in destroying the nematodes by submerging ferns in water at a temperature of 50° C. (122° F.) for five minutes has been reported.

LANCASTER, PA.—A new house, an addition to Elmer Weaver's range, is nearly completed.

ARLINGTON ROSE TEST GARDEN, WASHINGTON, D. C.

Along One of the Border Paths.

SWEET PEAS AND OTHER CROPS AT BURPEE'S CALIFORNIA SEED FARMS.

Pennock Golden Wedding.

The golden wedding anniversary of Mr. and Mrs. A. L. Pennock was celebrated at their home in Lansdowne, Pa., June 5. The gathering, which was confined to the family, numbered 35 persons. That the taste for flowers continues from one generation to another is shown from the occupation of the sons. Casper and George have a large rose growing establishment in Lansdowne; Herbert and Henry each have large acreages of Asparagus plumosus in Florida, which is grown for the northern market; Samuel S. is in the wholesale cut flower business in Philadelphia, while J. Lidden is one of the firm of Pennock Brothers, which business was established by his father in 1866. Another son, Aldrich J., now deceased, was a noted grower of lily of the valley, while Charles E., another son, founded the wholesale business now conducted by Samuel S. A. L. Pennock has the distinction of being the pioneer in the retarding of lily of the valley by cold storage. This was away back in the early seventies. He built in the center of an ice house a good-sized storage room, in which he stored the boxes of lily of the valley pips. It was a success from the start. The flowers for the first few years were a great novelty, bringing high prices. He is now in his ninetieth year, is clear minded and active, taking an interest in current events. He spends his winters in Florida, where the past winter he practically with his own hand, erected a summer house for the ornamentation of his lawn. The accompanying illustration is from a photograph taken at his home in Lansdowne, June 7.

DETROIT, MICH.—The Art Floral Co. has been purchased by John Mast.

A. L. Pennock, Lansdowne, Pa.
On His Golden Wedding Anniversary.

Burpee's Sweet Peas.

The accompanying illustration is an interesting view of Burpee's early flowering sweet peas growing at the extensive Floradale farm of W. Atlee Burpee & Co., in Santa Barbara county, Calif. Geo. W. Kerr, a representative of this firm, who has just returned to the company's headquarters in Philadelphia, Pa., reports all Floradale crops are looking well with prospects of a good harvest. The varieties represented in the illustration include the following in the order named: Fordhook Sankey, black seeded white; Rosy Morn, carmine; Early King, a bright crimson scarlet, fully equal to the late-flowering King Edward Spencer; Early Beauty, the same color as Countess Spencer; Early Enchantress, light pink; Early Elfrida Pearson; Early Loveliness, white suffused with pink; Primrose Beauty, in color an improvement over Queen Victoria Spencer; Snow Storm, which produces blooms equally as large as the now-famous King White, and in trials thus far has proved to be the best white of all the early-flowering sweet peas; Lavender King, a rich lavender.

SAN FRANCISCO, CALIF.—Miss Recardie Lee Murray is again operating the flower stand in the Clift hotel in addition to her store on Geary street.

SOUTH BETHLEHEM, PA.—Chas. Vorkeller has been enjoying a very good business during the season. He is replacing all his wooden benches with concrete.

WACO, TEX.—Wolfe, the Florist, has just closed a most prosperous season with all indications pointing to a good trade in the fall. Hail fell recently within four miles of his establishment, but local florists have suffered no damage this season.

San Francisco.

MEMORIAL DAY TRADE TREMENDOUS.

As was expected, the florists of this city enjoyed a tremendous Memorial day business. The trade anticipated a large volume of business and prepared accordingly. There was quite a sharp advance in many items, but everything salable cleaned in fine shape. Carnations moved up to $4 per 100; the demand for whites exceeded the supply, but all other colors sold well. A great many more could have been used had they been available. The call for roses was equally heavy, and everything sold out clean. The short and cheaper grades sold in very large quantities. There was a heavy cut of outdoor stock to be disposed of, and this also sold well. Owing to the backward season, the cut of gladiolus was not near as heavy as in former years. Usually great quantities of Peach Blossom, The Bride and Blushing Bride are in for this day, but with a large number of the growers this was not the case this season. They were missed, as they figure largely in the shipping trade. Quite a lot of peonies were sold, and at very good prices. Snapdragons sold very well, as did sweet williams and delphiniums; in fact, all perennials that were in flower were in demand. Vast quantities of sweet peas found a market. Spencers, principally, now fill the cut of most growers. There were plenty of lilies to be had, and nearly all stock was used up. Growers who ship most of their stock out of this city report a very heavy demand for all varieties of flowers for Memorial day. Cattleyas are in ample supply just now, with the demand steady and prices firm. There is always a little lily of the valley to be had. The cut of outdoor flowering plants, such as hawthornes, acacias, etc., is over for the season, but the supply is equal to all demands. Good nephrolepis are in demand at this time of the year, and are none too plentiful this season.

NOTES.

Mr. Holmes, superintendent of the E. W. McLellan range at Burlingame, is a great admirer of the winter-blooming sweet pea, Yarrawa. After a thorough test with other sorts grown last winter, he has pinned his faith to this variety. The immense range over which Mr. Holmes holds sway is always in splendid shape and decidedly interesting. He is going to increase his plantings of Baby Doll and Tipperary very considerably. He is sure these roses have come to stay. All his young grafted Russell stock is in fine shape. This establishment is the home of this rose on this coast, and at no place does it succeed better or is it more largely grown. Hadley is a great rose as grown here, and the plantings of this, too, will be increased. The latest addition to this place consists of two splendid rose houses, each 48x300 feet. Their gardenias are remarkably well grown and perfectly free of insect pests, due to constant vigilance. The genial manager of this vast concern, although a very busy man, is never too busy to greet any one in the trade and show the many interesting sights and explain his successful methods of handling the different varieties grown here. It requires two touring cars and three motor trucks to serve this establishment.

The chief topic among the trade just now is the coming sweet pea show of the Menlo Park Horticultural Society this week. This show, owing to the energetic exhibition committee, has been given a great deal of publicity in the papers of this city. The list of entries so far is far ahead of previous shows. We have been informed that the aphis is beginning to appear again this season among the seed growers, and if this is the case the exhibits from the various seedsmen may not be as extensive as at first planned. The management of the show has been placed in the capable hands of Percy Ellings.

A feature which was doubtless of much help in swelling the Memorial day sales was the publicity of the local trade, the advertising being in the form of newspaper space three columns wide by eight inches deep, the names of florists in various sections of the city, with their addresses, being classified under the names of their respective districts, of which there were six, including downtown, Polk street, Haight street, Mission, western addition and Oakland. In all 19 shops were represented.

A visit to John Carbone, of Berkeley, found our leading orchid grower very busy, but very well pleased with the way his range has produced this season. This place is the chief source of the orchid supply for this city and Oakland. All his stock was, as usual, in the very best possible condition. His collection of new hybrid Brassocattleyas is one of the finest in this country.

William McMillan Brown, of Beresford, for a number of years superintendent of the range of the MacRorie-McLaren Co. at that place, has been appointed to a similar position with the Hillsborough Nurseries, in Hillsborough, which are under the management of Henry Maier.

Henry Goertzhain, of Redwood City, was in with a fine house of Lilium giganteum for Memorial day. Henry is well pleased with his new store, and has already made many improvements in it. G. N.

Los Angeles.

BUSINESS ABOVE COMPLAINT.

Business has been rather quiet following Memorial day, but there is no complaint to make considering the season. Prices are about normal—a trifle better if anything. Asters are now showing up and gladioli are becoming quite plentiful. Sweet peas are abundant and continue of good quality. Carnations are plentiful and, of course, cheap.

NOTES.

Wolfskill Bros. & Morris Goldenson report average business with good wedding orders in sight. Excellent Ophelia roses are featured here. Andrew Bruce, who has been with this firm for some time, has joined the colors and has been ordered to the Philippine islands.

At O. C. Saake's establishment sweet peas and gladioli predominate. Trade during the past week is reported as very good with the usual amount of funeral work in evidence. Excellent Lady Alice Stanley roses were seen here.

The Redondo Floral Co. arranged a very pretty Dutch window the past week which brought them a number of orders for spring baskets. This firm is unusually busy with wedding orders.

Jack Courtney and Frank Holt, recently of the Germain Seed & Plant Co., both of whom have seen previous service, have joined the colors and have left for "somewhere."

The Broadway Florists report prices somewhat better than usual. A good variety of baskets were seen here; also excellent bouquets made for film stars recently arrived.

At Wright's Flower Shop a variety of water lilies made an attractive window display. Several flower baskets also showed Mr. Garland's artistic touch.

The L. A. Floral Co. reports a very good shipping trade since Memorial day. Gladioli, gaillardias and carnations are going out in abundance.

S. Murata & Co. are shipping asters, gladioli and sweet peas in considerable numbers. They also enjoy a good local trade.

Visitor: Alois P. Frey, Crown Point, Ind. G. H. H.

Pittsburgh.

MARKET HEAVILY OVERLOADED.

Weddings and commencements constitute the bulk of the business at present, but it would take much more than these to move the stock that is being received. Just now the market is overloaded with peonies that should have been here two weeks ago. Roses and carnations are also plentiful, but more than the wholesalers know what to do with. The street men get most of it and are in their glory. If it were not for them there would be more stock to go to the rubbish can than at any time for some years. The plantsmen are busy trying to get their stock set out between rains, of which we have had so much this year that most of them are far behind in all their work. Everything is plentiful except greens. Lilies are a drug on the market and can be bought at your own price. Irises, calendulas, larkspurs and delphiniums are now coming in and are about the only flowers in demand.

NOTES.

The florists' club held its regular meeting at the Fort Pitt hotel, June 5, but there was a small attendance, owing to the fact that most of the members were otherwise engaged, due to the inclement weather. Bedding plants was the subject.

Erdman & Ulrich, of Belair road,

Abe Krongold and family left for Detroit June 10. He will leave the family there for the balance of the summer. His partner, Joe Fineberg, has recovered enough from his illness to look after business.

are cutting thousands of peonies which are being shipped to northern markets.

The Mount Vernon Floral Co. has removed to 1338 West North avenue from 1416 East Baltimore street.

Anders Rasmussen, of New Albany, Ind., was a visitor last week. He was headed for the annual meeting of the Florists' Hail Association at Newark, N. J.

Gentry & Hemling have opened a flower shop at 41 East Fort avenue.

The Cut Rate Flower Shop closed its doors June 9.

A heavy hail June 6 wrecked the range of Chas. B. Wright, of Reistertown, destroying many plants, especially carnations.

The Arcadia Floral Co. has been incorporated with a capital stock of $5,000.

Wm. Kessler has been at home sick the last week. M.

PRATT, KAN.—J. H. Magruder will erect a greenhouse here in the near future.

BRIDGEPORT, CONN.—Local florists report exceptionally good Memorial day demand, followed by numerous weddings.

BEACON, N. Y.—Benj. Hammond is spending a brief vacation at Lake Mohonk, N. Y., and says it is one of the rarest places for natural interest and beauty.

HARTFORD, IND.—The Hartford Floral Co. is using mostly patriotic colors in the window boxes supplied to customers this season, geraniums, ageratums and alyssum.

Boston.

HEAVY SUPPLY AND PRICES TUMBLE.

A few bright, warm days have caused a decline in prices, in some cases, quite marked. Carnations early last week sold as low as $1 and $1.50 per 100 for the best. High-grade lily of the valley was offerel at $2 per 100, while Spencer sweet peas were held at $1. The best Darwin tulips ever seen in this market went at $3 per 100. The last half of the week showed business at a standstill, with the market glutted with flowers. Cattleyas are quite plentiful, but find good demand at $4 per dozen.

NOTES.

The outdoor exhibition of the Massachusetts Horticultural Society is being well patronized both day and evening. The rhododendrons, which were in bud at the opening of the show, are just breaking into bloom now, and are showing remarkably well, taking the place of the azaleas, which are about gone. One of the latest exhibits is that of B. Hammond Tracy, Wenham, Mass., who is showing the finest collection of Primulinus hybrid gladioli ever staged. These consist of pale and deep yellow, apricot, pale pink, and white with a delicate pink center. The dark, cloudy weather has held the plants in wonderful condition. The society has taken a way of interesting the children by allowing them to be admitted free, accompanied by teachers. A guide is furnished who points out the various plants and flowers. June 11 was lilac day and a number of splendid and unusual sprays were donated by Professor Sargent, of the Arboretum, for the occasion.

B. Hammond Tracy, of Wenham, Mass., the "gladiolus king," has placed on this market a large number of Primulinus hybrid bulbs and his orders are coming in very fast. He received a letter during the past week from one of his sons, now with the American ambulance corps in France.

Thomas Roland, of Nahant, is cutting heavily on Ophelia, Killarney Queen and George Elgar roses. They have the best color of any roses arriving in this city at present.

The force at Patrick Welch's store is kept quite busy. His supply of southern peonies is of the best. Shipping trade is growing steadily.

B. A. Snyder & Co. report that while local trade is somewhat quiet, shipping trade is very satisfactory.

S. K. G.

St. Louis.

MARKET FAIRLY STEADY.

The market during the past week has been fairly steady as a whole. Peonies are arriving in large supply, with the price on best quality down to $3 per 100. Roses are quite plentiful, but of superior quality to the past couple of weeks, and consequently move more freely. Carnations have shortened up, with the quality fair for this season. Outdoor stock, such as coreopsis, daisies, cornflowers, delphiniums and gaillardias, are fine and move fairly well at clean-up prices. American Beauties have been a bit scarce, and the quality is poor. Gladioli are fine and command good figures. Fancy ferns were scarce the past week, and the retailer had to fall back on the dagger, which have been fair. In other green goods the market is well supplied, with huckleberry having a big call for decorations.

NOTES.

The picnic committee of the florists' club is going to make the occasion of the annual picnic a big advertising day for the florists. All florists are going to be asked to participate in a monster parade of decorated automobiles, preliminary to going to the picnic grounds.

Frank A. Windler was in a head-on collision with his touring car last Sunday, and when he took stock he found everybody in the machine was intact, but the auto was pretty badly damaged. A day or two later he was sporting a new Velie Chummy roadster.

Andre Bourdet, who has been foreman under his father at the Bourdet Floral Co.'s growing establishment, has enlisted in the militia, and is anxious to get to France, where his father came from during the World's fair in St. Louis.

Henry C. Ostertag, well known both as a florist and as member of the board of police commissioners, and Mrs. Minnie Spohr were married here June 8. Both have a host of friends who wish them all happiness.

Wentzell & Hecht, of Anglum, St. Louis county, and J. A. Kropp, of Creve Couer, Mo., are bringing some very fine snapdragons to this market. The consignments are handled by the Windler Wholesale Floral Co.

The National Flower Show committee arrived in this city the latter part of the week to begin their local organization and make further arrangements about a site for the National Flower Show.

Marion Uhlschmidt, of Grimm & Gorly's east side store, had his hands full last week at the registration. He qualified as an interpreter, being able to converse in seven languages.

Bill Smith is certainly kept busy, making trips out to his farm daily, and he is fortunate in having Will Osseck and an able corps of assistants to take care of the store.

Hy Blixen, of the Woodlawn Gardens, Edwardsville, Ill., is consigning some very fine Ophelia roses and sweet peas to C. A. Kuehn. His stock has a ready demand.

Visitors: Chairman George Asmus, Chicago; Secretary John Young, New York; Treasurer J. J. Hess, Omaha, Neb.; W. P. Craig, Philadelphia, Pa.; A. Farenwald, Roslyn, Pa.; Thomas Roland, Nahant, Mass.; Chas. H. Totty, Madison, N. J., and President R. C. Kerr, Houston, Tex., in the interest of the National Flower Show to be held in this city April 6-15, 1918.

J. J. W.

Horticultural Society of New York.

The Horticultural Society of New York held a show in the Museum building, Bronx park, June 9-10. It was to have been primarily a peony show, but the peonies were not out in this region. In hardy flowering shrubs and trees, irises, orchids and other stock, there were good features. The Cedar Hill Nursery, of Branchville, L. I., took first prize for a collection of hardy flowering shrubs and trees, which included lilac in variety, rhododendrons and other stock. Noteworthy in this exhibit were a number of the tall flower stalks of Eremurus elivesainus. This we may add is primarily a desert plant, but their great stalks covered with flowers sometimes reach a height of six or seven feet.

Lager & Hurrell, Summit, N. J., took first prize for 24 vases of cut orchids. James Stuart, superintendent for Mrs. F. A. Constable, Mamaroneck, N. Y., took highest honors for 12 vases cut orchids and Bobbink & Atkins, Rutherford, N. J., were awarded a special prize for hardy flowering stock.

The Bronx Park botanical gardens made a creditable exhibit of rhododendrons, irises and other stock.

JACKSONVILLE, FLA.—W. E. Arnold, who compiled a telegraph code for the use of florists, which was published in 1899, died in this city May 18.

OBITUARY.

M. I. O'Brien.

M. I. O'Brien, one of the best known florists in western Pennsylvania, succumbed to a long illness June 1, at his home in Sharon, Pa., aged 69 years. He was born in Ireland and came to this country with his parents at an early age, residing at Meadville for one year, and in 1866 located at Sharon, where 28 years ago he erected a range, which he owned until the time of his death. He had spent several winters in Florida for the benefit of his health, but was taken seriously ill in March and gradually failed until the end. He had many friends by whom his passing is felt with sincere sorrow, second only to that of his family, to whom he was ever a kind and dutiful husband and father.

Clarence L. Metcalf.

Clarence L. Metcalf, a retail florist of 1529 Broadway, Brooklyn, N. Y., died June 11 of a complication of diseases, in a private hospital. His father, who died six years ago, had conducted a florist business in Brooklyn for 35 years, and on his death the son continued it.

Clarence L. Metcalf, who was 40 years old, was well known and popular, and a member of many fraternal societies including the F. & A. M. He is survived by his wife and one son, his mother and one brother. His funeral was held on the afternoon of June 13 at his late residence, 298 Hancock street, Brooklyn.

CHARITON, IA.—John H. Clark, proprietor of Clark's Fruit and Garden Seed Farm, is recovering from an attack of pneumonia.

BUFFALO, N. Y.—J. L. Kramer, late with J. B. Wiese Co., has purchased the flower store of Jos. Sangster at 1291 Jefferson street.

BLOOMINGTON, ILL.—The McDonald Greenhouse has been purchased by Morrey Everett, who will move it to his farm near this city.

SPRINGFIELD, MASS.—The South End Florists report excellent business at their well located store on Main street, opened a short time ago.

BUTTE, MONT.—An addition is being made to the Columbia Gardens range which will increase its area from 22,000 to 24,000 square feet.

SIDNEY, O.—The Osborne Greenhouses, north of this city, were completely wrecked by hail, May 29, the loss being estimated at $2,000.

GRAND RAPIDS, MICH.—The Hartnett Flower Shop, formerly in the Ashton building, has removed to more commodious quarters on North Park avenue.

GREAT FALLS, MONT.—The Electric City Conservatory, Inc., has announced that commencing July 1 the business will be conducted on a strictly cash basis.

BATTLE CREEK, MICH.—The delivery truck of S. W. Coggan escaped serious damage, June 5, when the driver was forced to run it onto the sidewalk to escape a collision with another automobile.

LOUISVILLE, KY.—Mrs. Sarah Rammers, mother of Mrs. C. B. Thompson, and who has been identified with C. B. Thompson & Co., Inc., for many years, is not expected to recover from a stroke of paralysis.

THE AMERICAN FLORIST

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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LEAD has reached 11 cents, doubling the old price of tinfoil.

PARIS GREEN.—Warnings have been issued to farmers of a probable shortage of Paris green and other chemicals used for spraying.

"GIVE the farmer a chance to brace himself and you can lean on him. You won't have to worry about enough to eat for our people and our allies," says the Crop Report of American Steel & Wire Co.

Peony Show Again Postponed.

The annual meeting and exhibition of the American Peony Society, originally scheduled to be held at Philadelphia, Pa., June 7-8, and postponed to June 11-12, as announced in our last weeks' issue, has been again postponed to June 13-14.

Boston Outdoor Flower Show.

Those of the trade who are at all interested in horticultural exhibitions should by all means visit the great Boston outoor, flower show, which opened June 2 and is to continue over a period of three weeks. While the description and illustrations in last week's issue of THE AMERICAN FLORIST gave a good idea of the display on the opening day, the full realization and beauty of the show, its novel outdoor features, its tent enclosures, each devoted to a separate flower, must, however, be seen to be fully appreciated. Every large city has room for a similar exhibition in the spring of the year. With the addition of a large tent, or marquee, as they are called in England, for the display of cut flowers, and decorated spaces where new attractions could be staged continuously, but which feature was not provided for in this exhibition, there is no doubt but that such a show would be a great success.

Tornado Victim Aid.

Edwardsville, Ill., June 9, 1917.

ED. AMERICAN FLORIST:

I am enclosing a copy of a letter received from A. D. King, Mattoon, Ill., whose range and home were wrecked by a cyclone May 26, details of which were given in your last issue, page 1114. This letter is an answer to one I felt it my duty, as secretary of the Illinois State Florists' Association, to write to Mr. King, he being a member of our association.

I feel it is the duty of every member of our association to do something toward raising a fund to help Mr. King out.

I will thank you to publish this letter in your valuable paper, as an appeal to members of the state florists' association to help. Contributions can be sent either to our treasurer, C. L. Washburn, at Bloomington, Ill., or to myself, and all amounts will be duly credited, published and turned over to Mr. King.

Let us, for a moment, at least, turn away from the commercial side of our business, be charitable, and follow the teachings of the one Great Master to render service to our fellow man.

J. F. AMMANN, Secy.
Illinois State Florists' Association.

A. D. KING'S LETTER.

Mattoon, Ill., June 7, 1917.

J. F. Ammann,
Edwardsville, Ill.

I was glad to get your letter today, and I surely appreciate your kind offer for my help. I am just able to be about, as I was in the hospital, being hurt in the cyclone.

You cannot realize how badly I am hit. I had 15 houses, all stocked; had a fine trade, and was doing well. In five minutes I lost all! All my houses are flat; my home is gone; all stock gone, all supplies gone; and myself hurt. I had not even furniture or clothes left, as the rain ruined all the wind left. I enclose a small picture of one side of the greenhouses. My loss amounts to $30,000, and if I cannot get some help I cannot rebuild.

If you can help me by sending an appeal to the association, I will surely appreciate it. If I get along alright, so I can attend to business, I can make it a go. I have five children to feed. My wife and one little girl were hurt, but are getting along alright.

I hope you will never have such a terrible storm hit your place. If you do, I shall surely help you out.

(Signed) A. D. KING.

Florists' Hail Association.

The directors of the Florists' Hail Association of America held a meeting at Trenton, N. J., June 6, 1917, at which initial action was taken for the extension of their corporate existence for another 30 years under the terms of the laws of New Jersey, as passed by the New Jersey legislature last winter. They also approved of and will recommend a new set of by-laws drawn by J. A. Valentine of Denver, Colo., which improves upon and puts in legal form the by-laws used for the past 30 years.

The proposition of cyclone insurance, submitted by Anders Rasmussen, of New Albany, Ind., was not taken up for the reason that the law under which the Florists' Hail Insurance reorganized only recognizes hail as the form of destruction to be insured against. The annual meeting of the association will be held at Newark, N. J., August 20, 1917, at 2 p. m.

JOHN G. ESLER, Sec'y.

Horticultural Hall, Philadelphia, Sold

Horticultural hall, Philadelphia, Pa., the elegant headquarters of the Pennsylvania Horticultural Society, and for the past quarter-century the home of the Florists' Club of Philadelphia, announcement of negotiations for the sale of which was made in our issue of May 5, page 844, has passed to other hands, all details having been settled and the transfer consummated. The purchase price is said to be $600,000, and it is understood the property will be remodeled for theatrical purposes. The building was erected in 1896 and has been the scene of many flower exhibitions and like events, but as a business proposition it was a failure and only in a few instances returned interest on the investment.

Horticulturists' Examinations.

The bureau of plant industry, United States department of agriculture, will hold an examination for the positions of horticulturist and assistant horticulturist, work to include investigations in the improvement of potato raising, salaries $2,100 to $2,500 and $1,800 to $2,000, respectively. For furthers particulars and application blanks, address the Secretary of Agriculture, Washington, D. C.

Crop Conditions in West.

President Earling, of the Chicago, Milwaukee & St. Paul railroad, is quoted as authority for the statement that crop conditions and prospects in the west are fine. The wheat acreage has increased nearly 25 per cent, and crops in general in Montana, Oregon and Washington look exceptionally good. There is considerable apprehension, however, over a scarcity of labor at harvesting time.

Gude-Gilbert.

Adolph Gude, Jr., son of Adolph Gude and nephew of Wm. F. Gude, of Gude Bros. Co., Washington, D. C., and himself connected with that firm, and Miss Inez Gilbert were married, May 23.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

June 21-22, Syracuse, N. Y.—Annual rose show of the Syracuse Rose Society. Dr. G. Griffin Lewis, general director.

July 4, Newport, R. I.—Outdoor exhibition of the American Rose Society. Benjamin Hammond, secretary, Beacon, N. Y.

July 7-8, Boston, Mass.—Annual exhibition of the American Sweet Pea Society under the auspices of the Massachusetts Horticultural Society. Wm. Gray, Bellevue road, Newport, R. I., secretary.

August 23-26, New York.—Annual exhibition of the American Gladiolus Society, Museum building, Bronx park. Henry Youell, secretary, 538 Cedar street, Syracuse, N. Y.

September 25-27, New York.—Dahlia exhibition of the American Dahlia Society and the American Institute of the City of New York. Wm. A. Eagleson, secretary board of managers, 322 West 23rd street, New York.

November 7-9, Newport, R. I.—Annual fall show of the Newport Horticultural Society. Fred P. Webber, secretary, Newport.

November 8-11, Cleveland, O.—Cleveland flower show, including annual meeting of the Chrysanthemum Society of America and fall shows of the American Rose Society and the American Carnation Society. M. A. Vinson, manager, 402 Leader-News building, Cleveland.

March 14-21, 1918, New York.—Spring flower show in Grand Central Palace.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By good grower of chrysanthemums, carnations, pot plants and general stock. Single man.
Key 789, care American Florist.

Situation Wanted—Middle aged, grower of roses, carnations, chrysanthemums, general stock designer; best references. Good wages. G., Florist, care 412 Grand River, Detroit, Mich.

Situation Wanted—As foreman or manager; have unusual ability as a grower of roses, carnations, chrysanthemums and general stock, a life experience; fine credentials. Address
Key 788, care American Florist.

Help Wanted—Experienced store salesman, must be past 31 years of age, one able to manage in absence of owner.
Key 794, care American Florist.

Help Wanted—Live men to sell greenhouse boilers in home territory. Exclusive territory, generous pay. Write for details.
GIBLIN & CO., Utica, N. Y.

Help Wanted—Young gardener with experience to assist in care of grounds and drive automobile. References required. JAMES C. KIMBERLY, Neenah, Wis.

Help Wanted—A large, well known seed house has an opening for an experienced, thoroughly competent executive, familiar with all the details pertaining to the line. Address, with full particulars, Key 792, care American Florist.

Help Wanted—Practical, experienced man to take charge of agricultural implements, insecticides, etc., department, by a long established, large seed house of repute; must be thoroughly competent in every respect. Address, with full particulars, giving age, experience, references, salary wanted, etc.,
Key 793, care American Florist.

For Sale—Good windmill, with pump and tank
THEO. FEHRMANN,
3744 Lamon Ave., Chicago.

Situation Wanted

Expert grower now in charge of a large commercial place near Chicago will be open for engagement as superintendent and manager in the near future. Well versed in general line of cut flowers, particularly carnations, chrysanthemums, etc. State salary, location and full particulars in first letter.

Key 783, care American Florist.

LANDSCAPE ARCHITECT

Practical and theoretical man, 34 years of age, with 12 years' experience in all branches, well posted in nursery business and botany, wishes position with reliable firm. West or middle west preferred; not afraid of work. Best of references.

Key 787, care American Florist.

HELP WANTED

Several growers and helpers.
Good wages and steady job.

BASSETT & WASHBURN
HINSDALE, ILL.

WANTED CEMETERY LOCATIONS.

Cemetery Sales Experts—Specializing in cemetery organization, advertising and selling campaigns, will organize and manage lot selling campaigns; outline and plan organization and business management for new cemetries and organize new stock companies or reorganize old cemeteries. If there is an opportunity for a new cemetery in your locality let us help you.

GEO. P. GARIN & CO.
R 510, 117 N. Dearborn St. Chicago, Ill.

Will Trade

Modern Chicago apartment buildings, valued at $25,000 to $50,000, for cleared greenhouses or farms. State full particulars in first letter to command attention.

Key 784, care American Florist.

GREENHOUSES FOR SALE.

I have three houses under glass, 35x175, all cement wall and iron and steel supports all through; one of the finest steam-heat plants, with a first-class pumping station; has large water tank inside of work-rooms, with ten acres of soil; fine steam-heated house, with good barn, one-half mile from coaling station and close to Grand Rapids; only $9 000.00.

This bargain will interest you if you are looking for a greenhouse proposition. Address

Key 790, care American Florist.

BOILERS FOR SALE

1—60x16 Tubular, Fronts and Grates
3—66x18 Firebox, Fronts and Grates
3—48x12 Firebox, Fronts and Grates

Also smaller boilers. Write for prices.

E. J. RYAN
849 So. Racine Ave., Chicago, Ill.

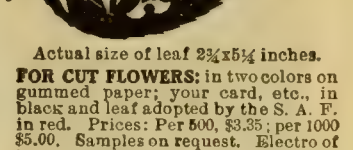
SITUATION WANTED

Good all around storeman is open for engagement. Expert salesman and designer. Ready to start work at once. Chicago preferred. Address

KEY 791, CARE AMERICAN FLORIST.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000 $5.00. Samples on request. Electro of leaf, postpaid, $1.50. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price $3.00, Postpaid.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO.

IN GOOD CROP WITH

Fancy Russell-American Beau

In fact all roses of the best quality with perfect heads on long stems.

FOR COMMENCEMENTS AND WEDDINGS

Our Valley, Orchids and Easter Lilies are favorably known and recognized as the bes

We have at bargain prices Good Roses and Carnations that we can supply in large quantities. Write or wire for special quotations. Our Roses are cut specially for shipment in hot weather. Home Grown Peonies are now arriving in large quantities and are in heavy supply with us.

Cecile Brunner **Hoosier Beauty** **Ophelia** **White Killarney** **Richmond**
Killarney Brilliant **Milady** **Aaron Wards** **Killarney**

Ferns, Adiantum, Farleyense, Smilax, Plumosus, G
Leucothoe, Mexican Ivy, Sprengerii.

Our Roses consist of all grades, Short, Medium, Long and Special.

Price List Mailed Weekly; if you are not on our list, let us

Our supply of this favorite baskets is limited; order early and protect your supply.

111—1 each..25c	111—4 each..50c
111—2 each..30c	111—5 each..60c
111—3 each..35c	

Poehlmann Bros. C
Supply House

June Wedding Accessori

VALLEY CHIFFON

6-inch, per yard, - - - 8
10-inch, per yard, - - - 10

Shepherd's Crooks, Bridal M

No. 2 Shower Gauze, 50-yard Bolt, $.

Bridal Scarfs, each, $1.00

Prompt Delivery On All Orders—Tr

POEHLMA
72-74 E. Randolph St.

SE PLANTS, GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

American Beauty, own root, 2-inch, strong, $75.00 per 1000; 3-inch, strong, $110.00 per 1000.

-2½-inch Aaron Ward, Milady, Killarney, White
, Brilliant, Cecile Brunner, Richmond, Sunburst
elia ..... $120.00 per 1000
5000 or more ..... 110.00 per 1000

D—3½-INCH WHITE KILLARNEY AND PINK KILLARNEY.

½-inch stock an additional $50.00 per 1000 will be charged.
These prices are absolutely net cash.

OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady, Richmond, Cecile Brunner ..... $7.00 per 100; $65.00 per 1000

Lots of 5000 or more ..... 62.50 per 1000

Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

GRAFTED DORMANT ROSE PLANTS.

	Per 100	Per 1000
Killarney. Gold	$6.00	$50.00

3½-INCH OWN ROOT DORMANT ROSE PLANTS.

1300 Richmond 165 Old Gold 3000 Pink Killarney 200 Elgar	Per 1000 50.00

2½-INCH OWN ROOT DORMANT ROSE PLANTS.

2500 Pink Killarney 350 White Killarney	Per 1000 $30.00

CHRYSANTHEMUMS

	About time they bloom.	Rooted Cuttings. Rooted Cuttings and 2½-Inch Stock. 100	1000	2½-Inch Stock. 100	1000
w	October 1	$2.30	$20.00	$3.00	$27.00
	October 14	2.30	20.00	3.00	27.00
n (Improved aton)	October 25	6.00	.....	7.00	.....
	October 24	2.30	20.00	3.00	27.00
	November 2	2.30	20.00	3.00	27.00
	November 13	2:30	20.00	3.00	27.00
	November 2	2.30	20.00	3.00	27.00
Pink	November 7	2.30	20.00	3.00	27.00

WHITE—	About time they bloom.	Rooted Cuttings. Rooted Cuttings and 2½-Inch Stock. 100	1000	2½-Inch Stock. 100	1000
Early Frost	October 26	$2.30	$20.00	$3.00	$27.00
Oconto	October 19	2.30	20.00	3.00	27.00
Smith's Ideal	November 2	2.30	20.00	3.00	27.00
White Chieftain	October 24	2.30	20.00	3.00	27.00
Eaton	November 1	2.30	20.00	3.00	27.00
W. H. Chadwick	November 7	2.30	20.00	3.00	27.00
Chas. Razer	October 29	2.30	20.00	3.00	27.00
Elise Papworth	November 2	2.30	20.00	3.00	27.00
BRONZE—					
O. H. Kahn	November 2	2.30	20.00	3.00	27.00

POMPONS

	About time they bloom.	Rooted Cuttings. Rooted Cuttings and 2½-Inch Stock. 100	1000	2½-Inch Stock. 100	1000
	October 16	$3.00	$27.00	$3.50	$32.00
	November 1	3.00	27.00	3.50	32.00
	November 9	3.00	27.00	3.50	32.00
	November 16	3.00	27.00	3.50	32.00
	October 25	3.00	27.00	3.50	32.00

WHITE—	About time they bloom.	Rooted Cuttings. Rooted Cuttings and 2½-Inch Stock. 100	1000	2½-Inch Stock. 100	1000
Helen Newberry	November 16	3.00	27.00	3.50	32.00
BRONZE—					
Madam La Porte	November 9	3.00	27.00	3.50	32.00
Skibo—Bronze Button	October 16	3.00	27.00	3.50	32.00

ALMS Western Headquarters PALMS

est and most complete stock offered in the West in a healthy, strong and clean condition.

FORSTERIANA SINGLE PLANTS

	Doz.	100	1,000
ts	$1.50	$12.00	$100.00
ts	2.50	18.00	150.00

BELMOREANA SINGLE PLANTS.

Leaves	Doz.	100	1,000
	$1.50	$12.00	$100.00
, 5 10-12 in. high	2.50	18.00	150.00
, 5-6 leaves, 26-28 in. high, $1.50 each			

ARECA LUTESCENS.

4 plants ..... per doz. $4.20

PHOENIX ROEBELENII Each

..... $1.00

STEVENSONIA GRANDFOLIA

4 inch pots ..... .50
5 inch pots 1.00

LIVISTONA ROTUNDIFOLIA

4 inch pots ..... .50
3 inch pots ..... $14.00 per 100

PTYCHOSPERMA ALEXANDRAE

3 inch pots, $1.75 per doz. ..... $14.00 per 100

COCOS WEDDELIANA

2 inch pots, $1.75 per doz. ..... $14.00 per 100

LATANIA BORBONICA

2 inch pots, 25c per doz. ..... $5.00 per 100

MARTINEZIA CARYOTAEFOLIA.

3 inch pots, 30c each ..... $3.00 per doz.

DRACAENAS.

	Each	Doz.	100
5 inch Imperalis	$1.00	$12.00	
4 inch Terminalis	.40	4.20	
3 inch "	.25		$22.00
5 inch Lindenii	.80	9.00	
3 inch Margaret Storey	.30	3.25	

MISCELLANEOUS PLANTS

MBLERS—35c, 50c, 75c and $1.50 each.

AMERICAN BEAUTY ROSES in pots—50, 75 to $1.00 each.

	Size pots	Per 100
mosus, 3-in. pots, per 100		8.00
mosus, 6-in. pots, each		.35
nosa and Vernon	2¼-in.	3.00
		27.50
elaine	2½-in.	4.00
elaine	3-in.	10.00
ucy leaved, each	5-in.	50c- .75
ucy leaved, each	6-in.	1.00
ade up, each	7-in.	$1.50-2.00

	Size pots	Per 100
Canna, King Humbert	4-in.	12.00
Coleus in variety	2½-in.	3.00
Per 1,000		27.50
Crotons, well colored, 4-in., $4.80 per doz.; 5-inch, 60c and 75c each; 6-in., $1.25 each.		
Pandanus Veitchii, 4-in., per doz.		4.20
Pandanus Veitchii, 5-in., per doz.		7.20
Stocks 2½ in., $3.00 per 100.		

	Size pots	Per 100
Pandanus Veitchii, 7-in., per doz.		$18.00 to $24.00
Pandanus Veitchii, 8-in., per doz.		30.00
Rubber Plants, 6-in. pots, per doz.		9.00
Rubber Plants, 7-in. pots, each		$1.50 to 2.00
Larger Plants, each		2.50 to 3.00
Table Ferns, 2½-in. pots, per 100		4.00
Table Ferns, 3-in. pots, per 100		8.00
Pteris Assorted, 4-in. pots, per 100.		$15.00 to 20.00
Holly Ferns, 4-in. pots, per 100		15.00 to 20.00

A Nominal Charge is Made for Packing.

BROS. CO.

Distance Phone, Randolph 35.

CHICAGO, ILL.

Flowers for Commencement Exercises

Beauties, Yellow Roses, Fancy Russell, Red and Pink Roses

HEAVY CUT OF EXTRA CHOICE OPHELIA ROSES—FINEST OBTAINABLE.

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

New Ferns

We have them fresh picked from the woods every day, per 1000—$2.50

CURRENT PRICE LIST

AMERICAN BEAUTIES	Per dozen
Specials, extra long stems	$4.00
Stems 30 to 36 inches	2.50 to 3.00
Stems 18 to 24 inches	1.50 to 2.00
Stems 12 to 15 inches	1.00
Shorter lengths	.50 to .75

RUSSELL—The best in this market.	Per doz.
Specials, extra long	$2.00
Long	1.50
Good medium	1.00 to 1.25
Good short	.50 to .75

RED ROSES	
Rhea Reid, Richmond and Hoosier Beauty	Per 100
Long	$6.00 to $8.00
Good medium	5.00
Good short	3.00 to 4.00
Ophelia, Shawyer and Sunburst	**Per 100**
Long	$6.00 to $8.00
Good medium stems	5.00
Good short stems	3.00 to 4.00

Pink and White Killarney, Brilliant	Per 100
Long	$6.00
Good medium	$4.00 to 5.00
Good short	3.00

OUR SELECTION: Assorted Roses, our selection, in lots of 300 or more, at the rate of $2.00 per 100.

CARNATIONS	
Red, fancy **Belle Washburn**	$2.00
Pink and White, fancy	2.00
In lots of 500 or more, per 100	1.50
VALLEY	$5.00 to $6.00
SWEET PEAS	.50 to 1.00

GREENS	
ASPARAGUS SPRENGERI Per 100	$2.00 to $3.00
GALAX, Green or Bronze Per 1000	1.25
NEW COMMON FERNS Per 1000	2.50

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

DEMAND RATHER QUIET.

Business was quiet the past week when stock in almost all lines was in oversupply and sold in large quantities to whoever would buy it at ridicuously low bargain prices. The department stores had special sales on peonies, roses and carnations almost all week and offered them at prices that the retail florists could not buy them at. While the quality of some of the stock offered by the department stores was nothing to speak of the majority of it compared favorably with that seen in many of the leading retail stores. The special offerings in the department stores put quite a crimp in the sales of the retailers, who nearly all report a quiet week and claim that it is impossible to meet such unfair competition. The market at this writing is heavily loaded with stock but the supply seems to be gradually shortening up and it would not be at all surprising if another few days would find quite a change for the better in regard to the general market condition. The supply of southern peonies is nearly exhausted but the local ones are now coming in crop and are obtainable in good supply in the early varieties. American Beauty and Mrs. Chas. Russell roses are in good supply and are moving well at fairly good prices compared to what other stock is bringing. Roses in general are in large supply, especially Ophelia, which are arriving in splendid condition. Orchids are selling nicely at high prices, which holds true for lily of the valley, which cleans up nicely each day. Lilies and callas are in good supply and so are gladioli, which are attracting the attention of the buyers. Sweet peas have seen their best days and while they are in good supply many of the dealers are none too anxious to place them on shipping orders. Iris is not as plentiful as it has been, which also applies to snapdragons, stocks, feverfews and daisies. Double White narcissus, calendulas, pansies and candytuft are to be had in quantity, but the supply of mignonette, lilac and tulips is practically exhausted. Russian statice is in good demand and is being used to a large extent in window decorations, especially in the loop district. Greens of all kinds are in good demand, especially smilax and ferns, which are bringing high prices. Good ferns are scarce at $4 per 1,000 and at times during the week it is almost impossible to secure enough stock to fill all the orders in full. Some shipments of ferns from Wisconsin commonly called "snowbirds," have made their appearance but not in any great supply.

PEONIES! ROSES!

Large Supply. Write for prices.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 **CHICAGO**

Mention the American Florist when writing

NOTES.

C. H. Roney, formerly of Jamestown, N. Y., passed through the city this week en route to Buffalo, returning from Wenatchee, Wash., where he has been located for the past five years.

Mrs. Agnes Kennicott and daughter, Alice, mother and sister of H. B. Kennicott, arrived here this week from Florida to visit friends and relatives.

E. A. Kanst, former superintendent of Lincoln Park, has taken up his old line of landscape work, with offices in the First National Bank building.

G. Madvig, representing C. Kooyman & Co., Inc., wholesale dealers in bulbs, San Francisco, Calif., is calling on the trade here.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 CHICAGO

THE PURCHASING POWER OF YOUR DOLLAR IS THE GREATEST WHEN YOU SPEND IT WITH US

We handle the output of nearly 100 of the best and leading growers consigning their stock to the World's Largest Wholesale Cut Flower Market, enabling us to fill all orders to your satisfaction at all times.

TRY US ON: Peonies, Roses, Iris, Valley, Orchids, Snapdragons, Pansies, Sweet Peas, Lilies, Gladioli, Daisies, Feverfew, Calendulas, Double White Narcissus. All Other Stock in Season.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good.

Mention the American Florist when writing.

H. VAN GELDER, Pres. L. M. JONES, Sec'y

PERCY JONES INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

NOT THE OLDEST; NOR THE LARGEST; JUST THE BEST

HOT WEATHER FLOWERS

Grown especially for the summer months. Will please the most exacting buyers.

SPECIAL CURRENT PRICE LIST.

ROSES.	Per 100
Russell	$ 5.00 to $15.00
Richmond	1.50 to 8.00
Milady	1.50 to 8.00
Brilliant	1.50 to 8.00
Ophelia	1.50 to 8.00
White Killarney	1.50 to 8.00
Killarney	1.50 to 8.00
Ward	1.50 to 8.00
Sunburst	1.50 to 8.00

Extra Special billed accordingly.

	Per 100
Carnations	$ 1.00 to $ 2.00
Peonies	4.00 to 8.00
Orchids, per dozen	9.00
Lillies, per dozen	8.00
Valley	6.00
Daisies	.50 to 2.00
Callas	1.00 to 1.50

GREENS.	
Asp. plumosus, per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	25 to .50
Sprengeri, per bunch	25 to .50
Adiantum, per 100	1.00
Galax leaves, per 1,000	1.25
Wild Smilax, per case	5.00
Boxwood —per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

C. L. Washburn says that the city demand at Bassett & Washburn's store was very good last Saturday, June 9, when the total sales were much larger than those of any other day during the past few weeks.

The A. L. Randall Co. has received an order from the United States government for a refrigerating plant, to be installed in the recently enlarged naval station at Lake Bluff.

John Cannon has been appointed superintendent of Lincoln park, succeeding E. A. Kanst.

Andrew McAdams and daughter, who have just returned from Florida, are planning to remain here for the summer.

Joseph Ziska & Sons received an importation of five large cases of French chiffons this week.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **Chicago**

HEAVY SUPPLY OF ROSES AND CARNATIONS FOR WEDDINGS AND SCHOOL CLOSINGS. ORDER HERE AND GET THE BEST.

CURRENT PRICE LIST— Subject to Change Without Notice.

	Per 100
MRS. CHAS. RUSSELL.	
Fancy	$12.00 to $15.00
Good	8.00 to 10.00
MINIATURE ROSES.	
Baby Doll	$3.00
Elgar	3.00
WHITE AND PINK KILLARNEY, OPHELIA, SUNBURST AND RICHMOND.	
Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00
ROSES, OUR SELECTION	4.00

	Per 100
CARNATIONS.	
Fancy	$3.00
Good	2.00
MISCELLANEOUS.	
Peonies	$ 6.00 to $ 8.00
Valley	6.00
Lilies	12.50 to 15.00
Ferns, per 1,000	4.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.25
OTHER GREEN GOODS AT MARKET RATES.	

Our Range of Greenhouses is one of the Three Largest in America.

Zech & Mann are receiving a large supply of Lilium giganteum from Damm Bros., well-known lily growers, which they handle in quantity the year around, and report a good demand for same. It is rumored that one of Zech & Mann's valued employes will soon join the ranks of the benedicts and while it is not always good policy to mention any names, it is understood that the lucky party is the one who has charge of the roses at this establishment.

The New York wholesale jobbers in cut flowers and florist supply houses will close on Sunday, after June 30, 1917, by order of the Wholesale Cut Flower and Allied Trade Association of New York. There has been some talk of the local wholesale dealers doing likewise and it would not be at all surprising if they dropped into line in the near future.

Poehlmann Bros. Co. is cutting a splendid supply of roses, including all the best, new as well as standard varieties, as well as the two favorites, Mrs. Chas. Russell and Ophelia. This firm's new supply quarters adjoining the cut flower department is attracting the attention of the trade, who speak in glowing terms of the ideal arrangements.

Andrew Chronis, of the Alpha Floral Co., says that he will donate $1000 to a general publicity fund if the wholesalers will guarantee not to sell the department stores stock at such low figures that they can undersell the retail florists and still realize a legitimate profit.

Wietor Bros. are all through planting roses and will soon start to cut from the young American Beauty plants. They have seven houses of carnations planted, which include a large number of Nebraska and Thenanthos.

Percy Jones, Inc., has enjoyed good business so far during June with the sales showing a nice increase over the same period of last year. H. Van Gelder says that last month was the best May his firm ever experienced.

Edward Meinert has been appointed manager of the Briggs Floral Co.'s old store on West Madison street since the firm's new place at West Madison street and Fifth avenue has been opened for business.

Peter Reinberg is in good crop with Ophelia, which are in brisk demand, notwithstanding the large supply of other roses offered. Mrs. Chas. Russell roses are also moving nicely at this establishment.

Chas. Erne reports business as good and has no complaint to make in regards to the June sales so far this month, which compare most favorably with those of the same period in 1916.

The employes of the A. L. Randall Co. will play a match game at Grant Park next Sunday afternoon, June 17, when the cut-flower department will cross bats with the supply department.

Felix Reichling and Herbert Hansen, with Peter Reinberg, and Otto Goerisch and Joe DeToney, of the A. L. Randall Co., witnessed the Brown-Chip fight at Racine, Wis., Friday evening, June 8.

Stephen T. Minon, an old-time florist, died June 7, after a short illness. He was about 45 years old and leaves a wife and three children, Raymond, Harold and Muriel.

Extra Fancy PEONIES Local Stock

$3.00 to $6.00 per 100.

Roses, Snapdragons, Carnations, Daisies, Sweet Peas, Calendulas, Greens and all Other Miscellaneous Seasonable Stock.

Fancy Greenhouse Grown Gladioli. Also a good supply of miniature Gladioli.

SUPPLIES: Fancy line of Cut Flowers and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies **30 E. Randolph St., Chicago, Ill.**

Mention the American Florist when writing

Rustic Hanging Baskets

NATURAL GROWTH CYPRESS.

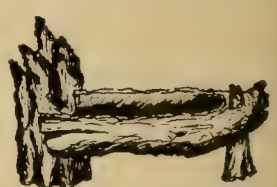
Price list and sample postpaid 25c and 50c.

Also Rustic Stands. Style B

Florida Gray Moss, 20-lb. sack, $1.00; 7 sacks, $5.00.

Order a $10.00 assortment by freight and have a display that will attract.

VICTOR SCHMELZ & SON, Route A, **Sanford, Fla.**



AUTOMOBILE SUPPLIES

Have you received our catalogue? Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE

Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL.

Mention the American Florist when writing

The Blameuser boys, of Niles Centre, have the sympathy of the trade in the loss of their mother, whose death occurred last week.

Duncan Robertson reports that business is very good at Wm. L. Schofield's North State street store.

Chas. Hunt is minus a Buick touring car, which was stolen from him last week.

It Pays To Trade Here. Try us on Peonies, Roses, Carnations, Lilies, Valley, Orchids, Greens, Etc.

CURRENT PRICE LIST— Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	1.00 to 1.50
Short stems	100, 4.00 to 6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$25.00
Select	20.00
Medium	15.00
Short	$6.00 to 12.00

ROSES.	
Richmond, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Milady, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Killarney Brilliant, special	$10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Ophelia, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Killarney, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Mrs. Ward, special	$10.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Sunburst, special	$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Cecile Brunner	2.00
Elgar	2.00
Baby Doll	2.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Fancy	$3.00
Red and pink	2.00

ORCHIDS.	Per doz.
Cattleyas	$9.00

EASTER LILIES.	Per 100
Select	$10.00 to $12.50

PEONIES.	
Fancy	$3.00
Special	6.00
Good	4.00

MISCELLANEOUS.	Per 100
Valley	$5.00 to $6.00
Spanish Iris, per doz.	$0.75 to 1.50
Calendulas	2.00
Daisies	.50 to 2.00
Snapdragons....per bunch	.50 to 1.00
Callas.....per doz.	1.50 to 2.00
Sweet Peas	.50 to 1.50
Double White Narcissus	1.00 to 2.00
Gladioli (indoor grown)	6.00 to 8.00
Gladioli (miniature)	2.00 to 4.00

GREENS.	
Asp. plumosus.....per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri.....per bunch	.35 to .50
Adiantum.....per 100	1.00
Smilax, choice.....per doz.	1.50 to 2.00
Fancy Ferns.....per 1,000	4.00
Galax leaves.....per 1,000	1.25
Wild Smilax.....per case	5.00
Boxwood —per lb., 25c; 50-lb. case	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave, Chicago

Mention the American Florist when writing

FOUNDED BY FLINT KENNICOTT — 1st — IN CHICAGO

For the Retailer or for the Grower

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President. **J. E. POLLWORTH,** Sec'y and Gen'l Mgr.

Mention the American Florist when writing

The Chicago Flower Growers' Association is receiving its share of the large local supply of Mrs. Chas. Russell and Ophelia roses which are both in good demand at present.

A. L. Vaughan & Co. are handling a large quantity of peonies in addition to a heavy supply of Double White narcissus.

A. T. Pyfer & Co. are featuring a good supply of outdoor lily of the valley, which is in brisk demand owing to the limited supply of greenhouse-grown stock.

Visitors: W. T. Usinger, of the Pittsburgh Cut Flower Co., Pittsburgh, Pa.; Samuel Seligman, representing Wertheimer Bros., New York; A. Schrewin, of the Willowware Shops, Burlington, Ia.; Wm. Dittman, Jr., New Castle, Ind.

WE HAVE REACHED THE FRONT

By Satisfying Our Customers With High Quality Cut Flowers at Reasonable Prices.

A. T. PYFER & CO., 30 E. Randolph St., Chicago, Ill.

Long Distance Telephone, Central 3373.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Briggs House June 7, President Amling in the chair. H. E. Humiston, H. V. Swenson and Frank Felke were elected to membership, and Edward Eisner, 5414 Carpenter street, made application for membership. The matter of picnic this summer was laid on the table.

The transportation committee presented fares and schedules to New York for the convention of the Society of American Florists to be held in that city, August 21-24. The New York Central railroad was chosen as the club route to the convention city, and full details of the trip will be announced at the next meeting.

Chairman Lautenschlager, of the garden movement committee, announced that the work of this body proposed at the previous meeting had been abandoned owing to the lack of financial support. Mr. Lautenschlager also gave a partial report on the work of his committee on St. Valentine's day and Mothers' day publicity.

The co-operative advertising of flowers by the wholesale and retail trade in local newspapers to offset arguments of ignorant agitators against the use of flowers as luxuries was endorsed by the club and $150 appropriated as the club's contribution to the fund being raised for this purpose, this amount to be equally divided on three advertisements.

John Young, secretary of the Society of American Florists, was a welcome visitor, en route to St. Louis, whither he was accompanied by Chairman Asmus of the National Flower Show committee, to further arrangements for the annual meeting and convention of the national society in that city April 6-15, 1918.

Maywood, Ill.

On June 6, local florists to the number of 13, all superstition proof, and all that could possibly manage to get away from their duties, left for a three-days fishing trip to Lake Marie. In the party were: Henry and Erwin Wehrman, Walter Burhop, Ernst Amling, Hugo Luedtke, Carl Hausermann, Wm. Collatz, Walter F. Paul, and Walter A. Amling, Paul Weiss and Emil Schmake. The following day, a party of well-known Chicago florists visited the Maywood crew, among them being E. C. Amling, H. N. Bruns, John Michelson and Herman Wendland. As the lake was very rough none of the party made heavy catches with the exception of H. N. Bruns who made a good haul. Friday morning the fish were biting—biting so good that the fishermen had to leave that evening as their machines were loaded to capacity with the finny tribe. Henry Wehrman made the biggest strike—an eight-pound pickerel.

Both Carl Hausermann, Sr., and Carl, Jr., have purchased new Velie cars.

Arthur Feuffer, formerly manager for Henry Wehrman, has rented a range at Lyons and will grow vegetables.

W. A. A.

Chicago Retailers' Association.

If the plans of the Chicago Retailers' Association, which were outlined at a meeting of that organization at the Hotel Morrison in that city recently, by President F. W. Hardcastle, credit manager for Maurice L. Rothschild, are carried out, Chicago will be a most uncomfortable place for the fake advertiser, the bad check passer, the shoplifter and others who make a practice of preying upon retailers.

"The two outstanding features of the association," said the speaker, "are the credit rating bureau, whereby members will obtain accurate and reliable information as to responsibility along that line, and the vigilance bureau, which will keep a watchful eye upon fake schemes of all kinds and cooperate in the apprehension and conviction of those who defraud members of the association. These losses annually amount to a large sum, which saved, could be put into legitimate advertising. It is planned to have members refer all unknown solicitors, doubtful advertising and other schemes to the vigilance committee, by whom they will be carefully investigated, but it is believed that nine out of 10 of the promoters of things questionable, will never take their propositions that far, nor will they bother their intended victims further. The plan is working very successfully in other cities and Chicago is certainly in need of such a money-saving agency.

"We now have under way a complete plan of organization into which we are inviting all the retailers of Chicago in all lines of business. It is planned to do a great amount of educational work in the way of classes in salesmanship for employes, vocational education and other matters of benefit to both employers and employes. It is proposed to do in an organized and orderly way what the individual retailer cannot accomplish himself, and we expect to make it the largest and most effective body of its kind in the United States, representing not only the city, but also the state and nation in all cases where the retail interests of Chicago are concerned."

The other officers of the association are: Charles Sommers, of Klee Bros. & Co., vice-president; M. A. H. Turner, of F. E. Foster & Co., secretary; H. J. Fiddelke, of Lyon & Healy, treasurer; E. C. Krieger, of the City National Bank, assistant-treasurer.

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches...	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,

Wholesale Florist

1324 Pine St., ST. LOUIS, MO.

Holyoke and Northampton Club.

The regular meeting of the Holyoke and Northampton Florists' and Gardeners' Club was held at Butler & Ullman's greenhouses, Northampton, June 5, with a good attendance. There was some discussion regarding the fall flower show and it was decided to cooperate with the garden committee of the Holyoke chamber of commerce, which is planning an exhibition of garden produce. More than 1,000 home gardens and an equal number of school gardens have been started in that city and vicinity and about 600 school gardens are reported in Northampton. Several members of the club are assisting in this work. A committee has been named to arrange a schedule of exhibits, no cash premiums to be offered.

G. H. Sinclair gave a talk on the culture of hydrangeas as pot plants. Darwin and May flowering tulips in variety were shown by Sinclair & Son and by Gallivan Bros. Butler & Ullman arranged a miscellaneous exhibit consisting of Spanish iris, ixias, centaureas and delphiniums.

H. E. D.

If you want good stock and good treatment

Send Your Orders to us. Do it Now.

Roses, Carnations, Peonies

Valley, Sweet Peas, Lilies, Callas, Snapdragons, Stocks, Calendulas, Daisies, Pansies, Gypsophila and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood. We have home grown Asparagus—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Mention the American Florist when writing.

This Basket Is Always In Brisk Demand.

Make up your order now and let us have it as early as possible so you will have them on hand when needed.

No. 313—High Handle Rose Basket, Made of Braided Straw.

Size	Width inches	Height over all inches	Natural each	Stained each	Enameled each	2-tone each	Liner extra
2	9	13	.44	.50	.55	.60	.10
3	10½	24	.50	.60	.65	.75	.10
4	12	26	.65	.80	.85	.95	.15

No. 313½—High Handle Rose Basket, the same style as No. 313, but beautifully made of willow.

Size	Width inches	Height over all inches	Natural each	Stained each	Enameled each	2-tone each	Liner extra
3	10½	24	.65	.75	.80	.90	.10
4	12½	26	.75	.90	.95	1.05	.15
6	14½	34	1.25	1.45	1.55	1.65	.15

RAEDLEIN BASKET CO.,

713 Milwaukee Aveuue, Chicago, Ill.

Mention the American Florist when writing.

For Weddings and School Closings

Large Supply Peonies--Roses--Carnations--Sweet Peas--Lilies--Valley--Greens, Etc.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph St., L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Milwaukee.

BIG SUPPLY AND REDUCED PRICES.

While the demand since Memorial day has not been any too brisk, still, at least for the past week, the supply has been so plentiful in all lines that the prices had to be reduced in order to make room for the next lot. This state of affairs was noticeable in all lines, including roses, carnations, Easter lilies, snapdragons, etc.; the end of the week saw the last outdoor lily of the valley, this to be followed this week by irises, snowballs, and spiræas. With quite a bit of funeral and wedding work, and the approach of the commencement exercises, we have hopes that the near future will bring the desired results. The bedding season has just about begun, due no doubt to the cool weather which has prevailed since the first of the month. From present indications, this work will extend over a later period than for some years past.

CLUB MEETING.

We can again report a good attendance at the florists' club meeting held June 7; while no special subject for the evening was scheduled, still the meeting was a lively one. The entertainment committee, instead of arranging the annual basket picnic near the city, was instructed to get busy on a picnic via automobiles to some more distant point. The name of Lake Geneva has been proposed. While the former picnics were always most enjoyable affairs for those who attended, it always meant a whole lot of work for one or two to solicit prizes and make other arrangements and then the members proper did not participate. Why all this work and worry for a lot of strangers, mostly children? Quite a discussion followed on the subject of "Co-operation of All Who Handle or Grow Flowers." It was the consensus of opinion of those present that due to the war, conditions this coming season will be somewhat more perplexing and difficult, and only by the hearty co-operation of all, can we expect to hold the old and stimulate new business. A committee of three was appointed by the chair, who will ornament one city block with flower boxes, as an example to show what can and should be done to still add to our reputation as a beautiful city.

NOTES.

We regret to report that J. F. Sievers, superintendent of the Milwaukee County Agricultural School, has resigned to take effect September 1. Mr. Sievers delivered several lectures before the local florists' club, which owing to his thorough knowledge were highly interesting and instructive. Being liberal in giving good advice to those who asked for it, we all lose a friend.

The C. C. Pollworth Co. says business the end of last and the opening of this week was quite satisfactory. The bedding stock, with the exception of vincas, is pretty well disposed of.

Wm. Malaney, bookkeeper for Gust Rusch & Co., was quietly married to Miss Charlotte McCarthy last week. After a short wedding trip he is back again in the harness.

H. W. Koerner, the dahlia and gladiolus specialist, reports considerable damage to stock due to the recent frost. He cut a few of his early red peonies last week.

Wm. Eschrich is cutting some especially fine Darwin tulips. Had the weather been favorable, it would have been a fine Memorial day crop.

The Holton & Hunkel Co. is daily cutting a fine lot of roses. They comment on the quality of carnations being consigned to them daily.

Wm. Lubliner, proprietor of the Majestic building flower shop, is rejoicing over the arrival of the first born—a boy.

E. O.

Fort Wayne, Ind.

MARKET CONDITIONS VERY SATISFACTORY.

Weather conditions have been satisfactory and the supply of stock has been equal to the demand. June weddings have been most numerous and commencements, funeral work and Corpus Christi celebrations in the various churches have made big inroads upon the supply. We have had plenty of rain, but the high temperatures that prevailed helped considerably to increase the receipts. Landscape work has also been very active, owing to the lateness of the season, and the demand for bedding plants and porch and window boxes is greater than ever.

NOTES.

A beautiful church wedding, June 6, was that of Miss Mildred Louise Flick, daughter of Mrs. Alice Flick-Shive, to Mr. Charles Buchanan. The bridal bouquet was composed of white spray orchids and lily of the valley, made with a shower of lily of the valley. The matron of honor carried a large arm bouquet of Sunburst roses and adiantum. The decorations at the church and house were very elaborate. Miss Helen Patten and Miss C. B. Flick of the Patten Flower Shop, Toledo, O., were in the city to attend the wedding.

W. J. & M. S. Vesey have been busy with landscape work. They have just finished a big job at the summer home of Gene Stratton Porter, the well known novelist, at Rome City, Ind. Many varieties of shrubs and hedge plants were used.

Edgar Wenninghoff reports a fine demand for porch baskets and boxes, and a good general demand for bedding plants. Wedding orders have been very numerous at this establishment.

A. J. Lanternier & Co. are receiving some fine Spencer sweet peas from their greenhouses. Wedding work and funerals have kept the store force busy at this establishment.

H. K.

RAPID PER

Pat. May, 1916—Trade Mark Registered.

FASTEST

Plant Wrapping Device Known To The Florists' Trade.

Rapid Rappers are placed on the pedestal and all that is necessary to wrap the plant shown in the illustration is to lift the Rapid Rapper up, draw and tie the strings on the top together and your plant is ready for delivery. Every florist should have one.

Nothing like it on the market. Poppy design is carried throughout. Furnished in green enamel. Other finishes special. Interchangeable top, 3 to 7 inches.

California orders filled direct from branch office, 448 Bush St., San Francisco, Calif.

THE RAPID WRAPPER CO.

56 E. Randolph St., Chicago.

ZECH & MANN

EXTRA LARGE SUPPLY

Russell-Ophelia

SUNBURST-KILLARNEY-WHITE KILLARNEY AND MILADY ROSES FOR THE

June Weddings and School Closings

LILIUM GIGANTEUM

Regular supply the year around. This stock grown by Damm Bros., well known expert growers, is noted for its supreme quality in the Chicago Market.

LILY OF THE VALLEY-PEONIES-LILIES-ETC.

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

30 E. Randolph St., L. D. Phones Central 3283 3284 Automatic, 42-965 Chicago

HOME GROWN PEONIES

Extra fancy stock in the desired grades at prices ranging from $3.00 to $6.00 per 100. This stock is noted for its keeping qualities and is the finest obtainable in the Chicago market.

HEAVY SUPPLY OF ROSES

Particularly Russell and Ophelia

Russell and Ophelia are the best summer roses. We have them in quantity of extra fine quality. Special prices on quantity lots.

Heavy Supply of all Other Seasonable Cut Flowers and Greens.

A. L. RANDALL COMPANY

Wholesale Cut Flowers and Florists' Supplies

WABASH AVE. AND LAKE ST., CHICAGO, ILLINOIS

Kansas City, Mo.

MUCH STOCK AT LOW PRICES.

During the early part of last week there were several storms accompanied by heavy wind storms and rains, with some hail, but the latter did not do much damage. A heavy market exists and prices are much lower than usual. Roses are plentiful and good stock for the season, while carnations are holding up exceptionally well. Peonies are everywhere and are offered at low prices—the lowest in some instances ever known in this city, and in some varieties the quality was never equaled. Gladioli are a little more plentiful, with snapdragons and sweet peas in about their usual supply. Weddings and commencements have been very numerous and called for much good stock.

NOTES.

Wm. L. Rock Flower Co. had a big run of wedding and graduation work, one large order being that of the cut flowers for the Westport high school. This firm is cutting fine peonies and carnations.

W. J. Barnes had the contract for the palms at several high school commencements. Corsages, funeral work and commencement bouquets have also been features of the demand during the past week.

A. Elberfeld, of the Alpha Floral Co., will occupy his new home about June 22. At present he has a force at work setting out plants for summer flowers.

H. Kusik & Co. handled a large quantity of roses at low prices and sold out daily. Carnations, lilies and sweet peas made up the remainder of the offerings.

A. Newell reports a fine run on corwill occupy his new home about June 22. At present he has a force at work setting out plants for summer flowers.

George M. Kellogg Flower & Plant Co. are cutting heavily on peonies, roses and carnations. Business is better than could be expected.

The hail last week did damage as follows: M. Echolson, 100 lights; Peter Martin, 275 lights; Wm. Foith, 200 lights.

Samuel Murray is spending two weeks at Clinton, N. Y., in the interests of the Florists' Hail Association.

A. Newell reports a fine run on corsage work. He has his usual good share of commencement orders.

New Crop Plumosus Sprays

Now Ready

Write for special prices.

L. A. FLORAL CO.

407 So. Los Angeles St., Los Angeles, Calif.

—THE—

Cleveland Florists' Exchange

Wholesale Commission Florists and Florists' Supplies.

606 HURON RD., CLEVELAND, O

T. J. Noll & Co. report an exceptionally good week of shipping trade. Stock was plentiful and prices low.

James Payne is pulling down his houses and preparing to move to a new location. E. J. B.

The Florists' Supply House of America

NOW FOR THE JUNE WEDDINGS

ALL THE UP-TO-DATE ACCESSORIES

Shepherd's Crooks, Staffs, Arm Baskets, with Staff Support, Prie Dieu or Kneeling Stools, Ribbon Posts, Swinging Gates, Elevated Baskets for the Church Aisle, A Full Line of Commencement Baskets,

Try the new sensation—**Lustre** or **Art Ribbon;** plain or two-tone colors, for bow knots on baskets and good to tie on crepe pot covers. Has many other uses. Send for quotations.

Send for our new illustrated folder; it is full of novelties and standard wedding accessories.

H. BAYERSDORFER & CO., 1127-1129 Arch Street, PHILADELPHIA, PA.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

1302-1308 W. Division St., CHICAGO

Cincinnati.

MARKET BADLY OVERCROWDED.

The market is heavily overcrowded with stock. Daily receipts continue strong, but serve only to increase the accumulation already on hand. The call for flowers for the high school commencement exercises this week is excellent, but hardly strong enough to clear the market except perhaps in a color such as red or pink. Shipping business is only fair. Prices are very low, but even then do not cause stock to move. Roses are very plentiful and include some fancy blooms in Russell, Ophelia, Ward and Hoosier Beauty. Carnations are plentiful and peonies are in a supply so heavy that the market is glutted with them. All of the blooms that should have been in for or before Memorial day are now arriving and overloading a market that would be well stocked without them. Easter lilies are in a good supply. Gladioli offerings are fairly large and are also good. Sweet peas continue plentiful, but some are beginning to show signs of the approach of the end of the season. Other offerings are callas, snapdragons, larkspurs, mignonette, cornflowers and some lily of the valley. New fern is having a strong call.

NOTES.

P. J. Olinger has an excellent cut of Radium carnations and Richmond roses as well as Maryland and Ophelia, with which to satisfy the commencement demand this week. He and his wife have as their guest, Miss Anna Weiland, Mrs. Olinger's sister, of Evanston, Ill.

An auto bumped into W. Ray Murphy's touring car on Sunday. None of the occupants were injured, while the damage to his car consisted of only a smashed fender and running board.

The Hyde Park Rose Company had a big business in bedding stock this spring.

C. E. Critchell has been selling much bronze galax in case lots during the past fortnight. H.

SPHAGNUM MOSS

For Florists.
For Nurserymen.

Contract prices made now for your Fall and Winter Supply.

CHICAGO, 31-33 W. Randolph Street NEW YORK, 43 Barclay Street

VAUGHAN'S SEED STORE

Albany.

FLORISTS PURCHASE LIBERTY BONDS.

The Liberty Loan was the subject of discussion at the June meeting of the florists' club. Three of those present volunteered to subscribe for $500 worth each of the bonds, but President John J. Haggerty believed it best to see each of the members in person and secure subscriptions so that the total for the club would be more impressive. The president named the members present a committee to visit those who did not attend, and Edward P. Tracey of The Rosery was instructed to visit one of the local banks to learn what terms it would offer to the club in making its subscription. Charles Schwake, importer, 90-92 West Broadway, New York, was unanimously elected a member of the club. The invitation to hold the next meeting, July 5, at the place of Frederick Goldring, Font Grove, Slingerland, was accepted. The July meeting at Mr. Goldring's place is looked forward to by the members with much interest. R. D.

Natural Prepared

GREEN LYCOPODIUM

Fire proof and guaranteed not to become brittle. Put up in convenient size carton, **11 lbs. net, $2.20.** This is a good substitute for Sea Moss.

Pittsburgh Cut Flower Co.

116-118 SEVENTH ST., PITTSBURGH, PA.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

HOERBER BROS.

Wholesale Growers of Cut Flowers

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. Chicago

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Joseph E. Wiltgen Michael F. Freres

Wiltgen & Freres

WHOLESALE FLORISTS

Long Distance Phone, Randolph 1975

173 N. Wabash Ave., CHICAGO

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

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30 East Randolph St., - - Chicago

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E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen
Roses, Beauty, specials	$5 00
" " 36-in.	4 00
" " 30-in.	3 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short.....per 100,	6 00@ 8 00
" Mrs. Chas. Russell	1 00@ 3 00
	100
" Hoosier Beauty	4 00@12 00
" Killarney Brilliant	3 00@10 00
" Killarney	3 00@10 00
" White Killarney	3 00@10 00
" Richmond	3 00@10 00
" Prince de Bulgarie	3 00@10 00
" Rhea Reid	3 00@10 00
" My Maryland	3 00@10 00
" Mrs. Geo. Shawyer	3 00@10 00
" Milady	3 00@10 00
" Sunburst	3 00@10 00
" Mrs. Aaron Ward	3 00@10 00
" Hadley	4 00@12 00
" Ophelia	3 00@10 00
" Double White Killarney	3 00@10 00
" Mrs. Moorfield Storey	3 00@10 00
" Champ Weiland	3 00@10 00
" Stanley	3 00@10 00
" Tipperary	3 00@10 00
" Francis Scott Key	3 00@10 00
" Bayard Thayer	3 00@10 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	1 00@ 3 00
Cattleyas.....per doz.,	$9 00
Gardenias	2 00 per doz.
Sweet Peas	50@ 1 50
Daisies	1 00@ 2 00
Calendulas	2 00
Snapdragons, $0.50@$0.75 per bu.	
Lilium Harrisii	12 50@15 00
Valley	4 00@ 6 00
Peonies	4 00@ 8 00
Spanish Iris	4 00@ 8 00
Adiantum Croweanum	1 00
Ferns.....per 1000,	$4 00
Galax "	1 00@ 1 25
Leucothoe	75
Mexican Ivy...per 100,	5 00@6 00
Plumosus Strings..each,	60@ 75
Smilax.....per doz.,	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case,	8.00
Wild Smilax.....per case,	$5 00

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

HUCKLEBERRY FOLIAGE

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.
Evergreen, Ala.

Huckleberry Foliage

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

D. E. FRERES R. J. WINDLER

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

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SHIPMENTS EVERYWHERE — GROWERS AND SHIPPERS CUT FLOWERS — IMMEDIATE DELIVERIES

154 NO. WABASH AVE., CHICAGO

PHONE CENTRAL 679

FOR SCHOOL COMMENCEMENTS

We will have plenty of Pink and White Peonies,

Russell, Prima Donna, Hadley, Beauties, Sunburst, Ophelia.

When you want good ROSES send your orders to us.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

IMMENSE SURPLUS WITH DEMAND DEAD.

The past week has been just one of the kind that "happens along" about this time of year, variously styled as "nothing doing," "very bum," etc. The market was greatly overstocked, carnations being particularly plentiful, with scarcely any demand. Very good looking stock sold on the street at 15 cents a bunch of 25, while from wagons piled high with thousands the price was 10 cents a bunch, the wholesale price for these job lots being a nickel. "What could you expect?" said one of the wholesalers, "with such an avalanche of peonies coming in every day?" Three dollars seemed about the best price, although a few select brought $4, but $2 and $1 a hundred, to clean them up, was not uncommon. Roses were also plentiful, all kinds except Russell and Kaiserin are losing all their good qualities and the beds will soon be put to rest. It was almost impossible to move the small bunch stock—calendulas, daisies, etc. Cornflowers are now fine and sell well. Larkspur is now in full crop outside and has taken the place of snapdragon. Outdoor sweet peas from frames and violet houses with the sash off, are now of the best and move fairly well. Cattleyas are plentiful, as is outside lily of the valley from Newport. Southern gladioli appear to carry very well, but have to fight for a place along with the others in the surplus.

NEIGHBORHOOD FLOWER SHOWS.

The neighborhood spring flower shows have been taking place during the past week. The Lansdowne Flower Show Association, of which S. S. Pennock is president, had a wonderfully fine display at the Twentieth Century Club Auditorium, Saturday, June 9. The tables of cut roses were exceptionally fine. All the latest hybrid teas, and in fact all the standard varieties, were to be seen in the hundreds of vases which held the entries in this department. There was a splendid showing of all the garden flowers in season. A feature was made-up baskets of cut flowers, which for arrangement and color combination, were excellent. A vase of Mrs. Shawyer showed this variety to be an excellent garden rose; the flowers were wonderful in size and coloring. The gem of the show was an unnamed seedling, of fine form, very robust in growth, in form something like Los Angeles, but a longer bud. It is a pink, shaded with red, a hybrid tea cross, exhibited by Geo. C. Thomas, the noted amateur rosarian. A fine flower show was held in Chester, Pa., last week while the Moorestown Improvement Association exhibition took place in the town hall on June 12.

NOTES.

The June weddings and school commencements have made things lively with H. Bayersdorfer & Co. the past week. Fancy bouquet papers, bridesmaids' baskets and other wedding accessories, as well as all kinds of cut-flower baskets, have been in good demand. They have broken a doorway through into the large building, 1129 Arch street, which will give them much needed office and show room.

Fred Archer has several large violet frames filled with sweet peas. As the violets go out, the sweet pea vines are well up, and when the sash is removed, make a rapid growth, coming in three weeks ahead of the outdoor stock. His stock is being handled by the Philadelphia Wholesale Florists' Exchange.

An immense stock of flowers comes to the Leo Niessen Co.'s market these June days, which keeps the entire force of 50 men in action to get away with it. They manage it somehow, and are ready each day for the new shipments. Peonies, carnations, sweet peas and roses are features.

Business is not bad from the street men's point of view; they are selling flowers by the wagon load, is what the Sage of Ranstead street has to report of the market. The Reid brand roses and sweet peas are now offered in quantity lots.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

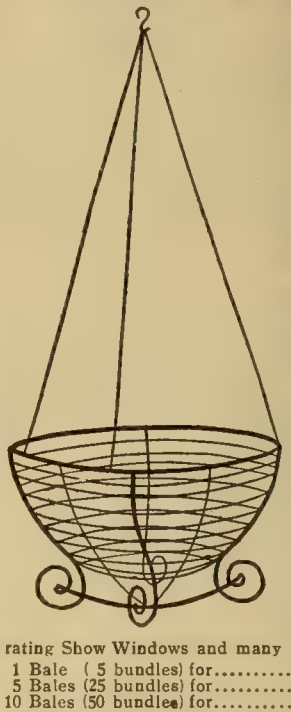
Wholesale Flower Markets

CINCINNATI, June 13.	Per 100
American Beauty, per doz...	75@ 5 00
Roses, Killarney	2 00@ 8 00
" Mrs. Chas. Russell	4 00@12 00
" Ophelia	4 00@10 00
" Richmond	2 00@ 8 00
" Sunburst	3 00@ 8 00
Carnations	1 50@ 2 00
Lilium Giganteum	8 00@10 00
Lily of the Valley	6 00@ 7 00
Orchids	6 00@ 7 50
Sweet Peas	25@ 50
Gladiolus	3 00@ 8 00

BOSTON, June 13.	Per 100
Roses, Beauty	10 00@25 00
" Killarney Queen	2 00@ 8 00
" White and Pink Killarney	2 00@ 8 00
" Double White Killarney	2 00@ 8 00
" Killarney Brilliant	4 00@10 00
" Hadley	2 00@ 8 00
" Cardinal	2 00@ 8 00
" Mock	4 00@12 00
" Mrs. Chas. Russell	2 00@ 8 00
" Sunburst	2 00@ 8 00
" Taft	4 00@ 2 00
" Milady	2 00@ 8 00
" Ward and Hillingdon	2 00@ 8 00
" My Maryland	2 00@ 8 00
Cattleyas	35 00@50 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO. June 13.	Per 100
Beauty Special	20 00@25 00
" Fancy	15 00@20 00
" Extra	10 00@12 00
" 1st	6 00@10 00
Roses, Killarney	3 00@ 8 00
" My Maryland	3 00@ 6 00
" Sunburst	2 00@ 5 00
" Ward	2 00@ 5 00
" Ophelia	3 00@ 8 00
" Russell	8 00@12 00
" Stanley	3 00@ 6 00
" Mock	3 00@ 5 00
" Shawyer	3 00@ 8 00
Lily of the Valley	6 00@ 7 00
Lilies	6 00@10 00
Cattleyas	40 00@50 00
Carnations	2 00@ 2 50
Tulips	1 00@ 2 00
Peonies	3 00@ 6 00
Asparagus Sprengeri	35@ 50
Ferns	per 1000, 2 50
Smilax	15 00@20 00

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1.35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order,)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer, Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for.....$ 1.25
5 Bales (25 bundles) for..... 6.00
10 Bales (50 bundles) for..... 11.00

H. G. BERNING,
1402 Pine St., St. Louis, Mo.

WELCH BROS. CO.

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Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RIGE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing.

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, PEONIES, EASTER LILIES and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

BEST QUALITY

Hanging Baskets

8 in.....	$0.90 doz.	14 in.....	$2.00 doz.
10 in.....	1.30 doz.	16 in.....	2.75 doz.
12 in.....	1.75 doz.	18 in.....	3.60 doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

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Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

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1309-1311 N. 2nd St., Philadelphia, Pa.

GUST. RUSCH & CO.

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FLORISTS' SUPPLIES.

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Seasonable Cut Flowers

FLORIST SUPPLIES

Green Sheet Moss and Spaghnum Moss.

MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN, Wholesale Florist. 1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, June 13.	Per 100
Roses, Beauty, special	20 00@25 00
" " fancy	10 00@20 00
" " extra	8 00@10 00
" " shorter grades	6 00@ 8 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	2 00@ 8 00
" White Killarney	2 00@ 8 00
" Liberty	6 00@15 00
" Hadley	6 00@30 00
" Sunburst	4 00@10 00
" Ophelia	4 00@10 00
" Hoosier Beauty	4 00@10 00
Carnations	1 00@ 3 00
Cattleyas.....each, $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	6 00@ 8 00
Calendulas	1 00@ 2 00
Daisies, yellow	1 00@ 2 00
Sweet Peas	50@ 1 00
Easter Lilies	6 00@ 8 00
Callas	6 00@ 8 00
Peonies	2 00@ 5 00

PITTSBURGH, June 13.	Per 100
Roses, Beauty, special	20 00
" " fancy	15 00
" " extra	10 00
" " No. 1	8 00
" Killarney	3 00@ 8 00
" My Maryland	3 00@ 8 00
" Sunburst	3 00@ 8 00
" Mrs. Aaron Ward	3 00@ 8 00
Cattleyas	50 00
Lilium Giganteum	6 00@ 8 00
Carnations	2 00@ 3 00
Lily of the Valley	5 00
Peonies	2 00@ 4 00
Spanish Iris	4 00
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, June 13.	Per 100
Roses, Killarney and W. Killarney	3 00@ 8 00
" Ward	3 00@ 6 00
" Mrs. Chas. Russell	6 00@25 00
" Ophelia	3 00@ 8 00
" Hoosier Beauty	4 00@10 00
Lilies	10 00@12 50
Cattleyas.....per doz., 6 00	
Carnations	1 50@ 3 00
Valley	4 00@ 6 00
Sweet Peas	50@ 1 00
Tulips	3 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16-inch	2.90
18-inch	3.70

THE McCALLUM CO.
INC.
Pittsburgh, - Pa.

Mention the American Florist when writing.

ST. LOUIS, June 13.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	4 00@10 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	4 00@ 8 00
Mrs Russell	4 00@ 8 00
Ophelia	4 00@ 8 00
Carnations	1 50@ 3 00
Valley	4 00@ 6 00
Lillies	8 00@10 00
Orchids	50 00@ 60 00
Ferns	per 1000, 4 00

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

"A fair business until Wednesday, and after that very punky," is the way Carl Korts of the Jos. Heacock Co., puts it. Their roses appear to be working overtime, judging from the large shipments.

Paris daisies and extra choice pyrethrums were features with the Philadelphia Wholesale Florists' Exchange. Roses are handled here in large quantities. John Cunningham is no longer with them.

L. P. Vollers has given up the flower business for a time, having joined the colors as a cavalryman. As a graduate of a military academy, he is well prepared for his new duties.

The exhibition of the American Peony Society, which was to be held here June 7-8, but which was postponed to June 11-12, has been again advanced to June 13-14.

"All we can do to handle it," is the report of Berger Bros., in speaking of the great surplus of flowers. Maryland roses, gladioli and fine sweet peas are features here.

Eugene Bernheimer says that peonies knocked the market last week, making it one of the slowest of the season for inside flowers.

E. G. Hill and his grandson, Master Guerney Mann, of Richmond, Ind., spent several days in this city the past week.

K.

New York.

PRICES AT BOTTOM LEVEL.

For the present, at least, nothing definite in prices can be quoted. The peonies, which were held back by the cool weather, are now arriving in great volume. They are selling cheap and making all other stocks cheap. One dollar per 100 seems to be a fair price, and they can be bought as low as 50 cents per 100; it is simply a question of moving them. Carnations are running at prices from 50 cents to $1 per 100; American Beauties, special, at from $10 to $20 per 100; the tea roses at a correspondingly low rate; cattleyas at from 25 to 40 cents per flower. In the various minor stocks there are no prices, it being simply an effort to unload.

June 11.—The market is in a bad condition. There was heavy rain in the early morning hours, and it has not yet cleared, the atmosphere being what is generally termed sultry and "sticky." American Beauties are not so plentiful, but even what there are move slowly. In other roses the market is glutted. We quote the general range of prices. In some varieties and very special stock there may be a few sales higher than our quotations; on the other hand, there are sales at so much—and that is not much—for the box. In carnations, the street peddlers seem to be the heaviest buyers; they carry them from the wholsale stores by the armful and load them on their carts. And those fellows have nerve; they would sell in front of the executive mansion, if allowed to do so. As a review, it may be said that it is the peonies that have brought about this condition. There is a little good peony stock that brings $2 per 100, but tens of thousands of them are in cold storage and thousands will be lost, although the street men are also handling them.

NOTES.

Recently visiting the convention garden, we found men from A. N. Pierson, Inc., Cromwell, Conn., busy planting. They have set out over a dozen different varieties and their roses look well. In another section we found several beds of cannas, but the cool weather has retarded their growth. What the garden will need from now on will be heat, water and careful attention. No man or set of men can guarantee the heat, but the watering and attention should be easy.

Rear Admiral Aaron Ward, U. S. N., retired, and Mrs. Ward, will hold their annual rose party and exhibition at their estate, Willowmere, Roslyn, L. I., June 16-21, from three to six each afternoon. The proceeds will be for the benefit of the American Ambulance Hospital in France.

A. F. Faulkner has just heard from his cousin, John Fraser, who was with the Canadian troops in France. In a recent battle he was grazed and by the explosion of a shell buried up to his neck in a shell crater and wounded in the lungs. He is now improving in a hospital.

Edgar Hall, manager of the Hyde Park Floral Co., Austin, Tex., and his son, Fred H. Hall, were in this city June 6, calling on A. F. Boddington. Another visitor was Gustave X. Amrhyn, sperintendent of parks of New Haven, Conn.

Jos. G. Leikens opened his Newport, R. I., store June 4. On June 5 he had a large amount of work for the funeral of Elisha Dyer, in his time a prominent banker and son of a former governor of Rhode Island.

Mrs. Minier, who has been bookkeeper in Malandre Brothers' store for several years, has been absent for several weeks on account of illness. She is a clever and efficient young woman and has many friends.

During the past week the department of parks has been doing good work in bedding. We believe that convention visitors will be favorably impressed with the work of Superintendent Ward's men.

Samuel Murray, of 1017 Grand avenue, Kansas City, spent several days of the past week in this city. Long a resident of that thriving city of the west, he is an authority on the horticultural features.

P. G. Panos, Fifth avenue and 125th street, has given up his store. He says that under the present conditions of business, rent is too high. He is likely to find another location as he is an industrious worker.

Registration day, June 5, passed off very quietly in the wholesale district, and not one of the boys shirked, and there was a large number of them who were eligible for the draft.

Edward Gibb, 2110 Seventh avenue, Alhambra Theatre building, has closed his store and says he got out "clean." He will rest for two months and may then seek another location.

James Gazetas, the Bronx Park Florist, 2772 Webster avenue, has a neat store and it is always a pleasure to call on him as he is always cheerful and optimistic.

L. Gluck, of Lexington avenue and Twenty-third street, had a fine wedding decoration, June 9, in the Swedish church. Many flowering plants were used.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

Orders taken now for 1917 crop
Valley
Chas. Schwake & Co., Inc.
90-92 W. Broadway, New York

—We are—
Wholesale Florists
Have twenty-two years' experience behind us, and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.
GUTTMAN & RAYNOR,
INC.
PHONES: FARRAGUT { 558 2036 2037
101 W. 28th St., NEW YORK

Costos Sakelos, the Colonial Florist, who gives his customers the benefit of low prices, has recently been doing a heavy business at his many stores.

Secretary John Young of the Society of American Florists has gone to Chicago and St. Louis in the interests of the next national flower show.

Miss Grace Durkin, bookkeeper for J. S. Fenrich, recently visited Liberty, N. Y., as the mascot of the Seventy-first regiment, N. Y. N. G.

The June club meeting and a very important committee meeting were held on June 11, a full report of which will be elsewhere found.

James M. King, 2783 Webster avenue, Bronx, having other engagements, has practically turned over the store to Miss King, his daughter.

Recent advices from C. H. Totty, of Madison, N. J., who has had an attack of rheumatism, state that he is greatly improved.

Joseph A. Manda was in Cleveland, Ohio, June 4, and delivered a lecture on "Orchids" before the Cleveland Florists' Club.

William P. Ford is handling an exceptionally fine lot of pink and white peonies from a Pennsylvania shipper.

A. F. F.

PAUL MECONI
WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

J. J. COAN, Inc. Wholesale Florist
115 West 28th Street, NEW YORK
Phones 5413 5891 Farragut
EVERYTHING IN CUT FLOWERS

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Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
PHONES—4024 and 4025 MADISON SQUARE

GEO. J. POLYKRANAS
Wholesale Commission Florist
Consignments Solicited
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

Walter F. Sheridan
Wholesale Florist
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301.
Mention the American Florist when writing.

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Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone 7362 Madison Square
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107 W. 28th St., New York
Telephone 5335 Farragut.

Geo. C. Siebrecht
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102 West 28th St., New York

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HERMAN WEISS
Wholesale Florist
130 W. 28th St., NEW YORK

Wholesale Flower Markets

NEW YORK, June 13.	Per 100
Roses, Beauty, special	20 00@30 00
" " extra and fancy	10 00@15 00
" " No 1 and No 2	2 00@ 6 00
" Prima Donna	50@ 8 00
" Alice Stanley	50@ 4 00
" Mrs Geo. Shawyer	50@ 4 00
" Double White Killarney	4 00
" Killarney, Special	4 00
" " No 1 and No 2	50@ 1 00
" " Queen	50@ 4 00
" " Brilliant	50@ 4 00
" Aaron Ward	1 00@ 5 00
" Sunburst	50@ 5 00
" J L Mock	1 00@ 6 00
" Ophelia	50@ 5 00
" Mrs. Chas. Russell	50@ 5 00
" Hadley	2 00@25 00
" Hoosier Beauty	50@ 4 00
Cattleya Orchids, special	40 00
" " inferior grades	25 00@35 00
Rubrums	4 00@ 5 00
Lilies, Longiflorum and Formosum	3 00@ 4 00
Lily of the Valley	2 00@ 4 00
Carnations	50@ 1 00
Mingonnette ...per doz	25@ 50
Sweet Peas	25@ 50
Sweet Peas, Spencers	75
Snapdragons	2 00@ 4 00
Stocks, double	6 00@ 8 00
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus....doz. bchs.	2 00@ 3 00
Smilax.....doz. strings,	2 00@ 3 00
Iris.....per doz	25@ 35
Peonies	50@ 2 00
Gladiolus.....per doz.,	25@ 35
Gladiolus, America	50
Yellow Daisies	50@ 1 00

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Orchids, Roses, Carnations, and all the other best products of the leading growers.
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Trade Directory
Containing the Names and Addresses of Florists of the United States and Canada.
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ANNOUNCEMENT.

AFTER June 30th, 1917, all Wholesale Jobbers in Cut Flowers and Florist Supply Houses will close on Sunday by order of Wholesale Cut Flower and Allied Trade Association of New York.

Florists will please make their purchases on Saturday.

J. K. Allen
W. S. Allen
Badgley & Bishop
Henry F. Bayles
James Coyle
Geo. Crawbuck Co., Inc.
Eugene Dailledouze
Joseph S. Fenrich
J. J. Fellouris
J. J. Coan, Inc.
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Reed & Keller
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Paul Meconi
B. S. Slinn, Jr.
Clarence Slinn
Geo. C. Siebrecht
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Walter F. Sheridan
Patrick J. Smith
L. B. Nason
N. Lecakes
Philip Kessler
Wm. Kessler
H. E. Froment
H. M. Robinson Co.
N. Y. Cut Flower Co.
Joseph Millang
Chas. Millang
Frank Millang
The Kervan Co.
House of Ferns
Joseph J. Levy
N. Y. Florist Supply Co.
M. C. Ford
W. P. Ford
Traendly & Schenck
Bonnot Bros.
A. Sauter
Growers Cut Flower Co.
A. L. Young
John Young & Co.
Pennock-Meehan Co.
Riedel & Meyer
Matthew Sampson, Jr.
Herman Weiss
A. H. Langjahr
Aubry S. Nash
F. C. Scheerer
Hentz & Nash, Inc.
P. B. Rigby
Morris Glass
Gunther Bros.
G. Polykranas
James McManas
Goldstein & Futterman
Henshaw Floral Co.
Guttman & Raynor, Inc.
United Cut Flower Co.

New York Florists' Club.

The club met in its rooms in the Grand Opera House building on the night of June 11, President Stumpp in the chair, with a good attendance.

E. C. Vick, whose committee had met in the afternoon, made an exhaustive report on the estimated cost of entertainment of visitors to the S. A. F. convention. Patrick O'Mara presented a resolution to abandon the entertainment on account of war conditions. After a lengthy discussion, in which Mr. O'Mara, F. R. Pierson, W. A. Manda, P. B. Rigby, C. H. Totty, John G. Esler, Emil Schloss, Chas. Schenck and others participated, it was decided to have no entertainment other than a theater party for the ladies of the members attending.

A motion was carried that the club invest $5000 of its funds in Liberty bonds. It was also voted to donate $1000 to the Red Cross.

Appropriate resolutions on the death of Peter L. Bogart were read and adopted. Notice was given of the bereavement of W. E. Maynard, a member of the club, by the death of a daughter.

The following were elected to membership: S. Kahn, New Springville, S. I.; John Featherstone, Tarrytown, N. Y.; D. J. Pappas, 111 West Twenty-eighth street; Fred Bergman, 341 Madison avenue; Eric Otto, 341 Madison avenue, and Reo M. Guido, 341 Madison avenue, New York.

J. Otto Thilow, of Philadelphia, took the club on a delightful trip through Hawaii in his illustrated lecture on "Life and Flora of Hawaii." His lecture was an agreeable ending of a somewhat heated meeting. He was given a standing vote of thanks. On account of the approaching S. A. F. convention, the club will break its rule and hold a July meeting. The Garden Magazine exhibited a collection of irises and P. W. Popp exhibited a plant of Nierembergia gracilis, both exhibits receiving votes of thanks.

Among those present at the meeting were E. G. Hill, of Richmond, Ind., and Samuel Murray, of Kansas City, Mo.

A. F. F.

Washington, D. C.

BUSINESS VERY QUIET.

The supply is plentiful and prices are low as can be expected at this time of the year. Peonies are arriving in large numbers and are offered at buyers' prices. Business has taken quite a drop and now that summer weather is here, some of the stores are closing at 6 p. m.

NOTES.

Z. D. Blackistone has been very busy the past week with wedding decorations, and his farm on the Potomac is taking considerable of his time.

The S. S. Pennock-Meehan Co. is receiving some exceptionally fine lilies and delphiniums.

Harry Ley is nursing a badly wrenched arm and is unable to run his 4d to town.

Visitor: Joseph Smith, Newark, N. J.

G. C. D.

Rochester, N. Y.

AMPLE SUPPLY OF GOOD STOCK.

The market is well supplied although stock of the outdoor varieties has practically passed. A few peonies and lilacs are now arriving. Carnations are wonderful for June and the same is true of roses. Sweet peas are unusually good. A few Gladiolus America of extra good quality are to be had. Outdoor lily of the valley is also excellent. Harrisii lilies are plentiful. American Beauty at this writing is not very good, the buds being small and imperfect. Flowering plants are scarce.

NOTES.

Joe Cannon, well-known to the trade here, is recovering from an operation at his home in Wilkes-Barre and will soon be able to return to his position with S. A. Anderson at Buffalo.

The Wilson Wholesale Floral Co. opened its doors for business June 9. The first day gave promise of a growing business.

Some of the best white carnations seen in this market are coming from Chester Ament on Ridgeway avenue.

Wm. Baker, formerly of Buffalo, was here calling on the local trade this week. He may locate in this city.

Schuyler Arnold, of Spencerport, is supplying aster seedlings which are strong and thrifty.

The New York Florist is having a big call for bedding stock. Hanging baskets are a feature here.

Salter Bros. have a display of cut Solomon's seal, which is interesting to the public.

Hugo Teute is disposing of some excellent hybrid rose bushes.

Visitors: Stephen Green, representing H. Bayersdorfer & Co., Philadelphia, Pa.; Julius Berg, New York.

CHESTER.

WAUKEGAN, ILL.—John Landis, formerly with the Meredith Flower & Vegetable Co., of Libertyville, is now with Theo. Meyer, local florist.

DAYTON, O.—The Montgomery County Horticultural Society held its June meeting at th Dayton State Hospital. The programme included a number of interesting papers and there were excellent exhibits of flowers and vegetables.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857.

Wittbold FLORIST

745 Buckingham Place.

L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing.

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullanphy Florists (INCORPORATED)

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Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Mention the American Florist when writing.

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing.

Milwaukee, Wis.

National Florist

J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph Delivery Association.

THOS. F. GALVIN
INC.

NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street

Deliveries to Steamers and All Eastern Points

Mention the American Florist when writing

Max Schling

NEW YORK.
No. 22 West 59th Street
Adjoining Plaza Hotel
Member of the Florists' Telegraph Delivery

Original Decorations a Specialty.
Branch:
THE VANDERBILT HOTEL
Main Phone, Murray Hill, 783 — Park Ave. and
Branch " " " 1808 — 34th St.

Kottmiller

Member F. T. D.
426 Madison Ave.
And 49th St., NEW YORK

Chicago.

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J. J. Habermehl's Sons

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The Best the Market Affords.

We cover Eastern Pennsylvania, New Jersey and Maryland.

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We are in the Heart of
And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

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Bangor, Me.

Adam Sekenger

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No. 32 NEWBURY STREET

We cover all points in Maine.

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San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Minneapolis, Minn.

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H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

Mention the American Florist when writing

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TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
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Western Union Code.

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ALPHA FLORAL CO.

146 S. Wabash Avenue

Largest and most centrally located store in the city. All orders given prompt attention.

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Wire and Mail Orders Our Specialty.

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Palmer's

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Members Florists' Telegraph Delivery Association

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THE F. WALKER CO.

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LARGEST FLOWER STORE IN THE CITY

Mention the American Florist when writing

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Established 1874.
DARDS
N. E. CORNER 44TH ST. AND MADISON AVE.
Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.
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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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Largest Floral Establishment in America
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Syracuse, N. Y.
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FLORIST
536 SOUTH SALINA STREET
General designs—All flowers in season

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Amsterdam, N. Y.—John C. Hatcher.
Bangor, Me.—Sekenger, Adam, 32 Newbury St.
Boston, Mass.—Comley, Henry R.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Brooklyn Cut Flower Market.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Son, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, the Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—Edward A. Forter.
Cleveland, O.—A. Graham & Sons.
Cleveland, O.—Chas F. Kirchner.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Texas—Potter Floral Co.
Ft. Smith, Ark.—George Rye.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Palez.
Los Angeles, Calif.—Howard & Smith.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Quebec—The Dominion Floral Co.
Minneapolis, Minn.—Whitted Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—Philips Bros.
Newark, O.—Chas. A. Duerr.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New York—Dard's, 44th and Madison Ave.
New York—Hanft Bros.
New York—Hession.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Thos. F. Galvin, Inc.
New York—Max Schling, 22 W. 29th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
New York—The Boulevard Floral Co.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—M. J. Callahan.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia—The London Flower Shop, Ltd.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Providence, R. I.—T. J. Johnston & Co.
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Steubenville, O.—Huscroft's Flower Shop.
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Corner Broadway and Gratiot Avenues.
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Regular Trade Discount.
215 W. FOURTH STREET.

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ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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Huscroft's Flower Shop

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Friedman

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Covers all New England points.

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Members Florists' Telegraph Delivery Ass'n.

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1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

THE DOMINION FLORAL CO.

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Every order receives prompt and careful attention

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For Wisconsin Delivery
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Get in touch with
J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

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853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

Mention the American Florist when writing.

WORCESTER, MASS.

Randall's Flower Shop,

13 Pleasant Street.

Member of Florists' Telegraph Delivery.

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Successor to A. Sunderbruch's Sons

128 W. Fourth St., Phones, Main 1874–1875

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EVENDEN BROS. CO.

Largest Growers in Central Pa.

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50 years experience in the florist business guarantees efficiency to take care of all orders. 20 per cent allowed.

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Flower Shops: 50 E. Main St., Amsterdam, N. Y.
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"Penn, The Telegraph Florist"

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132 North State Street, CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

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DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

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Florists, Seedsmen and Nurserymen

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EXPERTS TO ARRANGE THEM.

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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PROVIDENCE, R. I.

and all T. J. JOHNSTON & CO.

NEW ENGLAND POINTS. 107 WASHINGTON ST., PROVIDENCE

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The Seed Trade

American Seed Trade Association.
Kirby B. White, Detroit, Mich., President; F. W. Bolgiano, Washington, D. C., First Vice-President; L. L. Olds, Madison, Wis., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary and Treasurer. Thirty-fifth annual convention, Detroit, Mich., June 19, 1917.

TURNIP, it is said, will yield little or no seed in 1917 and dealers are advancing prices now.

VAUGHAN'S SEED STORE employes, Chicago, have taken liberty bonds to the value of $3,000 on the installment plan.

JUNE 13 the retail seedsmen continue busy, east and west, the demand being mostly for seeds and plants of vegetables.

There will be very little planting of seed beans in Michigan before June 20 unless warm weather comes in advance of that date.

ROCKY FORD, COLO.—Conditions for muskmelon and cucumber crops have been rather favorable, but acreage, as compared with business booked, is rather light.

VISITED CHICAGO: G. W. Kerr, with W. Atlee Burpee & Co., Philadelphia, Pa., returning from California; Geo. C. Thompson, of Northrup, King & Co., Minneapolis, Minn.

BOSTON, MASS.—The Jos. Breck & Sons, Corp., had a conspicuous advertisement in recent issues of the local newspapers thanking patrons for their forbearance through a trying season.

ONION SETS in the Chicago district are doing well, much improved by warmer weather. Some smut is appearing, and there has been some damage done by maggots and windstorms.

LOS ANGELES, CALIF.—John C. Bodger, of John Bodger & Sons Co., and wife left June 12 for the annual convention of the American Seed Trade Association, to be held at Detroit June 19-21.

TARIFF.—From present indications it is not considered likely that congress will interfere with the tariff at this session. If any change is made it is highly improbable that the old advolorem duty will be revived.

THE W. W. Barnard Co., Chicago, reports its business this season heavier than ever experienced. The volume far exceeds any former record. Sales have been largely on those seeds which go to produce foods. Sales on bulbs, flower seeds and other ornamentals have probably been less than normal. One noticeable feature is the "first-timers" who have sought information and purchased seeds. The vegetable plant demand has been and is still of unusual strength with really first-class stock extremely scarce.

Tag Ruling for Shipments in Bags.

The Department of Commerce, in a ruling effective June 4, has notified New York seedsmen that due to the fact that many delays and losses have occurred due to tags simply tied onto bags being torn off in transit, express companies will, after that date, receive only such shipments where tags are sewed on bags of seed with duplicates of such tags inside the bags. The same ruling also specifies that all plants for express shipment shall be crated.

LAWRENCE S. PAYN, representative of Simon Louis Freres & Co., well known to the American trade, regrets that on account of present conditions and difficulties of travel, he is compelled to forego the pleasure of meeting his many American friends this season. The forces of the allies have been increased by the addition of a fine boy and girl to his family. Vive les jumeaux.

Iowa Seed Dealers' Association.

The annual meeting of the Iowa Seed Dealers' Association, held in the Chamber of Commerce rooms, Des Moines, June 12, was an interesting and well attended gathering. The well-balanced programme included a number of well-known speakers, among them being Professors H. D. Hughes and A. T. Irwin of the Iowa State College, Ames, their topics being "Seed Purity and Seed Laws" and "The Shortage of Vegetable Seed," respectively, both of which proved very interesting and timely. A feature of the meeting, also, was a discussion upon the necessity of having seed growers exempted from draft to increase production. The business meeting was followed by a banquet and an auto ride in the evening. On Wednesday an inspection trip was made to the Iowa State College.

The following officers were elected for the ensuing year: F. H. Page, Des Moines, president; C. E. Atherton, Deep River, vice-president; A. M. Eldridge, Shenandoah, secretary; John T. Hamilton, Cedar Rapids, treasurer. Among those in attendance were: W. C. Grote, Council Bluffs; A. M. Eldridge and T. F. Finnell, Shenandoah; John T. Hamilton, Cedar Rapids; C. E. Atherton and wife, Deep River; E. M. Cole, Pella; J. M. Jensen and Jas. Galloway, Waterloo; B. S. Billings and wife, Marshalltown; G. L. Kurtzweil and wife, M. Kurtzweil and wife, E. T. Pierce and wife, Miss McMillen, F. H. Page and O. Lorenz, Des Moines; J. T. Hoffler, Nora Springs; J. F. Sinn, Clarinda; G. H. Cummins, Sioux City; W. H. Talbot, Osceola; Guy E. Graves, Chariton; M. Shipley, Lamoni, and Albert Weiss, Denison.

A. M. ELDRIDGE, Sec'y.

California Seed Crops.

San Jose.—The California Seed Growers' Association, Inc., reports on seed crops as follows:

"A good acreage of beet is looking well and an average crop in general is anticipated. Radish is disappointing, the early planting having been badly damaged by cold weather and replanting delayed by heavy rains. The crop will be poor and not to be depended upon. Parsnip acreage is limited and crop only fair; anticipated delivery not over 50 per cent. Salsify is looking good. Onion is in splendid condition, with no evidence of mildew and a fairly good crop should be harvested. Mustard appears in fairly good condition, but a very heavy crop is not expected. Parsley looks promising, with the exception of Hamburg Turnip Rooted, which is a failure. All the leading varieties of carrot show up well. Celery is estimated as a good crop. A dry spring has damaged endive and it has been hard to get a good stand. Lettuce is doing very well with the exception of New York and Wonderful, which show very poor stands. Other leading varieties promise good crops. Sweet peas are poor, with delivery estimated at 30 to 40 per cent.

"Regarding the crop for 1918 the association reports that adequate preparations are being made to efficiently handle beet, carrot, parsley, parsnip, salsify and celery, a sufficient stock of all varieties being on hand, and the intention is to plant a much larger acreage. The supply of onion bulbs for next fall's planting will be abundant and there will be the usual good acreages of lettuce, mustard, radish and sweet peas."

French Bulb Conditions.

French growers are reported as unwilling to accept the risk of export in case shipping difficulties arise. They are reported as saying to the French jobbers, that bulbs bought must be paid for whether shipping facilities permit export or not, and some of them are adding a demand for payment on account, as earnest money, confirming a definite purchase of the goods, regardless of exporting facilities. Neither the French jobber, who handles such deals on a limited commission, nor the American importer, can really afford to purchase bulbs, which under certain conditions, cannot be moved forward. Some French jobbers are declining business.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Dracaena Canes

FALL SHIPMENT

All Commercial Varieties

Write for Prices.

McHutchison & Co.

THE IMPORT HOUSE

95 Chambers St., NEW YORK

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Thorburn's

SEEDS AND BULBS

For the Trade

J. M. THORBURN & CO.

Established 1802

53 Barclay Street, - New York

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Arthur T. Boddington Co. Inc.

SEEDSMEN

128 Chambers St., New York

My Winter Orchid-Flowering

Sweet Pea Price List

Has Been Mailed.

It Contains Many Splendid Novelties.

If you have not received a copy, send postal to

Ant. C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

American Bulb Co.

A. Miller, President.

WHOLESALE DEALERS IN

Bulbs, Seeds, Supplies, Etc.

178 N. Wabash Ave., Chicago, Ill.

Mention the American Florist when writing.

R. & M. GODINEAU

SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

WRITE FOR OUR

SPECIAL OFFER

Crop 1917—Ready June 15th.

ASTER—All varieties including **AMERICAN BEAUTY** and our latest novelties.

PETUNIAS, STOCKS, ZINNIAS, PORTULACA, double and single; **SALPIGLOSSIS.**

SWEET PEAS—Early and late Spencers.

NASTURTIUMS—and other flower seeds.

JOHN BODGER & SONS CO.

STATION E. :-: :-: LOS ANGELES, CALIF.

ORDER SEED PACKETS NOW FOR 1918

Paper scarce. Requirements will be double.

THE BROWN BAG FILLING MACHINE CO.

FITCHBURG, MASS.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. KinzieSt.. Telephone Main 2762. CHICAGO

The L. D. Waller Seed Co.

Guadalupe, California

Wholesale Growers of

FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS

Correspondence Solicited.

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.

Rocky Ford, Colorado.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

LOUISVILLE, KY.—It is reported that Churchill Downs, the famous race track here, will be planted with potatoes, which will be given to the government.

Prices of Indoor Fruits and Vegetables.

Chicago, June 12. — Mushrooms, home grown, No. 1, 50 to 75 cents per carton; lettuce, cases, 10 to 15 cents; radishes, $1.00 per hundred bunches; celery, $2 to $2.50 per crate; tomatoes, six baskets, $1.50 to $2.00; cucumbers, per dozen, $1.00 to $1.50.

New York, June 12.—Celery, per crate, $1.25 to $2.50; cucumbers, $3 to $3.50 per basket; mushrooms, $1 to $2 per 4-lb. basket; tomatoes, 10 to 15 cents per pound; radishes, per hundred bunches, 50 cents to $1; lettuce, per basket, 25 cents to $1.50; rhubarb, per dozen bunches, 75 cents to $1.25.

Fruit Crop in California Large.

J. W. McClymonds, vice-president and general manager of the Pacific Fruit Express, and one of the best posted men in the west on horticultural conditions, estimates that the California orange crop will be ten per cent more than last year, and the melon crop in the Imperial Valley will run from 25 to 30 per cent heavier. Turlock melons will be about the same as last season.

Deciduous tree fruit will be about the same as in 1916, but California grapes will be much heavier.

Twenty-seven thousand cars of citrus fruit have been handled so far with the indications pointing to all carriers loading about 50,000 cars.

The Pacific Fruit Express is getting ready to handle the canteloupe crop of the Imperial Valley which will start about May 25. The acreage has been increased from 4,000 to 13,000. The P. F. E. expect to handle 6,000 cars.

The deciduous fruit movement will mingle with the Southern California canteloupe crop. The green fruit crop will probably call for 15,000 cars.

Garden Movement Restricts Demand.

The effects of the home garden movement are now apparent to the market gardener—in the result that he finds a greatly restricted demand for his products, so much so that prices for outdoor-grown vegetables have declined in this vicinity (Ohio) to a point where marketing is unprofitable. This in the face of enormously increased cost of production is certainly a severe strain. Taking the heaviest item of producing costs—seeds, fertilizers, labor and horse-feed,—these have soared to new levels while the products have never sold more slowly nor at lower figures. Last week's local quotations were: Spinach, bu., 25 cents; radishes, doz. bunches, 8-10 cents; lettuce, per lb., 2-3 cents; asparagus, doz. bunches, 50 cents. This means that large areas will never be marketed at all, being a total loss. We write this to show that it is unsafe for a business man to take somebody else's advice too freely. The slogan has been: "Produce all you can!" But where we have a constant agitation for government control of food prices, the aim is always to limit high prices and no attempt is ever made to reimburse the farmer for the low limits. Under present conditions it would have been a sane and sensible thing to do for our government officials to guarantee a minimum price. As it is, production will be greatly discouraged and another return to high levels is the result. In our own case, we expected present conditions, hence planted very sparingly of perishable vegetables. We have at this time fully three-fourths of our acreage in field corn, a crop which we have not produced at all for many years. We also curtailed the production of bedding plants and more than doubled our output of vegetable plants, which, of course, sold readily at advanced prices. What the home gardener will do in the future is hard to predict; at any rate, it will pay the commercial man to keep his ear close to the ground and listen before he plunges headlong. In this locality there does not seem to be a vacant lot nor empty back yard, while large areas have been prepared under co-operative management. Next year we may look for an overproduction of vegetable-plants, a scarcity of bedding stock, and a better market for green products.

MARKETMAN.

Henry Fish Seed Co.
Bean Growers for the Wholesale Seed Trade
CARPINTERIA, CALIF.

Lilium Giganteum
7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.
Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
CONTRACT GROWERS OF
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin
Sweet, Flint and Dent Seed Corn.

Vick's Quality Flower Seeds
In All Leading Varieties.
JAMES VICK'S SONS, Rochester, N. Y.

We carry a reserve stock of all the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply.
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

GERANIUMS

Rooted Cuttings	Per 1000
S. A. Nutt and Buchner	$10.00
Ricard and Poitevine	12.50

Grown right, rooted right, packed right. Quality is as important in summer as in winter. You get quality all the year buying my stock.
ALBERT M. HERR, LANCASTER, PA.

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

F. O. FRANZEN 5319 N. Clark St. CHICAGO

Miscellaneous Plants.

	2-in. 100	2-in. 1000	3-in. 100	3-in. 1000
Cuphea	$2.00	$18.50	$3.00	$25.00
Coleus, 10 varieties.	2.00	18.50	3.00	25.00
Heliotrope	2.00	18.50	3.00	25.00
Lemon Verbenas	2.00	18.50	3.00	25.00
Lantanas, 10 varieties	2.00	18.50	....	....
Moonvines, white and blue	2.00	18.50	3.00	25.00
Petunias, Double Fringed, Mixed	2.00	18.50	....	....
Chrysanthemums, Pompon	2.00	18.50	....	....
Scented Geraniums	2.00	18.50	3.00	25.00
Swainsona, white and pink	2.00	18.50	3.00	25.00
Abutilon, Savitzii	3.00	....	4.00	....

Send for Catalogue. Cash with Orders.
GROWERS OF PLANTS FOR THE TRADE.
R. VINCENT Jr. & SONS CO.,
WHITE MARSH, MD.

BEDDING PLANTS

Wandering Jew, 5 varieties, Lantana, Trailing Lantana, Sweet Alyssum, Ageratum, Feverfew, Dusty Miller, Salvia, German Ivy, Rose Geranium, Cupheas, Mesembryanthemums, large flower, Petunias, double and single, Snapdragons, Verbenas, Phlox Drummondi (3 colors), Coreopsis, Centurea Imperialis, Calendulas and African Marigolds. All above 2½ in. stock, $3.00 per 100; $25.00 per 1000.

FUCHSIAS
2 in.....3c each 2½ in.....4c each
3 in.....6c each 4 in.....12c each
4½ in.....15c each

BEGONIAS
Chatelaine, Vernon, Prima Donna, Erfordii, 2½ in., 5c each.

COLEUS—Brilliancy
2 in., $5.00; 3 in., $10.00; 4 in., $25.00 per 100; 6 in., 50c each.

DRACAENA INDIVISA
4 in.....15c each 5 in.....25c each

SALVIA—Bonfire
2½ in., $3.00 per 100; 3 in., $5.00 per 100; 4 in., $8.00 per 100.

PETUNIAS
California and Fringed Giant
2½ in., $3.00; 3 in., $8.00 per 100.
Rosy Morn, 2½ in.....$4.00 per 100

PYFER & OLSEM, Wilmette, Ill.

LILIUM GIGANTEUM.

Cold Storage Lilies

For Summer Blooms

LILIUM GIGANTEUM

	Per 1000
7- 9-in. (Case of 300, $15.00)	$45.00
8- 9-in. (Case of 250, 15.00)	58.00
9-10-in. (Case of 200, 16.00)	75.00

COLORED LILIES

Splendid Solid Bulbs.

	Per 100	Per 1000
Lilium Auratum, 8-9 in. (160 to case)	$5.50	$48.00
Lilium Auratum, 9-11 in. (100 to case)	8.00	75.00
Lilium Rubrum, 8- 9 in. (160 to case)	5.50	50.00
Lilium Rubrum, 9-11 in. (100 to case)	9.00	85.00
Lilium Album, 9-11 in. (100 to case)	12.00	100.00

NEW YORK **Vaughan's Seed Store** CHICAGO

Our Spring "BOOK FOR FLORISTS" Should Hang at Your Desk.

97th Year

J. BOLGIANO & SON,

Wholesale Garden and Field Seeds, Onion Sets, Seed Potatoes

Growers of Pedigree Tomato Seeds — Baltimore, Md.

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.

EDGAR F. HURFF,

Correspondence Solicited. — SWEDESBORO, N. J.

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ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Get Quotations From

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SEEDS WHICH SUCCEED

Bloomsdale Farm. — **Bristol, Pa.**

Mention the American Florist when writing

Trade Directory

PRICE: $3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,

PEDRICKTOWN, N. J.

Mention the American Florist when writing.

Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,

CHICAGO, ILL.

Mention the American Florist when writing.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. — MILFORD, CONN.

Mention the American Florist when writing.

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER.

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

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TO THE TRADE—CROP 1917

Choice Flower Seeds

Renowned Specialties

Catalogue free on application.

JOSEPH PAQUET, Seed Grower

Boulevard Magnan, NICE, FRANCE

CHRYSANTHEMUMS

Novelties For 1917

The Best Of 1916 Introductions.

Standard varieties, both commercial and Exhibition.

NOW READY.

Also **Pompons, Anemones and Singles.**

Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.

Adrian, Mich.

A. N. Pierson, Inc.

Wholesale Florists

CROMWELL, - CONN.

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

The Nursery Trade

American Association of Nurserymen.
John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.
Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

FRESNO, CALIF.—F. P. South, secretary of the Kirkman Nurseries, died recently.

SEATTLE, WASH.—The exhibition of the Pacific Northwest Rose Society will be held June 18-19, the proceeds to be donated to the Red Cross Society.

PITTSBURG, KAN.—Carl Holman has one of the finest collections of peonies at his establishment ever seen in this vicinity, for which there has been an excellent demand.

Birches and Elms Dying.

ED. AMERICAN FLORIST:

Some elms, 50 to 70 years old, and cut-leaf white birches are dying off on our college campus. What special care can be given now to save the trees?

Illinois. E. A. H.

The birch is a very short-lived tree at its best. In this locality an age of 15 to 20 years is considered its limit, and of late the ravages of the bronce birch borers cut down this average considerably more. It is hard to say what might be the cause without being familiar with the conditions.

The elm at the age of 50 to 70 years should be in its prime, if conditions are favorable. Hard-packed soil, without a chance to aerate, lack of fertile soil or moisture tend to shorten the life of any tree. In the first instance the remedy would be to loosen up the soil around the tree as far out from the trunk as the branches go and dig in some well rotted cow manure, not only for the sake of the fertilizing but also to keep the soil in a porous condition, and after the grounds are seeded down again a light mulch of well rotted horse manure should be applied—not thick enough to prevent the grass from coming through, but enough to keep the soil from hardening too much by constant tramping.

If the digging up is not practicable for some reason, holes may be made with a crowbar to a depth of eighteen inches and about two feet apart; then some fertilizer like sheep manure, bone meal, dried blood, etc., may be dropped in these holes and followed by copious waterings. For stimulant, a careful application of nitrate of soda will often cause such trees to rally, and then make use of the above mentioned fertilizers.

In the way of trimming, the trees may be in need of a thorough cleaning and a vigorous topping back to stimulate new growth. If such is the case, any big wound or stub caused by such work should be well treated and examined from time to time. The new growth that will form at the stubs should be thinned out in about two or three years, and the ones to be left carefully selected, in order to give the tree a good shape. Topping is usually tabooed by tree experts, but if done right it is the means of saving many trees. E. MEYER.

Double-Flowered Cherries.

Small plants covered with flowers of two of the handsomest of the double-flowered Japanese cherries can be seen in the cherry collection on the right-hand side of the Forest Hills road. They are varieties of Prunis serrulata, var. sachalinensis, the so-called Sargent cherry, and are named fugenzo and albo-rosea. The first has rose-pink flowers and bronze-colored young leaves, and is believed to be one of the most beautiful of all double-flowered cherries. This plant has become common in English gardens under the name of "James H. Veitch." In Japan it is called "kofugen" or "benifugen." The form albo-rosea has pink flower-buds which become quite white as the flowers open. Like those of the form fugenzo, the flowers have two green leafy carpels in the center and these distinguish these two varieties from all the other Japanese double-flowered cherries. There are 12 other double-flowered forms of the Sargent cherry among the 75 varieties of different species of cherries cultivated by the Japanese for the beauty of their flowers and introduced into the arboretum by Wilson two years ago. In the last 50 years many attempts have been made to cultivate some of these plants in the United States and Europe, but with no great success, and they are now imported in considerable numbers every year into the United States from Japanese nurseries. Such plants, however, are short-lived and unsatisfactory, and from studies of these cherries in Japan Mr. Wilson became convinced that it was the stock on which they were worked in Japan as well as in the United States and Europe that was the cause of their failure, and that the only hardy, long-lived reliable stock for them was the wild type of the Sargent cherry. If his conclusions are correct, there seems no reason why these double-flowered forms should not grow here to be large and long lived trees. The double-flowered Japanese cherries bloom later than the trees with single flowers and in normal seasons just before or with the lilacs; they remain in flower for several days, and if they prove really successful when the proper stock is used on which to graft them, the beauty and interest of the spring gardens of the United States will be greatly increased.—Arnold Arboretum Bulletin, June 9, 1917.

SAN DIEGO, CALIF.—The marriage is announced of Miss Rosa Marguerite Benard, daughter of Mr. and Mrs. Ernest Benard, to Peter Alexander Becker, June 1.

WEST ORANGE, N. J.—The New Jersey Floricultural Society has elected the following officers for the ensuing year: Joseph A. Manda, president; Rev. L. H. Lighthipe, vice-president; Edward A. Manda, treasurer; George W. Strange, secretary.

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Transplanted seedlings, 4 leaves and up to 8, mostly fit for 3-in. pots, $5.00 per 100, $40.00 per 1,000; extra select, $6.00 per 100, $50.00 per 1,000; small seedlings for 2½-in. only, $4.00 per 100; $35.00 per 1,000. Careful packing assured. No extra charges on packing.
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Cyclamen. Finest strain, separate colors or mixed, extra strong, 3-in. pots, $10 per 100, $90 per 1,000. Julius Roehrs Co., Rutherford, N. J.
Begonias. Mrs. J. A. Peterson, 2¼-in., $20 per 100, $180 per 1,000. Lorraine, 2¼-in., $14 per 100, $120 per 1,000. Julius Roehrs Co., Rutherford, N. J.

CYCLAMENS. Best strain, separate colors or mixed. 3-in. pots, $10.00 per 100; $90.00 per 1,000. JULIUS ROEHRS CO., Rutherford, N. J.

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DRACAENAS.

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DRACAENA INDIVISA, 4-in., 12c; 5-in., 20 and 25c; 6-in., 50c. ERNEST ROHER, Wilmette, Illinois.

Dracaena Indivisa, 3-in., 7c; 3½-in., 10c; 5-in., 35c. HARRY HEINL, West Toledo, O.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

ECHEVERIAS.

ECHEVERIAS.

	100	1,000
Large size	$5.00	$45.00
Small size	3.50	30.00

Cash, please.
W. H. KIDWELL & SON,
3806 Wentworth Ave., Chicago.

ECHEVERIAS. 350 2½-in., $3.00 per 100; 300 3-in., $4.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

FERNS.

Ferns, 2½-in., good, healthy stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. Nephrolepis. Fine stock for immediate shipment. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson Co., Tarrytown, N. Y.

FREESIAS.

Freesia Refracta Alba, ½x¾, $6.00 per 1000; ¾ up, $9.00. Ready now. Express prepaid if cash is sent with order. HARRY BAILEY, Montebello, Calif.

GERANIUMS.

Geraniums, 4-in., well branched, in bloom. Ricard, S. A. Nutt, Buchner, $8.00 per 100; strong 2¼-in., $2.50 per 100. CHAS. POMMERT, Amelia, O.

GERANIUMS. A. S. Nutt in full bloom and bud at $8 per 100 for cash; without pots. H. W. ALLERSMA, Grand Rapids, Mich.

Geraniums, 2-in., $2 per 100, $18.50 per 1,000; 3-in., $3 per 100, $25 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums out of 3½-in. pots, $7 per 100. Cash. Leonard Cousins, Jr., Concord Junction, Mass.

GREENS.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

HYDRANGEAS.

Hydrangeas for growing on, 2½-in. pots. Last fall propagation. Mme. Maurice Hamar and Otaksa, $5.00 per 100. Jackson & Perkins Co., Newark, New York.

IVIES.

GERMAN IVIES.
4-inch, $1.50 per dozen. Extra fine stock.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

English Ivy, 3-in., 6c; extra strong, 3½-in., 8c; 2 to 3 vines, 2 to 3 ft., 4-in., 15c. HARRY HEINL, West Toledo, O.

GERMAN IVY. 250 3-in., 6c. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

German Ivy, 2½-in., 2½c each. ODOR GREENHOUSES, Iola, Kans.

LAUROCERASUS.

LAUROCERASUS.
24 to 30 inches high, $1.00 each.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

Orchids. All varieties of Colombian Orchids. Careful packing, prompt and efficient services. Write for prices and all particulars. Drew Roca & Co., Inc., 50 Broad St., New York.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

KENTIA FORSTERIANA: SINGLE PLANTS.

	Doz.	100	1000
2¼-inch pots	$1.50	$12.00	$100.00
3 -inch pots	2.50	18.00	150.00

KENTIA BELMOREANA: SINGLE PLANTS

	Leaves.	Doz.	100	1000
2¼-inch pots		$1.50	$12	$100
3 -inch pots,	5 10-12 in. high	2.50	18	150
6 -inch pots,	5-6 26-28 in. high		$1.50 each	

ARECA LUTESCENS.
4-inch pots, 4 plants..............$4.20 per doz.
PHOENIX ROEBELENII.
5-inch pots ....$1.00 each
STEVENSONIA GRANDIFOLIA.
4-inch pots .... 50c each
5-inch pots. ....$1.00 each
LIVISTONA ROTUNDIFOLIA.
4-inch .... 50c each
3-inch ....$14.00 per 100
PTYCHOSPERMA ALEXANDRAE.
3-inch............$1.75 per doz., $14.00 per 100
COCOS WEDDELIANA.
2-inch pots.......$1.75 per doz., $14.00 per 100
LATANIA BORBONICA.
2-inch pots..........75c per doz., $5.00 per 100
MARTINEZIA CARYOTÆFOLIA.
3-inch pots.............30c each, $3.00 per doz.
POEHLMANN BROS. CO.,
Morton Grove, Illinois.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Padanus Veitchii, 4-in., $4.20; 5-in., $7.20; 7-in., $18 to $24; 8-in., $30 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

PANSIES in bloom, $2.00 per 100. HENRY SMITH, Grand Rapils, Mich.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15; 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PETUNIAS.

PETUNIA ROSY MORN.
3-inch, $6.00 per 100.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

PETUNIAS—Single, 300 3-in. Dreer's finest stock dwarf and bushy in bloom. $5.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

PRIMULAS.

PRIMULA MALACOIDES.

	100	1,000
Extra fine stock		
2-inch	$3.00	$27.50
2½-inch	4.00	35.00
3-inch	6.00	50.00

PYFER & OLSEM. Wilmette, Ill.

PRIVET.

California, Polish or Ironclad, Amoor or Russian Privet. Very attractive prices on carload lots. J. T. Lovett, Inc., Little Silver, N. J.

ROSES.

ROSE PLANTS.
Grafted and Own Root.
The Poehlmann Quality. Known Favorably Throughout the Land.

GRAFTED—2½-inch Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond, Sunburst and Ophelia ..... $120 per 1,000
Lots of 5,000 or more..... 110.00 per 1,000

GRAFTED—3½-inch White Killarney and Pink Killarney.
For 3½-inch stock an additional $50.00 per 1,000 will be charged.
These prices are absolutely net cash.

OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady, Richmond, Cecile Brunner, $7.00 per 100 .....$65.00 per 1,000
Lots of 5,000 or more..... 62.50 per 1,000
Sunburst, own root, $10.00 per 100 ..... 90.00 per 1,000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

POEHLMANN BROS. CO.,
Morton Grove. Illinois.

ROSE PLANTS—2½-INCH STOCK.

	100	1,000
Killarney Brilliant	$4.50	$40.00
Pink Killarney	4.50	40.00
White Killarney	4.50	40.00
Sunburst	5.00	45.00
Richmond	4.00	35.00
American Beauty	6.00	55.00
Baby Doll	5.00	45.00
Baby Elgar	4.00	35.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

ROSE PLANTS—GOOD STOCK.
From 3-inch pots.

	100	1000
Pink Killarney	$4.00	$35.00
Richmond	3.50	30.00
White Killarney	4.00	35.00
From 2½-inch pots.		
Sunburst	$4.00	$35.00

GEORGE REINBERG.
162 N. Wabash Avenue. Chicago.

ROSE PLANTS—YOUNG GRAFTED.
4,000 (2½-in.), White Killarney, per 100.$12.00
2,000 (own root, 2½-in.), Sunburst, per 100 ..... 5.00
3,000 (own root, 3-in.), Richmond, per 100 ..... 5.00

BASSETT & WASHBURN,
178 N. Wabash Ave. Chicago.

Roses. Pots for June sales. Choice plants in bud and bloom. 4-in., $2.50 per doz.; $18 per 100. For varieties see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

Roses. Own root, 2½-in. stock and 3-in. plants. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

ROSES. Teas and Everblooming; best standard varities, our selection, 3-in., 6c; 4-in., 10c. Cash. JOSEPH BANCROFT & SON. Cedar Falls, Iowa.

Rose. Irish Fire Flame, 2¾-in. pots, own root, $60 per 1,000. Dailledouze Bros., Lenox Road and Troy Ave., Brooklyn, N. Y.

BABY ROSES. Well-rooted; started in pots; in bud, $4 per dozen. Ernest Rober, Wilmette, Ill.

Roses. Pot-grown, 2¼ and 4-in. Write for list. The Leedle Floral Co., Springfield, O.

SALVIAS.

SALVIA, Splendens, 4-inch pots, $6.00 per 100. Strong, well-grown plants. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

SALVIAS. 4-in., in bloom, $8.00 per 100. Cash. JOSEPH BANCROFT & SON. Cedar Falls, Iowa.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Seed. Winter Orchid Flowering Sweet Pea. New price list containing many splendid novelties now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Asters, Petunias, Sweet Peas and Nasturtiums, etc. Write for our special offer, 1917 crop. John Bodger & Sons Co., Station E, Los Angeles, Calif.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beets, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seed. Grass mixtures for golf, tennis, polo, Meets all requirements. The Albert Dickinson Co., Chicago.

Seeds, choice flower. Renowned specialties. Catalogue free on application. Joseph Paquet, Boulevard Magnan, Nice, France.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

SEEDS.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Flowers in all the leading varieties. James Vick's Sons, Rochester, N. Y.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

SPHAGNUM MOSS.

Sphagnum Moss, for florists and nurserymen. Contract prices made now. Vaughan's Seed Store, Chicago and New York.

STOCKS.

Stocks. Ten Weeks' Cut and Come Again mixed and separate colors. 2½-in., $2.00 per 100. Cash. A. P. BRACE, Lincoln Ave., Lockport, N. Y.

SWEET PEAS.

Sweet Peas. Spencer varieties. For names and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

VEGETABLE PLANTS.

CELERY PLANTS. Golden self-blanching (French strain), also the grand, new, easy blanching variety, which is easy to grow; fine plants, ready for the field, $2.00 per 1,000 or $8.75 per 5,000. Cash.
BRILL CELERY GARDENS, Kalamazoo, Mich.

Special fine field-grown cabbage plants, 85c per 1,000; 10,000, $6.50; seven varieties. Tomato, $2.50 per 1,000; 10,000, $20.00. Well packed, shipped anywhere, guaranteed. Cash. TIDEWATER PLANT COMPANY, Franklin, Virginia.

Transplanted tomato, peppers and egg plants, $5.00 per 1,000. H. ROLFE, Hammonton, N. J.

VERBENAS.

VERBENAS. 1,000 fine bushy 3-in. in bloom, assorted colors, $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

VINCAS.

VINCAS. Varigated, extra heavy stock, not long stringy stuff. 300 3-in., at 6c; 600 3½-in., at 10c; 500 4-in., at 15c; 100 4-in. green variety, $10.00. Flowering White, 100 3-in., at $5.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

Vinca variegated, out of 4-in. pots, $12.50 per 100. Leonard Cousins, Jr., Concord Junction, Mass.

Vinca variegata, 4-in., $12.00 per 100. Worth 1,000. Elmer Rawlings, Allegany, N. Y.

MISCELLANEOUS.

Have a uniform temperature in your greenhouses every day of the year by using Morehead Back-to-Boiler System. Eliminate sluggish circulation in your steam lines. For further particulars write Morehead Manufacturing Co., Detroit, Mich.

Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Rustic Hanging Baskets; natural growth cypress; also rustic stands. Price list and sample postpaid, 25c and 50c. Victor Schmelz & Son, Route A, Sanford, Fla.

White wood easels. Very desirable for mounting floral designs. Sizes 36 inches to 66 inches. 50c to $1.15 each. Geo. H. Angermueller, 1324 Pine St., St. Louis, Mo.

Heavy hanging baskets with extra heavy hangers. For sizes and prices see advertisement elsewhere in this issue. The McCallum Co., Pittsburgh, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

KING CONSTRUCTION COMPANY, North Tonawanda, N. Y.

GREENHOUSES

We Claim Maximum Strength and Minimum Shadow. Investigate

BRANCH OFFICES: New York, 1476 Broadway; Boston, 113 State St.; Scranton, 307 Irving Ave.; Philadelphia, Harrison B'dg., 15th and Market Sts.

MISCELLANEOUS.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Munson, 1433 Wells St., Chicago.

Vaughan's Japanese plant tubs, height 13-in., diam. at brim 12½-in. Each, 75c; 10 for $7.00. Vaughan's Seed Store, Chicago and New York.

Trees, shrubs and plants for all purposes. Wholesale and retail. Send for catalogue. The New England Nurseries Co., Bedford, Mass.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburgh, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works, 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesvile, O.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, Ohio.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogues. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Wired toothpicks, Bestbilt brand, $2 per 10,000. Geo. Herrmann, Inc., Mt. Vernon, N. Y.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

MISCELLANEOUS.

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Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. We design, manufacture and build greenhouses of every style and size. Building material of all kinds. American Greenhouse Mfg. Co., 1000 Masonic Temple, Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. Builders of greenhouses and conservatories of every description. Lord & Burnham Co., 42nd Street Bldg., New York.

Gulf cypress greenhouse materials, hotbed sash, brackets, hose, etc. Metropolitan Material Co., 1303-1319 Flushing Ave., Brooklyn, N. Y.

Greenhouses, built to last. Supplies at rock-bottom prices. S. Jacobs & Sons, 1363-1385 Flushing avenue, Brooklyn, N. Y.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse construction. Estimates on request. The Foley Greenhouse Mfg. Co., 31st and Spaulding Ave., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

GREENHOUSE INSURANCE.

Cyclone and hail insurance; also insurance on growing crops while in the fields. The American Mutual Cyclone and Hail Insurance Co., Muncie, Ind.

POTS AND PANS.

Kramer's pot hangers, $1 per doz., by express. I. N. Kramer & Sons, Cedar Rapids, Iowa.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Pots. Hews' standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

Red Pots. Geo. Keller & Sons, 2614-22 Herndon St., Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt., $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 75c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.

FULL SIZE No. 2

We can be of service to you with our complete stock of

Greenhouse Fittings and Sash Operating Device.

Advance Co.

Richmond, Ind.

Supplies at rock-bottom Prices.

S. JACOBS & SONS, 1363-1385 Flushing Ave., BROOKLYN, N. Y.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far. 35c for 1,000; 3,000 for $1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane stakes; closing out. 4 to 6 feet, $4.00 per 1,000. W. R. CRADDOCK, Humboldt, Tennessee.

WIRE WORK.

Florists' wire designs and fancy wire lamp shades. NORTHWESTERN WIRE WORKS, 228 13th Ave., N. E., Minneapolis, Minn.

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BUSINESS ECONOMY

Conserve the National Resources.

Eliminate Waste in Your Business.

**Begin Now to Do Your Share—
It Will Help You and Others.**

One of the biggest items of expense in the greenhouse business is the heating question. Why then for fancy's sake or otherwise do you sit silently by and watch the unnecessary losses of fuel go on day by day?

It is your money that is lost—the waste harms everyone. Stop! Stop!! Stop!!!

Many practical growers have solved this vital question.

You can do so, too.

The remedy is simple.

Get a Kroeschell—the boiler of unequalled fuel economy. It will pay you well.

READ WHAT OUR CUSTOMERS SAY

A Record For the Winter of 1916-1917.

Mr. Wendel is surely pleased with his No. 14 Kroeschell Boiler—it is a PEACH, that is all there is to it. We surely had some winter, which we all know.

Our houses have never been below 52°, and it was not necessary to force our boiler. Best of all, we saved two carloads of coal over a year ago. (Signed)

CROWN POINT FLORAL CO., Crown Point, Ind.
Hans Jepsen, Grower.

Kroeschell Uses Only One-Half the Coal.

Have taken out return tubular boiler which used one-half more coal than the Kroeschell Boiler—it is so easy to regulate that in a few minutes I can run up the temperature by opening drafts. (Signed)

FRANK A. WAGNER, Tiffin, Ohio.

Kroeschell Does the Work of Two Boilers—Saves Fuel.

Your boiler does the work of two tubular boilers—saves fuel, needs less attention, as the fire lasts much longer—is easily cleaned. (Signed) S. E. MUNTZ, Dubuque, Iowa.

Kroeschell Bros. Co.,
445 W. Erie St, CHICAGO

For Maximum Production of Flowers

You must supply the soil with available amounts of Phosphorous.

Don't Experiment But

PLAY SAFE

By Using

Magic Steamed Bone Meal and

Magic Precipitated Bone Phosphate

The two best and most economical fertilizers for supplying available **Phosphorous** in the soil.

Write for Information Blank and Special Prices.

Chicago Feed & Fertilizer Company

Union Stock Yards, Chicago, Ill.

Originators of the Famous Fertilizer Charts For Florists.

Pecky Cypress

WE ARE SPECIALISTS

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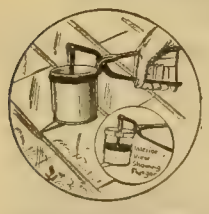

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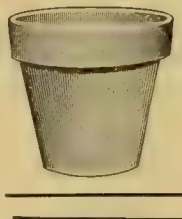

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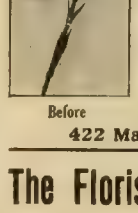

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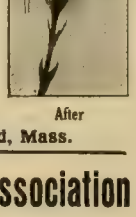

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Vol. XLVIII. CHICAGO AND NEW YORK, JUNE 23, 1917. No. 1566

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR, Houston, Texas, President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., 1918. W. J. VESEY, JR., Ft. Wayne, Ind., President; CHAS. S. STROUT, Biddeford, Me., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition St. Louis, Mo., April 6-15, 1918. BENJAMIN HAMMOND, Beacon, N. Y., President; WM. L. ROCK, Kansas City, Mo., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Fourteenth Annual Meeting at Philadelphia, Pa., June 13-14, 1917.

Cleveland Chosen for 1918.

Splendid Show in Every Respect.

The annual meeting of the American Peony Society was held in conjunction with the Pennsylvania Horticultural Society in the hall of that organization, Philadelphia, Pa., June 13-14. The members of the Flower Show Association of the Main Line were also large exhibitors and worked hard to make the event a success. The first dates set were originally June 7-8, postponed to June 11-12, and finally advanced to June 13-14. The exhibition was one of the best, and in some respects the finest of its kind ever held in this city. The upped hall of the horticultural society was completely filled with collections of 100 separate varieties, one to a vase. These were staged on low tables and labeled so that visitors had no difficulty in distinguishing the varieties. The vases of 25, of which there were quite a large number, were given floor spaces. These were very showy and conspicuous. The entries containing varieties of six, and other classes of three each, contained wonderfully fine flowers—very much the best that have ever been shown in Philadelphia. When asked how the show compared with those previously held by the society in other cities, Secretary Saunders stated that while there might have been larger collections, this one was above the average in excellence. He praised the amateurs who had done nobly and added that the collections staged by James Boyd, E. K. Schultz and A. H. Scott were equal in quality to any that had ever been exhibited before the society. The first named captured first with nearly all of his entries, even in competition with professional classes and winning the blue ribbon for 100 separate varieties in both events.

The largest display was that of H. F. Michell Co., Inc., Philadelphia, who staged over 50 vases, each containing 25 blooms. These were in the north foyer and made a fine showing. Henry A. Dreer, Inc., also of Philadelphia, staged a collection of new varieties, many of them very meritorious. These occupied a position in the south foyer.

Across the end of the hall, in front of the platform, the singles and specimen flowers attracted much attention. Prominent among these was a huge flower of a superb creamy white, eight inches in diameter and six inches in depth. This was Le Cygne, exhibited by James Boyd. Another handsome, sensational loose-tasseled white, at least eight inches in diameter, was named Jubilee. This was staged by Mrs. L. R. Bonnewitz, Van Wert, O. Walter Faxton was another very attractive flower of a most exquisite shade of pink. It was voted by many the most attractive flower in the hall. La Fee was another huge flower of a light shade of pink, a prize bloom in any collection. Martha Bullock is another of the giant pinks, very double but strong stemmed and stood up well. Sarah Bernhardt is of medium size, but a beautiful shade of pink. Baroness Schroeder is a superb medium white of fine form.

The Japanese singles were attractive with their varied colors, each with a full center of yellow stamens.

In Secretary Saunders' collection were several Japanese tree peonies, singles, of wonderful colorings, with great centers of yellow stamens. One of a shrimp pink was very striking.

A genuine novelty was the hybrid tree peony, La Lorraine, a very double flower of medium size, of a bright canary yellow with red at the base of the petals. This attracted great attention.

The quality of the peonies in the various collections was exceptional when we consider that each specimen was a separate variety. The general excellence was attributed to the cool

and backward spring, which has been most favorable for the development of the flowers. Among the varieties that stood out prominently were the following singles: The Moor, very dark red; Matteau, a large white; Lady Margeret Stanley, a good red; Madeline, light pink; Hon. Alfred Deaken, a large rose pink; Major Loder, Esther Smith and Somegonoko. Secretary Saunders exhibited a canary yellow and two unnamed seedlings.

In the double rose and bomb classes, prominent varieties were James Boyd's collections—Le Cygne, Sarah Bernhardt, Therese, Martha Bullock, Enchantress, Mary Brand, La Perle, Roy Blas, Grover Cleveland, Reine Hortense, Claire Dubois, Avalanche, McLe Page, Baroness Schroeder and Adolphe Roussioer. Bertram Farr's exhibit—Gen. Buller, Waterloo, Goliath, Lorch, Geo. Washington and Pierre Reigoux. Exhibit of Elmer Schultz—Gen. Bertrand, Le Cygne, Mme. Lemoine, Marchioness of Lonsdale, Philomele and Jules Elie. Exhibit of Arthur H. Scott—Jules Elie, Mount Blanc, King of England, Susanne, Goliath, La Fee.

A feature was a number of baskets and vases filled with peonies arranged for effect. These various exhibits were quite artistic, handle baskets, vase baskets and low shallow bowls being filled with choice blooms.

Several collections of outdoor cut-flowers and hardy perennials added variety. A vase of campanulas with flower spikes four feet in length from W. S. Ellis, Bryn Mawr, was most noteworthy. On Thursday, exhibits of roses filled a large table the length of the hall. There were several splendid collections, showing good flowers and length of stem, features that are secured by attention to disbudding, pruning, etc. There were also noticed the very latest varieties, showing many of the gardeners alert to get the best and keep their lists up to date.

The judges were A. H. Fewkes, Newton Highlands, Mass.; Professor A. P. Saunders, Clinton, N. Y., and W. H. Thurlow, West Newbury, Mass.

The Business Meeting.

The annual meeting of the society was held in the lecture room in Horticultural hall, at 8 p. m., Wednesday. The attendance was made up of active members of the society, who took great interest in the proceedings.

President Farr had prepared no formal address, but gave an interesting account of the work of the society for the past year, and called attention to the progress made. The trial grounds at Washington and at Cornell were fully three weeks apart in their blooming periods which permitted an inspection of both gardens and comparisons that were most valuable and a great help to the nomenclature committees. The exhibition, he thought, should always be held at a center between the far south and extreme north so as to get as many exhibitors and varieties at the show as possible. The very late varieties were seldom seen at the shows. The society's bulletin, or "Book of the Peony," is coming along gradually. It will list some 500 varieties, giving names and colors according to the color chart. It represents an immense amount of work, which is being done mostly by Secretary Saunders. The various bulletins issued from time to time by the society have done a wonderful amount of good, especially the last, giving the pronunciation of the French names.

The present exhibition he said was very gratifying; it contained as many flowers as at any previous show, but there were more competitors in the various classes, while there never had been better quality. The demand for peonies was undoubtedly growing; they were being largely planted in private and public grounds. There were now some 500 distinct varieties, which the work of the nomenclature committees had arranged in such order that names of varieties could be depended on. Looking back, not so very far, 70 per cent true was a good average in any list, while from Holland one could not expect more than 50 per cent. Now the names should soon be 99 per cent, all due to the work of the society. He advised local exhibitions to knit together the peony lovers of the various sections of the country. A recent issue of a horticultural trade journal had published an account of peony diseases, which he thought entirely too drastic, as it gave a wrong impression of a whole crop being in danger of contagion. He believed the trouble to be mostly local, as he could plant a row of infected roots alternately with a row of healthy plants and would have no fear of their getting diseased. Many growers cut their plants too severely in trying to get long stems, which has a tendency to make the stems rot and ruin the buds for next year. Some years, fungus and rot were worse than others, owing to climatic conditions. Nodules seen on roots need not cause alarm.

B. H. Farr, Wyomissing, Pa.
President American Peony Society.

Secretary A. P. Saunders had no formal report. He spoke of the difficult work and the progress made on the peony manual, or book, that was in course of preparation and which they hoped to get out this year. Four hundred and sixty-two descriptions of varieties were now ready. The matter of blanket membership of garden clubs had not been thought advisable, it being decided that all memberships should be personal. The membership of the society was now 200. The matter of the occasional bulletins was becoming quite popular and many applications were being made for them; $100 was the appropriation last year. It would take $150 this year, which amount was granted on motion of a member.

Treasurer J. H. Humphreys read his report which showed a healthy state of affairs, there being some $1,700 on hand and no debts. Five hundred dollars of this was voted to be invested in Liberty Bonds.

Election of Officers.

The election of officers resulted as follows:

James Boyd, Haverford, Pa., president; A. P. Saunders, Clinton, N. Y., secretary; J. H. Humphreys, Philadelphia, Pa., treasurer. Directors—B. H. Farr, Wyomissing, Pa., three years; L. R. Bonnewitz, Van Wert, O., two years; Arthur H. Hewkes, Newtown, Highlands, Mass., one year.

Cleveland was selected as the next place of meeting with open date.

Section vice-presidents are: Northeast, A. M. Brund, Fairbault, Minn.; Eastern, A. H. Fewkes, Newtown, Highlands, Mass.; Middle states, J. P. Baldwin, Gates Mills, O.; Southwest, J. F. Rosenfield, Omaha, Neb. It was decided to give these section vice-presidents the right to select two judges, which three shall have the power to issue preliminary certificates to seedlings that are brought before them. An engraved certificate of a reward of merit was determined upon to be awarded for new varieties.

The charge for life membership was reduced from $50 to $25.

If 25 members, who intend holding a local peony show, will apply for it, the society will give a silver medal and $25 towards a prize schedule.

Some beautiful pictures by Lemoine of new peonies were passed around for inspection of the members.

It was voted that members in arrears three years would be dropped from the roll if after one month from notification by the secretary they did not pay up.

Reports of the trial or test gardens were made by Prof, Mulford of Washington and Prof. Beale of Cornell. Both made a plea for new varieties. A list of all the sorts now in the gardens will be sent to members who desire to contribute, so as to avoid duplications.

Adolph Muller, Norristown, Pa., was elected a life member.

In discussing the article describing diseases of the peony, Mr. Brown of the Cottage Gardens Co. thought it very much overdrawn. There is a great deal of fallacy in much that is said of diseases. The peony needs cultivation, and should be changed from one location to another every four years. Rhubarb would show fungus much the same, if left too long in one place. Plants that do not flower should be taken up, the best eyes selected and replanted and would come out all right. He believes it best not to talk about a disease if you do not know a remedy for it.

The President-Elect.

James T. Boyd is a peony enthusiast in every sense of the word, having one of the best amateur collections in point of number and quality of new varieties in the country. He has a large estate at Haverford, Pa., on

SINGLE SPECIMEN PEONIES—ALL EXCEPTIONAL FLOWERS.

At the American Peony Society's Exhibition, Philadelphia, Pa., June 13-14, 1917.

which there is also a fine collection of lilacs, irises, roses and other choice outdoor stock. Mr. Boyd takes a great interest in floriculture, is officially connected with and a large exhibitor of the Main Line Flower Show Association, which holds it exhibitions at Haverford.

The Awards.

Collection of not more than 100 named varieties, one bloom each—James Boyd, Haverford, Pa., 1st; B. H. Farr, Wyomissing, Pa., 2nd; John C. Wister, Philadelphia, Pa., 3rd.

Vase or basket of peonies arranged for effect, not less than 100 blooms—James Fox, Wyncote, Pa., 2nd; Miss Gwen Baugh, Media, Pa., 3rd.

Collection of 25 varieties, double, three blooms each—B. H. Farr, 1st; A. P. Saunders, Clinton, N. Y., 2nd.

Collection of single varieties, one bloom each—B. H. Farr, 1st; A. P. Saunders, 2nd.

Collection of Japanese varieties, one bloom each—B. H. Farr, 1st; John C. Wister, 2nd.

Twenty-five blooms, white or cream, double, one variety—B. H. Farr, 1st; C. B. Newbold, Jenkintown, Pa., 2nd.

Twenty-five blooms, light pink or pink and cream, double, one variety—Mrs. Chas. T. Jones, Pitman, N. J., 1st; B. H. Farr, 2nd.

Twenty-five blooms, dark pink, double, one variety—B. H. Farr, 1st; Mrs. Chas. T. Jones, 2nd; C. B. Newbold, 3rd.

Twenty-five blooms, red or crimson, double, one variety—B. H. Farr, 1st; C. B. Newbold, 2nd; Arthur H. Scott, Philadelphia, 3rd.

Six specimen blooms, double, any one variety—Lee R. Bonnewitz, Van Wert, O., 1st; Herbert K. Taylor, Jr., Ogontz, Pa., 2nd.

One specimen bloom, double, any variety—James Boyd, 1st; E. Irwin Scott, Swarthmore, Pa., 2nd.

Specimen bloom, of new variety, double, introduced since 1910—James Boyd, 1st.

Collection of new varieties, double, introduced since 1900, one bloom of each—James Boyd, 1st; B. H. Farr, 2nd.

Vase of six blooms, double, (any variety, that has been grown more than 300 miles (shortest route) from Philadelphia—Miss Clara Anderson, Van Wert, O., 1st; Mrs. L. R. Bonnewitz, Van Wert, O., 2nd.

Most artistic arrangement of not more than 25 peonies in either a vase, bowl or basket—Mrs. Arthur H. Scott, Philadelphia, 1st; Mrs. F. H. Bachman, Jenkintown, Pa., 2nd.

Collection of not more than 100 named varieties, one bloom of each—James Boyd, 1st; Elmer K. Schultz, Jenkintown, Pa., 2nd; Arthur H. Scott, 3rd.

Collection of not more than 50 named varieties, double, one bloom of each—Mrs. Arthur H. Bailey, Harrisburg, Pa., 1st; Mrs. J. Leslie Davis, Haverford, Pa., 2nd.

Collection of 10 named varieties, double, three blooms of each—Edmund W. Maule, Moorestown, Pa., 1st; Mrs. Herbert Taylor, Ogontz, Pa., 2nd; Mrs. J. Leslie Davis, 3rd.

Collection of single and Japanese varieties, one of each—Elmer K. Schultz, 1st; Arthur H. Scott, 2nd; A. P. Saunders, 3rd.

Collection of white varieties, double, one bloom of each—Mrs. Arthur H. Bailey, 1st; Arthur H. Scott, 2nd; Elmer K. Schultz, 3rd.

Collection of light pink or pink and cream varieties, double, one bloom of each—James Boyd, 1st; Elmer K. Schultz, 2nd; Arthur H. Scott, 3rd.

Collection of dark pink varieties, double, one bloom of each—Arthur H. Scott, 1st; Elmer K. Schultz, 2nd; Mrs. Arthur H. Bailey, 3rd.

Collection of red or crimson varieties, double, one bloom of each—Mrs. Arthur H. Bailey, 1st; Arthur H. Scott, 2nd; Elmer K. Schultz, 3rd.

Three blooms, white, double, one variety—Mrs. R. S. Holt, West Summit, N. J., 1st; Mrs. Owen Moon, Jr., Trenton, N. J., 2nd; Mrs. John M. Webster, Van Wert, O., 3rd.

Three blooms, light pink or pink and cream, double, one variety—Thomas T. Taylor, Ogontz, Pa., 1st; Mrs. Owen Moon, Jr., 2nd; Mrs. F. H. Jarrett, Bethayres, Pa., 3rd.

Three blooms, dark pink, double, one variety—Herbert K. Taylor, Jr., Ogontz, Pa., 1st; Fisher L. Boyd, Haverford, Pa., 2nd; Mrs. J. Howard Ervien, Ogontz, Pa., 3rd.

Three blooms, red or crimson, double, one variety—Wm. T. Taylor, 1st; Fisher L. Boyd, 2nd.

Collection of five varieties, double, one flower of each—James Boyd, 1st; Capt. J. Franklin McFadden, Rosemont, Pa., 2nd.

Display of fifteen blooms, five varieties—James Boyd, 1st.

Outdoor cut flowers, best collection of six species—W. S. Ellis, Bryn Mawr, Pa., 1st; Jno. A. Brown, Devon, Pa., 2nd.

Hardy perennials, best display of 12 species (not varieties)—A. P. Saunders, 1st.

Roses, best three flowers of Los Angeles—John W. Pepper, Jenkintown, Pa., 1st.

Hybrid tea, three vases, three varieties, six blooms of each—W. S. Ellis, Bryn Mawr, Pa., 1st; John W. Pepper, 2nd.

Roses, hybrid tea, best vase of 12 blooms of any variety—Mrs. Chas. T. Jones, Pitman, N. J., 1st; John W. Pepper, 2nd.

Roses, hybrid perpetual, best three vases, three varieties, six blooms each—John W. Pepper, 1st; W. S. Ellis, 2nd.

Roses, hybrid tea, best collection, one to six flowers of each variety, no limit to number of varieties—W. S. Ellis, 1st; Mrs. John Gribbel, Wyncote, Pa., 2nd; C. B. Newbold, 3rd.

Special prize of $10 for one flower each of 12 different varieties of hybrid tea roses, consisting of any 12 varieties listed in Dreer's Garden Book for 1917—John W. Pepper, 1st.

Visitors.

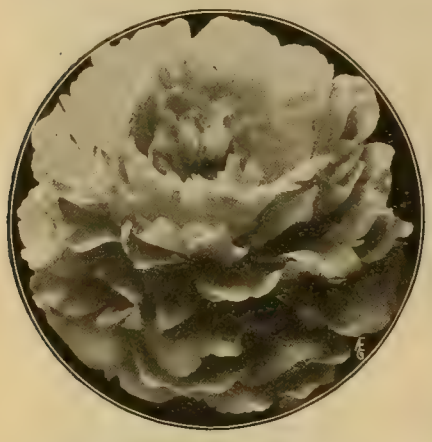
The following were among those in attendance:

Mrs. F. R. Austin, Tuckerton, N. J.
Leonard Barron, Garden City, N. Y.
T. H. Brown, Queens, L. I.
Prof. A. C. Beale, Ithaca, N. Y.
L. R. Bonnewitz, Van Wert, O.
Mrs. L. R. Bonnewitz, Van Wert, O.
B. H. Farr, Wyomissing, Pa.
A. H. Fewkes, Newton Highlands, Mass.
A. L. Gifford, Tarrytown, N. Y.
S. G. Harris, Tarrytown, N. Y.
Charles J. Jones, Pitman, N. J.
Mrs. Charles J. Jones, Pitman, N. J.
J. J. Lane, Garden City, N. Y.
Mrs. Philip Lee, Baltimore, Md.
Mrs. R. Mellick, Plainfield, N. J.
Adolph Mueller, Norristown, Pa.
Professor F. L. Mulford, Washington, D. C.
G. H. Peterson, Fair Lawn, N. J.
Professor A. P. Saunders, Clinton, N. Y.
E. C. Shaw, Akron, O.
George M. Smith, Wellesley Hills, Mass.
W. H. Thurlow, West Newbury, Mass.
Daniel Weage, Coldwater, Mich.

THE ROSE.

Roses Worthy of Special Mention.

The judges at the annual inspection, June 4, of the national rose test garden at Arlington Farm, Washington, D. C., noted the following as worthy of special mention:



Peony La Cygne.
Flower 8 Inches in Diameter, 6 Inches in Depth at the American Peony Society's Exhibition, Philadelphia, Pa., June 13-14, 1917.

Teas and hybrid teas: Laurent Carle, Gruss an Teplitz, Lieutenant Chaure, Mary Countess of Illchester, Mme. Paul Euler, Dorothy Page Roberts, Mme. Jules Gravereaux, Lady Ursula, La Tosca, Mrs. Wakefield Christie-Miller, Lady Ashtown, Gustave Grunerwald, Countess of Gosford, Konigan Carola.

Dwarf polyantha: Katherine Zeimet, Baby Tausendschoen, Ellen Poulsen, Mrs. Wm. H. Cutbush, Baby Dorothy, Triomphe Orleanaise.

Climbers: Countess M. H. Choteck and Bess Lovett.

F. L. MULFORD, Horticult'st,
United States Dept. of Agri.

Manuring and Production of Roses.

Some few years back there was one settled and proven fact about roses, about which all growers were apparently of one mind, and that was that the best results in forcing for flowers was to be obtained only by the use of cow manure as a fertilizer. When this conclusion was reached a great demand sprung up all over the country for cow manure, and it was found difficult to get. Farmers were loth to sell it, and as they controlled the output, the growers found themselves up against it. There seemed no way out, but to become cattle farmers, which a number of the large growers did. The Budlong Rose Co., A. N. Pierson, Inc., Reuter & Son, the Joseph Heacock Co. and others purchased cows and ran a dairy business on the side, so as to be sure of a good supply of the precious manure. Some of the herds grew to considerable size. The Messrs. Budlong, who were among the first to install the dairy, discovered after a time that they had come to conclusions too quickly, and after further tests with horse droppings they proved to themselves that the horse manure gave the best results. As this was also much cheaper than the other, being always readily obtained, the dairy was soon disposed of, and good fresh horse manure became the standard fertilizer. We say good and fresh because the well-rotted is tabooed, the fresh article being placed on the beds and immediately soaked with the hose by a man who follows closely the manuring gang. The loose strawy kind is preferred, as it acts as a mulch. By spring time this gradually decaying mulch has reached a depth of six inches, and is found filled with the roots of the roses.

L. J. Reuter, of Westerly, R. I., a very enthusiastic admirer of the Budlong system, followed suit with his cattle, sold them, and is using horse manure exclusively. He says that the houses are kept very warm at Budlong's, two rows of pipes being on when the glass outside registers as much as 90°. Watering was done twice daily. The cut roses are declared to keep as well if not better than any others in the New York market, where most of the product was sold. W. F. Gude, who had visited the Budlong place several times, declared he believed the Budlong houses produced more money returns

Peony Walter Faxon.
An Exquisite Pink of Fine Form Shown at the American Peony Society's Exhibition, Philadelphia, Pa., June 13-14, 1917.

per square foot than any similar establishment in the country. He had never seen such results with others of the large growers. Mr. Reuter, who is a very careful grower, with a close watch on returns, permitted the use of his compilations of the cut per plant and the price obtained from October last to May 1 of this season, which is as follows:

Production—	
Fireflame	37.4
Mignon	24.3
Pink Killarney	22.7
Mrs. Ward	22
White Killarney	18.5
Crimson Queen	17
Arenburg	16.6
Shawyer	15.9
Francis Scott Key	14.9
J. L. Mock	14.2
Money returns—	
Sunburst	80.3
Mrs. Ward	72.5
Shawyer	62.7
Arenburg	62.5
Francis Scott Key	59.8
Fireflame	59.7
Crimson Queen	53.8
Pink Killarney	51.4
White Killarney	50.4

The Frances Scott Key he considers the best and most profitable rose, but neither it nor Mock show up well in this statement, as he cut them down in February for stock. He treats his roses somewhat differently from some growers, to get a good cut in July, August and September, as he has a good summer trade at the New England resorts.

He stated as an interesting fact that the Budlong Rose Co. was increasing their My Maryland stock, while many growers were discarding it to make room for some of the newcomers. Their great success he attributed to being on the job all the time, knowing just what each variety paid, and in this way keeping in close touch with the market.

Hill's New Seedling Roses.

The E. G. Hill Co., Richmond, Ind., is offering two new Ophelia seedling roses for delivery in 1918. The new varieties are described as follows:

Columbia—It is a free, easy grower with beautiful foliage, the leaves spaced just right to please a cut-flower grower, and to form a fine setting for the bloom. A "rose without a thorn" almost. Thornless for 10 to 12 inches below the flower, as well as very few thorns on the lower stem. The color is a true pink, about the shade of a perfect Shawyer, deepening as it opens to glowing pink; a peculiarity of the variety is that the shades all become more intense until the full maturity of the open flower is reached. It is one of the big roses, takes on a wonderful depth, and is as lasting as Russell, and as full of petals. Being fully "double" makes it a fine summer rose, while it is free in bloom and easy of management throughout the year, and absolutely free from mildew.

Double Ophelia — Very similar to Ophelia, of which it is a seedling, is the double Ophelia; this is another big rose, with twice as many petals as the parent, opening freely into a beautifully finished form.

Peony Jubilee.
A New Type; Flower 8 Inches in Diameter of Purest White. Shown at the American Peony Society's Exhibition, Philadelphia, Pa., June 13-14, 1917.

Rose Los Angeles.

The new rose, Los Angeles, has made a wonderful growth with all who have tried it. Howard & Smith, of Los Angeles, Calif., are using a stock that is neither manetti nor multiflora. Growers do not know whether to attribute the great vigor to the stock, the California climate, or the strength of the variety. This variety, planted in the trial beds of the Henry A. Dreer Co. has come through the past very severe winter in splendid shape, demonstrating its hardiness in all the eastern states.

JAPANESE SINGLE PEONIES.

Exhibited by Bertrand H. Farr, Wyomissing, Pa., at the American Peony Society's Exhibition, Philadelphia, Pa., June 13-14, 1917.

Summer Hydrangeas.

Throughout the eastern states and at all seashore resorts, the hydrangea is a great favorite. Many large plants are grown in tubs which can be used to advantage in porch approaches, steps, landings, along driveways and on the lawn. In certain soils the colors vary, coming in some localities different shades of blue and in others pink predominates.

The best results are from plants grown during the summer in tubs when they must not suffer from water during the growing season. Late in the fall they are kept on the dry side. A storage shed, cold greenhouse, or a well protected frame will keep them nicely over the winter. They are to be brought on with the season; in fact, keep as dormant as possible so as not to be at their best until they are wanted for the summer decoration. This is good stock to carry, the demand coming in at a time when there is not much stirring in other branches of trade.

H. Otaksa is the old-time reliable variety which produces immense heads of bloom particularly if manure water is given as the flowers begin to open. There is more variety in the newer sorts of the hortensis type, some of the French varieties being very fine. The heads of bloom are, however, not quite so large nor the stems as stiff as in the Otaksa. The flowering season of H. paniculata, which adorns so many lawns, can be considerably lengthened, if as soon as the buds appear, one half of them are pinched out. The result is that a retarded crop of flowers appears, two smaller heads to a stem, instead of one large one. These, opening out pure white among the earlier blossoms, which will then be changing color, give a very pleasing effect.

K.

BARABOO, WIS.—C. A. Hoffman, proprietor of the Dutch Bulb House, has been selected by the Wisconsin Horticultural Society to look after the children's gardens in this city.

Tree Peony La Lorraine.

Full, Double Flower of Bright Canary Yellow Shown at the American Peony Society Exhibition, Philadelphia, Pa., June 13-14, 1917.

National Flower Show.

There was a meeting of the National Flower Show Committee at the Jefferson hotel, St. Louis, Mo., June 8-9 to complete arrangements for the 1918 National Flower Show to be held in that city April 6-15. There were present; George Asmus, Chicago, chairman; John Young, New York, secretary; J. J. Hess, Omaha, Neb., treasurer; Patrick Welch, Boston, Mass.; Adolph Farenwald, Roslyn, Pa.; Robert C. Kerr, Houston, Texas, president of the S. A. F., and A. F. J. Baur, Indianapolis, Ind., secretary of the American Carnation Society.

While the Coliseum building, where it was originally intended to house the show, was still available, it was, in the opinion of the committee, entirely too small for the purposes of the exhibition, and for the meetings and the convention of the S. A. F., which will be held at the same time. It was finally decided to lease Moolah Temple, 3821 Lindell boulevard, and also the adjoining vacant lot, 155x300 feet, upon which a temporary building will be erected for the flower show. This temporary building will be connected, by a passageway, to the second or lower floor of the Temple, where the trade exhibits will be located.

At no previous National Flower Show were conditions more adequate for exhibits in the trade section. The floor space dimensions are about 100x200 feet, and the quarters at present are used as the dining hall for the members of the Temple after their sessions. The main floor, about 75x200 feet, is expected to be used for exhibits and displays of retail florists. The business meetings of the society will be held in one of the side rooms on this floor.

The lot upon which the temporary building which is to house the National Flower Show will be erected is located at McPherson and Van de Venter avenues, one of the best residential sections of the city. As the exhibits in the temporary building will be placed on the bare ground, there will be no danger of damaging any hardwood floors, consequently, there will be unsurpassed water facilities.

The decision of the society to hold the convention and national flower show at the same time, in the spring, is approved by the S. A. F. members in all sections of the country, and even at this early date, before the floor plans have been issued, exhibitors are reserving space in the trade section, so the outlook is very encouraging as to the financial success of the exhibition. From now until the date of the show, there will be erected on the site of the temporary building a huge sign board, to be used for publicity purposes.

The schedule committee will meet at an early date, to revise the schedule already issued, which was compiled to meet the somewhat limited space afforded by the floor area of the Coliseum. The new arrangements insure ample room for the exhibits of rock gardens, rose gardens, and other displays, if it is decided to have such exhibits. The committee also held a conference with George W. Simmons, head of the American Red Cross in St. Louis, and it may be that the Red

Cross organization will co-operate in the entertainment plans, if such course does not conflict with their rules and regulations, on lines similar to those followed by the organization at the New York show.

The committee is grateful for the many courtesies extended during their session, by the local florists' interests, especially to Messrs. D. S. Geddis, F. H. Meinhardt, Wm. C. Smith, and Frank Gorly, who were indefatigable in their efforts to assist the committee in their work.

Now that the question of the building for the exhibition has been decided upon, the work of the show will be pushed with vigor. The Flower Show Committee will, of course, consult the St. Louis Florists' Club, and local florist interests before going ahead with any of the arrangements, and the wishes of these bodies will be considered wherever possible. With every one working in a spirit of harmony, there is no question but what the Fifth National Flower Show will be as successful as any held in the past.

The following have placed their names on the guarantors' list, and the total subscribed is a few hundred dollars less than the $10,000 required, so if you are interested we would ask that you send in your subscription promptly so that the list may be closed:

Peter Henderson & Co.	Philip Breitmeyer
Louis Burk	George Asmus
Thomas Roland	Schiller (Chicago)
W. R. Nicholson	Wendland & Keimel
A. S. Burn, Jr.	G. Van Bochove
Jackson & Perkins Co.	Jacob Schulz & Co.
William A. Burnham	C. W. Ward
Storrs & Harrison Co.	A. C. Zvolanek
Alfred T. Bunyard	George Morrison
Wm. F. Kasting Co.	John Lewis Childs
John Young	W. A. Rowe
Albert Pochelon	Marcellus A. Patten
C. E. Critchell	Conard & Jones Co.
Florists' Pub. Co.	J. W. Dudley & Sons
H. P. Knoble	F. R. Pierson
A. N. Pierson, Inc.	W. J. Cowee
Samuel Murray	J. F. Ammann
A. L. Miller	Emil Buettner
Joseph Heacock Co.	W. J. & M. S. Vesey
Patrick Welch	Max Schling
W. N. Rudd	Eric James
Kroeschell Bros. Co.	Joseph Straudt
The Friedley Co.	Hans Plath
B. Hammond Tracy	Fred C. Weber
J. J. Hess	Wm. F. Ekas
Chas. H. Totty	Wm. Rock Flower Co.
Bertermann Bros. Co.	Robert Craig Co.
F. A. Danker	Henry A. Dreer, Inc.
Benjamin Hammond	Pennock-Meehan Co.
Lord & Burnham Co.	The Leo Niessen Co.
H. G. Berning	George Burton
Otto G. Koenig	Pittsburgh Cut Fl'r Co.
Henry Eicholz	C. A. Kuehn
S. A. Anderson	John Burton
Fred'k Lautenschlager	A. Farenwald
C. T. Guenther	Fred H. Meinhardt
Alban Harvey & Sons	Poehlmann Bros. Co.
De La Mare Ptg. Co.	Pelicano, Rossi & Co.
The McCallum Co.	C. F. Beyer
George L. Stillman	F. J. Fillmore
Harry K. Rohrer	S. B. Boyd
C. M. Hamilton	F. A. Windler Co.
Wm. C. Gloeckner	Stuppy Floral Co.
Harry I. Randall	Foley Mfg. Co.
James Duthie	Robert Simpson
James W. Beghie	Hitchings & Co.
W. A. Burpee & Co.	I. C. Moninger Co.
John A. Evans	R. Witterstaetter
U. C. Wanner	D. MacRorie
Joseph H. Hill	John S. Carter
William O. Jahn	Nicotine Mfg. Co.

JOHN YOUNG, Sec'y.

Come Into the Garden, Maude.

Come into the garden, Maude;
'Tis all of the fashion now;
We've got to know the hang of a hoe
And the pull of a jitnew plow.

Yes, come to the garden, Maude,
Where carrots and things are grown;
Our duty is clear to the country, dear,
It's not for ourselves alone.

There's work in the garden, Maude,
For the folks who are left behind,
The boys who fight have an appetite
And prices have vaulted out of sight,
And filler is hard to find.

Philadelphia Nurseries.

The forty-second annual convention of the American Association of Nurserymen, which will be held at Philadelphia, Pa., June 27-29, promises to be one of the most successful meetings ever held by that organization. Early advices assured a good attendance, which as the days draw nearer give promise of being a record-breaker.

The committee on arrangements has received more space reservations than at any previous convention. Chairman Albert F. Meehan says that the numerous exhibits will pack the display room, large as it is, but that all will be accommodated.

In Philadelphia Nurseries.
Top: Climbing American Beauty at Hoop Bro. & Thomas—Centre: Japanese Snowball at Thos. B. Meehan's Nurseries—Bottom: Giant Retinosporas and Colorado Spruce at Andorra Nurseries.

The business as planned for the meeting touches all matters of interest to the trade, there being 25 live topics on the programme, many of them in the hands of committees during the past season for special investigation. The meetings and exhibition will be held at the Hotel Adelphia, the entire second floor being reserved for the meeting, exhibition and committee rooms.

As a place of interest to be viewed by nurserymen, the delegates will find the "City of Brotherly Love" well worth a visit. Fairmount Park is famous for its beautiful avenues of trees. Its natural scenery, to be found at its best along the banks of the beautiful Wissahicken, is ideal to see and is alone worth a visit to this city. At the upper end of the Wissahicken drive is the entrance to the Andorra Nurseries of some eleven hundred acres, where is to be seen one of the finest collections of ornamental evergreens, fencing shrubs, lawn and shade trees to be found in America. Some things here are grown in large blocks; one of 40,000 dogwood has just been transplanted—they are four to five years old. Very large pin oaks, 25 years old, have been transplanted the past winter and are full of growth, looking none the worse for their removal. There are many acres of choice evergreens in all sizes, a number of the blocks being protected from the dust of the highways by rows of tall pines. An avenue of Cryptomeria Lobbii compacta planted either side of one of the nursery avenues is a beautiful sight. Rhododendrons are largely grown, they seeming to be at home on the protected slopes. Magnificent specimen retinosporas, Colorado blue spruce and other fancy evergreens in large sizes are to be seen in quantity.

Thomas Meehan & Sons, Inc., at Dresher, have nurseries embracing 225 acres which will be found very interesting. This firm grows only for the trade, handling, in addition to a large acreage, European-grown evergreens, rhododendrons, etc. A creek furnishes a well from which water is pumped through a 2½-inch pipe for a distance at its entire length of 3,500 feet. The extreme height to which the water is raised is 100 feet. A five-horse power gasoline engine furnishes the power for the pump. A system of storage in which the stock in the fall is packed closely in bins and entirely covered, tops and roots, with shingle tow, is original with Mr. Meehan. The storage house is 70x200 feet, built of hollow tile, the erecting all done by his own men. The temperature is kept fairly regular, getting down at times to 28, which freezing does no harm to the stock and also prevents mildew. Japanese Snowball is a specialty, over 25,000 being grown each year. Thomas Meehan & Sons, Inc., also have a splendid assortment of ornamental nursery stock in their 40-acre nursery at Church and Chew streets, Germantown. Their business here is almost entirely retail, they maintaining a large force of men in landscape work, planting and laying out private estates.

Hoopes Brother & Thomas Co.'s nursery at West Chester, Pa., embraces eight hundred acres. Peach trees are a specialty, over 1,000,000 being grown annually. A perfected Colorado blue spruce called Hoopesii is grown in quantity. There is a large collection of general nursery stock. This is also the home of the climbing roses Christine Wright, Purity and the Climbing American Beauty, three of the best of the ramblers.

The Morris Nursery Co., Inc., also at West Chester, has 300 acres, largely given to ornamental evergreen and other plants for lawn adornment, of which the collections here are large and varied.

Adolph Muehler, of Norristown, has a tract of 50 acres. He specializes in privet, having 150,000 now in stock. Thirty acres are given to evergreens, irises, herbaceous phlox and Euonymus vegetus are also largely grown.

A. E. Wohlert, Narberth, Pa., grows ornamental evergreens and a large variety of stock for his landscape business. His is a very interesting place to visit.

Andrew O'Connell, of Overbrook, Pa., specializes in street shade trees, having one of the largest stocks of planes in the country. Imported European evergreens are also a feature.

Menlo Park Horticultural Society Show.

The spring show of the Menlo Park Horticultural Society held in Forresters' hall, June 9-10, was a splendid success in every way. Rarely has such a fine showing of spring flowers been seen here. Owing to the unsettled conditions prevailing just now all over the country the attendance was hardly as large as had been anticipated, but nevertheless a large sum will be netted the American Red Cross owing to the support the society received from its wealthy patrons. Sweet peas, as was expected, formed the center of interest, and a finer lot of stock could not be wished for. It showed that the growers of this, the most popular of all annuals, know how to get results. Nearly all the stock was grown on the cordon system. The length of stem produced, and the size of the individual flowers, was wonderful. Many of the stems were 25½ inches long. All the latest novelties were shown, many of which were decided improvements on existing varieties. King White, long the acknowledged leader in whites, had to give way before that superb novelty, Narvic. The most striking sweet pea in the entire show was a vase of The President. This magnificent novelty, being an entirely new color in sweet peas, attracted the most attention. King Alfred and Barbara might be specially mentioned as being out of the ordinary. Robert Sydenham also is a grand variety. Cherub and Dobbie's Cream showed up in wonderful shape, as did also Dobbie's Frilled, a lovely shade of pink with bold flowers well placed on splendid stems. The principal winner in the sweet pea classes this year proved to be David V. Tuttle, gardener to Mrs. E. S. Heller, of Menlo Park. All of his stock was good, and the fact that he carried off most of the first prizes in the face of the very keenest kind of competition speaks volumes for his ability as a grower. John Aitken, who headed the list of winners last spring, was unable to show in many classes, owing to the ravages of disease among his plants. David Bassett had his usual grand showing of all that was best in sweet peas and carried off many prizes. Rudolph Sloma's blossoms were grown in ordinary garden culture and not on cordons, but at that it would be hard to find better grown stock. Chas. Ulrich also showed extremely well grown flowers, as did David Patterson. Secretary Copp made a very excellent showing and was well up among the prize winners. George Nunn, gardener to Sig. Stern, was a large exhibitor and won many prizes in the open classes and also with perennials. W. McLaren, a new exhibitor from San Mateo, won six out of seven entries, a very good showing.

The Lynch Nursery Company, of Menlo Park, showed fine vases of carnations but not for competition. Their displays of Matchless and Benora were especially fine. The Leonard Coates Nursery Co. showed large vases of Romneya Coulteri, which attracted much attention as did the splendid manner in which they were staged. It also showed Fremontia Californica, thought by many to be the handsomest native shrub. David Bassett's vase of Carpentaria, or tree anemone, called forth much favorable comment. This is also a native shrub, being an evergreen. Its flowers are pure white, very large with clusters of golden stamens and quite fragrant. There were large entries in the perennial classes, all of which were greatly admired.

The awards in the principal classes were as follows:

Spencer sweet peas, 12 varieties—David Tuttle first with Royal Purple, Dobbie's Cream, Wedgewood, Imperator, Captain of the Blues, Barbara, Mrs. Jos. Chamberlain, Vermillion Brilliant, Norvic, King Alfred, Alfred Watkins and Cherub; David Bassett, second. Best nine distinct varieties—David Tuttle, first; David Bassett, second. Best six distinct varieties—David Tuttle, first with Norvic, Alfred Watkins, Aurora, Margaret Atlee, King Alfred and Royal Purple; John Aitken, second. Best three vases—Chas. Ulrich, first; David Bassett, second. Best vase any white—David Tuttle, first with Norvic; John Aitken second with King White. Best lavender—David Tuttle, first, with Florence Nightingale; Percy Cobb, second. Best salmon or orange—David Tuttle with Robt. Sydenham; Percy Cobb, second. Best pink—John Aitken, first, with Mrs. Hugh Dickson; Percy Cobb, second. Best red or scarlet, John Aitken, first with King Edward; Percy Cobb, second. Best vase, any other color—David Tuttle, first, with Phantom Blue. Best mixed vase containing red, white and blue—David Patterson, first; Mrs. J. W. Goodwin, second. Most original floral design with sweet peas—Arthur Bearsby, with large American flag.

Six vases annuals—W. McLaren, first; John Scott, second. Six vases perennials—David W. Slade, first. Best vase of any perennial—John Aitken, first; David Bassett, second. Twelve varieties roses—W. McLaren, first; Chas. Ulrich, second. Best vase of any variety of rose—Chas. Ulrich, first; David Patterson, second. Best 25 gladioli—John Aitken, first. Best 50 pansies—M. A. Harris, first. Twelve vases flowering shrubs—John M. Daly. Best vase any flowering shrub—David Bassett.

Nearly all of the prizes were donated by the following: C. C. Morse & Co. and Hallowell Seed Co., San Francisco; W. Atlee Burpee & Co., Philadelphia; Waldo Rohnert, Gilroy, Calif.; Braslan Seed Growers Co., San Jose, Calif., and Bessie Boston Dahlia Farms. The show was ably managed by Percy Ellings. The judges were Eric James, Chas. Letts and James T. Lynch.

G. N.

RHODODENDRON SHOW ON BOSTON COMMON IN 1873.

Garden Club of Michigan Show.

The ladies of the Garden Club of Michigan held their annual exhibition of tulips in the Arts and Crafts building, Detroit, June 6. Entries in all classes were numerous, competition was keen and in several cases the judges found decision difficult. Some wonderful new varieties were shown and the exhibitors seemed to have spared no expense in securing bulbs that would produce prize-winning blooms.

One notable exhibit was that of Mrs. Benjamin S. Warren in the class for six varieties of the Cottage type. She showed such splendid sorts as Mrs. Kerrell, a fine salmon pink; King Fisher, a particularly fine striped; the exquisite pink, John Ruskin, and a pale primrose, called Solferino. Unfortunately these flowers were not fully matured and the award went to Mrs. J. S. Newberry for another splendid collection. This same lady staged 54 vases of Cottage and Darwin varieties in the class calling for 15 or more kinds. This was the most talked of display in the entire show.

A noticeable flower was the breeder, King Louis XIV, staged by Mrs. Charles DuCharme, which captured first prize for the best purple, while first honors for the best yellow went to Avis Kennicott, exhibited by Mrs. New-

berry; second prize to Mrs. Douglas for vase of Gesneriana Lutea. In the collection of five varieties of Darwins, the blue ribbon went to Mrs. McMillan, among the outstanding being Pride of Haarlem, Clara Butt and Zulu. This exhibitor was also first for collection of breeder varieties.

One garden with a frontage of 100 feet had no less than 25,000 blooms, many of them varieties of recent introduction. In many of the garden arrangements the great masses of contrasting color were most striking. Next year it is proposed to rent a large hall which will give ample space for the proper display of a greatly increased number of entries.

The noteworthy varieties exhibited included: Cottage—Daybreak, heliotrope with cream edge; Mrs. Kerrell, salmon pink; King Fisher, purple and white striped; John Ruskin, lavender, pink and yellow, very large; Solferino, primrose; Hammer Hales, flaming orange; Pride of Inglescombe; Yellow Picotee, yellow, edged red; Sir Harry, pink; Avis Kennicott, bright yellow; Red Standard, bright crimson; Scarlet Emperor, flaming scarlet with black and white base; Orange King, orange red with yellow edge. Breeder—Lucifer, bright orange and red; Louis XIV, purple and bronze. Darwin—The Dove, gray with white edge; Harry Veitch, deep crimson black base, white margin.

Among the leading prize winners were the following: Mrs. T. H. Newberry, five firsts and four seconds; Mrs. Benjamin S. Warren, two firsts and two seconds; Mrs. McMillan, three firsts; Miss Hendrie and Mrs. Charles Du Charme, two firsts each; Mrs. H. M. Jewett, two seconds; Mrs. John Newberry, one first and two second; Mrs. Douglas, one first and one second; Mrs. Robert Redfield, two firsts; Baroness Von Heuter, Mrs. Alex Alger, Jr., Mrs. E. Tappey, one first each; Mrs. H. Muir, one second.

Coal Situation at New York.

There will be plenty of coal next fall and winter and prices will be fair if the predictions of Francis S. Peabody come true. He is the chairman of the coal production committee of the Council of National Defence and he met a committee from the Brooklyn Chamber of Commerce and other interested persons in the office of Williams & Peters, No. 1 Broadway, June 16. He believes that drastic action will be taken, both by Congress and the Federal Trade Commission to insure to consumers an adequate supply of coal at reasonable prices. In this connection it should be stated that United States Senator Calder, who is a Brooklyn man, appeared before the Federal Trade Commission the past week and made a vigorous appeal for action to regulate coal prices.

At the meeting it was stated by Mr. Peabody and D. P. Smelser, examiner of the Federal Trade Commission, that in their opinion no individual, interest or factor was entirely responsible for the present situation. The point made was that the coal industry has not become adjusted to war conditions. As soon as it becomes adjusted and the force that may be necessary is brought to bear upon the few who may seek excessive profits, relief will come.

Mr. Peabody said that we are suffering from a "buyers' panic," and he advised men who want coal for next October to wait a month or so, when he thinks they will not only get the coal but get it cheaper, and that consumers of anthracite have nothing to fear from export of coal, because anthracite has not been and will not be exported. We shall have to export much bituminous coal, especially to Italy, France and the Argentine—to the last country because we cannot get essential nitrates from it unless we send coal—but there will be sufficient bituminous coal to meet all demands, so export should not cause a shortage of anthracite.

Both Mr. Peabody and Mr. Smelser said there was no ground for the forebodings of retail dealers who have been predicting $15 to $20 a ton for coal.

The Brooklyn men reported coal yards in their borough practically empty and that dealers could get little. The officials replied that the records showed that as much coal as usual had gone to Brooklyn, but that consumers had stored it.

Mr. Smelser said the commission had fixed 75 cents a ton over circular prices as a fair profit for independent operators and 20 cents a ton as a fair profit for jobbers.

A bill passed the Senate on June 16 conferring on the president the authority to compel the railroads to give preference to needed freight. Louis Seibold, Washington correspondent of the New York World, writes: "In anticipation of the authority it (the bill) gives him, the President and members of his cabinet are formulating plans to head off the pyramiding of prices of coal and other articles for war and domestic use." The World is believed to be close to the administration.

A. F. F.

Pittsburgh, Pa.

OVERLOADED MARKET DROPS PRICES.

At present this market is overloaded with all kinds of flowers, and prices have dropped to the lowest they have been for a long time. This glut is always expected in June, so it is nothing out of the ordinary. Carnations are the most plentiful and are sold as low as $5 per 1,000. Roses are selling at any price the wholesalers can get, as they do not care to carry them over to the next day. The retail men have been fairly busy with weddings and funeral work. Lilies are plentiful and many remain unsold. Peonies are arriving in abundance and are offered at almost any price. The local crop will soon be over; then prices may take a slight advance. Plenty of good outdoor iris is now coming, which is used mostly for weddings. Larkspurs, calendulas, gypsophilas and other novelty outdoor flowers are selling very well. Greens still continue to be scarce.

NOTES.

The employes of the McCallum Co. are going to hold a basket picnic and outing at the Harmony Nurseries July 4. Everyone is invited, as a pleasant day is assured to all who can attend. Directions and full particulars can be had from anyone at their store.

The A. W. Smith Co. offered three prizes for the best card advertisement submitted by the high school pupils. Quite a number of very fine designs were sent in, and it was very difficult to decide the prize winner.

George Wehrheim, of Liberty avenue, has had one of the most successful years since he has been in business.

Visitor: V. A. Cowgill, Salem, O.

G. M.

GERMANTOWN, PA.—The C. S. Ford Co., dealers in florists' supplies, have moved from this place to Quakertown, Pa.

MODESTO, CALIF.—An important meeting of county horticultural commissioners was recently held in this city for the purpose of stimulating increased production of food products to answer war needs.

Boston.

ROSES SCARCE AT GOOD PRICES.

There is quite a decided change in the market conditions over last week. Roses are scarce and demanding good prices; Russell and Crimson Queen top the list at $20 a hundred; Ophelia and Killarney Queen, 12-inch, eight cents, 15-inch, 10 cents and 18-21-inch, 12½ cents. Carnations are much cheaper—the very best $2 a hundred. On account of so much rain and cloudy weather, sweet peas are spotted and very poor. Easter lilies (the best) are only $8 a hundred. Yellow marguerites are very plentiful, with no ready buyers, and the prices are not paying the growers to cut. Feverfews, candytufts and stocks are arriving in abundance. These are cleaned up every day. Spanish iris is about done for indoors, and the frame irises not due before another week. American Beauties are very scarce and bring $4 a dozen for fancy and $6 for special. The writer noticed a large shipment of Russell roses, extra fine heads with good long stems, 30-inch grade, for $3 a dozen; 24-inch grade, $2 a dozen. These were exceptionally good color and the best seen in this city for many days.

OUTDOOR FLOWER SHOW.

The attendance at the outdoor flower show dropped off during the last week, due to continued rainy weather. The show will remain open until June 20 to allow the public to view the rhododendrons in the height of their gorgeous development; only pleasant weather is necessary to insure New England flower lovers the horticultural treat of a generation. The wistarias and hardy azaleas are worth going miles to see, while the orchids are wonderful and continue to attract attention. The Chinese conifers from the Arnold Arboretum are most curious and attract more attention than any other evergreen.

NOTES.

Carbone, Inc., has had six weddings this last week, and these have all been the short notice kind on account of war conditions. The S. S. Cretic was watched very closely by this firm, as there was a large shipment on board for them, including garden vases, boxes, jardineres, Venetian glass for table decorations and a large shipment of antique furniture for their Hyannis shop. Mr. Carbone sailed for Italy in January, expecting to arrive home in June, but the conditions of the countries are so disturbed that it will be a long time before he will be able to accomplish the work he set out to do.

Messrs. Reynold and Haas (the two busy clerks of Welch Bros Co.), are certainly making good in their new positions, and the way they have worked to build up a trade is worth mentioning. They are always courteous and willing to meet any train and any emergency.

Boston Cut Flower Co. is doing very well this season, as they specialize in $1 boxes of mixed roses. In this way, they draw attention to their other stocks of cut flowers, which are always very good and up to the minute.

Gorney Bros., on Tremont street, have had a remarkably good season, and in their window are displaying in a very clever way pond lilies of the Nymphæa Victoria variety.

B. A. Snyder & Co. report wonderfully good trade for June, and are kept very busy with out-of-town orders.

Bedding plants are going very slowly, all on account of everyone planting vegetables in their places.

Thos. F. Galvin, Inc., reports good business and quite a rush of weddings.

S. K. G.

San Francisco.

NO LETUP IN BUSINESS NOTICED.

That trade is holding up very well since Memorial day is the unanimous report of the trade in general. Usually there is to be expected quite a falling off in business at this period, owing to the large exodus of the flower-buying public to the country. So far, this decline in business has not been felt to any appreciable extent. The great spring cut of outdoor flowers is about over for the season. Roses, in particular are past, and the only good stock to be had is greenhouse grown. The quality of the indoor roses is, as yet, very good, owing to the absence of very warm weather. Plenty of extra good American Beauties and Russells are coming into the market and clean up well. Cecile Brunners are not so plentiful, but there is ample to go around. Ophelia and Hadley are particularly fine, and as a rule good stock is nearly always salable. The cut of carnations is not heavy, but the call for this flower is rather slow and a great deal of poorly grown stock is offered. Orchids are about the same as they have been all winter, no oversupply and enough to go around. Peonies are still being offered, and considering the lateness of the season the quality is fine. More of this flower has been in this market this season than in former years and it is very popular. Gladioli are coming in very freely and meet with much favor. Sweet peas are now at their best. Stock arriving is quite sufficient for all demands with prices ruling about normal. Some good snapdragons are being supplied, chiefly outdoor stock. There is a generous supply of lilies of all grades. This stock has brought fair prices right along. Some very excellent statice is meeting with ready sale and owing to its excellent keeping qualities is a great favorite.

NOTES.

Jack DeWitt, who has been with the greenhouse force of the MacRorie-McLaren Co., for a long time has decided to serve Uncle Sam and has joined the aviation corps at one of the training camps. Superintendent McDonald of the MacRorie-McLaren Co.'s greenhouses is busy these days finding men to fill up the gaps in his force, owing to enlistment. Four men have already joined the colors. He has just finished putting 7,000 cyclamens into 7-inch pots. This is a grand lot of stock and will be heard from later on this season.

Quite a few in the trade went down the peninsula on Saturday to see the spring show of the Menlo Park Horticultural Society. All agree that it was a splendid effort and the hope is being entertained that the society can be prevailed upon to hold its fall chrysanthemum show in this city. As the Pacific Coast Horticultural Society has decided to hold no fall show, it would seem that there is nothing to prevent the Menlo Park Society from holding at least one fall show here. Let us hope they can be induced to come.

The Cottage Gardens Nurseries, of Eureka, are erecting 19 new houses, averaging 200 feet long, to be devoted to growing young azaleas. The young azalea plants shown at the last meeting of the Pacific Coast Horticultural Society by this firm were a revelation, and Mr. Ward and his assistants are very proud of the results of their work in this direction. It is undoubtedly only a question of a short time before American florists will be using azaleas of American grown stock.

With the passing of the season, the growing of carnations at the Domoto Bros. range will cease. In their place will be planted roses, and these alone will occupy the glass area at this establishment in the future. John Gilmore, the new superintendent, is busily engaged preparing the houses for the coming season.

The co-partnership existing between Poss and Kinzeman, known as the Floral City Nursery, in San Mateo, has been dissolved. Mr. Poss has acquired the interests of his partner and is now sole owner. He is well known to the trade and also as the president of the Pacific Coast Horticultural Society.

One of the most interesting sights in this city at the present time is the wonderful display of schizanthus in the greenhouses at Golden Gate park. The show of this fine plant is extra good and many thousands of enthusiastic visitors have enjoyed them during the past few weeks.

"Bob" Newcomb, of the American Bulb Co., Chicago, has been showing the trade some magnificient blooms of the new red sport of Carnation Gorgeous, which originated with Martin & Forbes Co., of Portland, Ore.

M. H. Ebel, of Sacramento, is spending a few days in town visiting his growers. He reports a splendid Memorial day business and says he had to do a lot of skirmishing to get enough stock to fill the demand.

W. B. Clarke, manager of the San Jose branch of the Cottage Gardens Nurseries, has gone on a trip through the southern part of the state in the interests of his firm.

Joseph V. Metz, one of the leading florists of Buffalo, N. Y., is on a visit to this city and has been inspecting many of the adjacent growing establishments.

Mrs. C. H. Lymbery, proprietor of the Bessie Boston Dahlia Farms at San Mateo, has gone to southern California for a few weeks on a business trip.

The many friends of Frank R. Miles will regret to hear that he is confined to his bed with stomach trouble. We all wish him a quick recovery.

G. N.

Rochester, N. Y.

PEONY HOLDS FULL SWAY.

The peony now holds the scepter in this market, with roses a close second. Carnations are still very plentiful, but the quality is on the wane. Roses are also getting smaller as the summer approaches. Sweet peas are poor, due to the heavy rains. Harrisii lilies are excellent and outdoor lily of the valley has been exceptionally good, but this has gone and we are again having to rely upon the forced product which is poor. Cattleyas are scarce and high in price. Gladioli are arriving in large numbers.

NOTES.

The local florists' association will hold its peony show in Convention hall June 29-30, the proceeds to be donated to the Red Cross Society. Elaborate arrangements are being made to make this one of the most brilliant events of its kind ever held here.

J. B. Keller Sons are featuring bird baths and garden urns, made of cement, and which are very attractive. They sell well. This firm has recently installed a new refrigerator.

John Dunbar attended the flower show of the Massachusetts Horticultural Society at Boston and reports it was the greatest in years.

E. C. Kaelber had an elaborate wedding order which included the decoration of a large marquee.

Jacob Thomann reports a big business in bedding plants and other stock.

H. E. Wilson has added a Ford to his delivery equipment.

Mrs. Mary Kramer is visiting at Ontonagon, Mich.

E. C. Armbrust visited Buffalo June 14.

CHESTER.

Jersey City, N. J.

The range of Miss Wrege, 21 Roosevelt avenue, shows good features in plants and a good retail business is conducted at the greenhouses. There is much sympathy in the trade for this young lady. About a year ago her father and mother died within a month of each other and on Memorial day her brother died suddenly while at his work. A short time previously the foreman of the range died suddenly. She is thus greatly bereaved, but is going bravely on.

William Entenmann, the well known grower and retailer of 308 Ocean avenue, has been quite ill for nearly three months, his ailment being what is generally known as a leaking heart. He has recently placed himself under the treatment of a specialist, and is now much improved. His range and store are near New York Bay cemetery, and it was said at his store that they had an excellent Memorial day business.

Weidemann's Florist Shop, 222 Monticello avenue, which was opened last Christmas, is neat and well kept and is doing a good business.

The Flower House was recently opened at 339 Jackson avenue by H. Heckel, who has greenhouses at Ridgefield Park, N. J.

The greenhouses that were owned by the late Edward Bogie, at 490 Summit avenue, are now superintended by a brother.

James A. Sullivan, 277 Grove street, is located just opposite the City Hall and has a good class of customers.

May F. Kendall, 532 Jersey avenue, is doing a good business and is a constant buyer in the New York market.

George Vasilas, the Olympia florist, 286 Jackson avenue, has a good store and we found him busy.

Gotthardt & Son, 311 Ocean avenue, state that they have had a good business season.

A. F. F.

Cincinnati.

BUSINESS FAIRLY GOOD.

The market is well supplied with stock of all kinds. The glut of last week, however, has passed. The first of this week business opened up fairly well. Shipping business, particularly in new ferns, is good, while local business is fair. Roses are in excellent supply and among others include some choice Wards, Russell, My Maryland and Ophelia. Carnations are plentiful but the supply is not as heavy as it was last week. Peonies are at an end for the season. Easter lilies are very plentiful. Some sweet peas may be had. Snapdragons are plentiful. Many excellent gladioli come into the market and find a pretty ready sale. Other offerings are larkspurs, cornflowers, coreopsis and lily of the valley.

H.

The Late William Knight.

William Knight, who for a number of years had been buyer for Herman Warendorff, a leading New York retailer, died June 14 of pneumonia, after a week's illness. He was a West Indian, a man of character, energy and ability and was respected by all who knew him. It was said that he never drank or used tobacco in any form, his only diversion was playing cricket, at which he was an expert. His employer always gave him Saturday afternoons off to play the game. He was 35 years old and is survived by a wife and three children.

A. F. F.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 60 PAGES WITH COVER

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Waretown Rod and Gun Club.

Commodore Westcott has issued invitations for the season's opening of the Waretown Rod and Gun Club at Barnegat Bay, June 22.

Publicity Properly Placed.

THE AMERICAN FLORIST,
Chicago, Ill.

Dear Sirs:

Your ad on hydrangeas was very effective and helped me to dispose of two houses of these plants for Memorial day. We had a great many letters telling us how fine they were.

A. L. MILLER.

Jamaica, N. Y., May 28, 1917.

American Rose Society.

An executive committee meeting of the American Rose Society will be held at the City club, 313 South Broad street, Philadelphia, Pa., at 1 o'clock, June 27, during the convention of the American Association of Nurserymen, which opens in that city on that date. Anyone interested in the society as rose growers will be welcomed at this meeting, for the American Rose Society is a most excellent advertising agency for growers of roses and rose bushes.

BENJAMIN HAMMOND, Sec'y.

Dig and Don't Knock.

We hear soap box orators these days shouting "let the rich man go to war!" but there are few rich men who are not doing their share.

J. P. Morgan has offered our country his money and brains as "his bit," and his son has joined the ranks and is now wearing a uniform. Let us travel a little way down Long Island to his country home and take a peep at what was once a beautiful lawn and flower garden and there you will find a potato farm, peas and corn, above which is found flying the Stars and Stripes; also the Red Cross flag. Ask the man in charge and he will tell you it is Mr. Morgan's idea of "doing his bit," and many other Wall Street men are doing the same.

Plant Importation Restriction Protested.

At the regular meeting May 17 of the New Orleans Horticultural Society the following resolution was offered by C. W. Eichling and unanimously adopted:

Whereas, the American Forestry Association proposes to recommend to the federal horticultural board in Washington the enactment of a law prohibiting the importation of all plants, bulbs, etc., be it therefore,

Resolved that the New Orleans Horticultural Society considers such a law unnecessary and injurious to the florist business and hereby protests against the enactment of such a law. The secretary of this society is hereby requested to transmit a copy of this resolution to the legislative committee of the Society of American Florists with the request to oppose the passage of such a law.

C. W. EICHLING, Sec'y.

New York Convention Garden.

Some very active work is now in progress at the New York Botanical Garden, Bronx park, covering the layout of the Convention Garden. The backward season has been greatly in favor of the plantings, and at present it looks as though planting operations may continue for two or three weeks more. The public, too, is taking extraordinary interest in the garden, as is usual with all the work of the Botanical society, and work is being done under acute observation. Judging from the interest commonly expressed in the society's garden work, it is expected the Sunday crowd of visitors alone will run to the 75,000 mark. These visitors are not altogether flatdwellers, as one may observe when looking over the license plates on the automobile parkings of a Sunday.

The rate for planting space is very low, only 10 cents per square foot, consequently, anyone who has a specialty in the horticultural lines to exploit will lose a grand opportunity for publicity if advantage is not taken of this garden. George V. Nash, the head gardener at the Botanical garden, is giving the convention garden personal and constant supervision, a fact which speaks well for its success.

Of course, the plantings are not confined solely to novelties. Many retail florists would do well to think of the publicity they could obtain at small cost by making artistic plantings. The opportunity is here for them.

Up to date the following have secured space in the garden: Vaughan's Seed Store, W. A. Manda, John Scheepers Co., Inc., Bobbink & Atkins, A. N. Pierson, Inc., Conard & Jones Co., Henry A. Dreer, Inc., John Lewis Childs, Raymond W. Swett, Arthur T. Boddington Co., Inc., Arthur Cowee, B. Hammond Tracy, William Tricker, Thomas Meehan's Sons, A. L. Miller and R. Vincent, Jr. & Sons Co.

JOHN YOUNG, Sec'y.

Coal Ashes

I have often declared that growers have not begun to realize what a valuable material they waste when they pitch away as of no use, coal ashes. There are men who spend a lot of money on sand, who could save it all, and do better also, by using this waste material in place thereof. Those who doubt this assertion should have some ashes ground in a mortar mill, sift it through a sieve with a 1-16th inch mesh, and use it for propagating purposes. Many things that are difficult to strike will callus and root easily enough in this material. Everyone who knows anything about the filtration of sewage will be aware that the coke used is inhabited by certain bacteria which keep things sweet and clean, and I am pretty certain that the same thing goes on in fine coal ashes. Give me a foot of coal ashes over the ground and I will produce the best of tomatoes by simply planting them out on top, in a trough made by sticking up on edge two six-inch boards at eight inches apart, and filling with soil in which to start the plants.—W. F. E. in Horticultural Advertiser.

Massachusetts Horticultural Society.

On account of the backwardness of the season, it is necessary to change the scheduled dates of the rose, peony and strawberry exhibition of the Massachusetts Horticultural Society from June 23-24 to Saturday and Sunday, June 30-July 1. This exhibition is one of the most interesting and brilliant of the year and is free to the public. It will be open Saturday from 12 to 6 and on Sunday from 1 to 6 o'clock.

WM. P. RICH, Sec'y.

New York Federation of Societies.

The New York Federation of Horticultural Societies and Floral Clubs will hold a meeting in Syracuse Thursday, June 28, in connection with the annual exhibition of the Syracuse Rose Society. It is hoped that there may be a large attendance of delegates from the federated societies.

E. A. WHITE, Sec'y.

Important to Subscribers.

The date on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscriptions promptly on expiration to make certain of receiving your copy of each issue.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

July 4, Newport, R. I.—Outdoor exhibition of the American Rose Society. Benjamin Hammond, secretary, Beacon, N. Y.

July 7-8, Boston, Mass.—Annual exhibition of the American Sweet Pea Society under the auspices of the Massachusetts Horticultural Society. Wm. Gray, Bellevue road, Newport, R. I., secretary.

August 23-26, New York.—Annual exhibition of the American Gladiolus Society. Museum building, Bronx park. Henry Youell, secretary, 538 Cedar street, Syracuse, N. Y.

September 25-27, New York.—Dahlia exhibition of the American Dahlia Society and the American Institute of the City of New York. Wm. A. Eagleson, secretary board of managers, 322 West 23rd street, New York.

November 7-9, Newport, R. I.—Annual fall show of the Newport Horticultural Society. Fred P. Webber, secretary, Newport.

November 8-11, Cleveland, O.—Cleveland flower show, including annual meeting of the Chrysanthemum Society of America and fall shows of the American Rose Society and the American Carnation Society. M. A. Vinson, manager, 402 Leader-News building, Cleveland.

March 14-21, 1918, New York.—Spring flower show in Grand Central Palace.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Young lady, with 10 years experience in florist stores, wants position with first class firm on y.
R. SCHWAGER,
411 Spring St., Independence, Mo.

Help Wanted—Experienced store salesman, must be past 31 years of age, one able to manage in absence of owner.
Key 794, care American Florist.

Help Wanted—Young gardener with experience to assist in care of grounds and drive automobile. References required. JAMES C. KIMBERLY,
Neenah, Wis.

Help Wanted—A large, well known seed house has an opening for an experienced, thoroughly competent executive, familiar with all the details pertaining to the line. Address, with full particulars, Key 792, care American Florist.

Help Wanted—Florist to take full charge of greenhouse at institution; permanent position; single man preferred. Salary at start, $50 per month, room, board and laundry included. Address at once.
Key 797, care American Florist.

Help Wanted—Practical, experienced man to take charge of agricultural implements, insecticides, etc., department, by a long established, large seed house of repute; must be thoroughly competent in every respect. Address, with full particulars, giving age, experience, references, salary wanted, etc.,
Key 793, care American Florist.

For Sale—Good windmill, with pump and tank
THEO. FEHRMANN,
3744 Lamon Ave., Chicago.

For Sale—On account poor health greenhouses 27,000 ft. of glass in good condition with dwelling and etc. Eight acres of land in the best location for this business. A first-class opportunity for live florist with some cash. Possession at once. Write for particulars. Address
Key 796, care American Florist.

Situation Wanted

Expert grower now in charge of a large commercial place near Chicago will be open for engagement as superintendent and manager in the near future. Well versed in general line of cut flowers, particularly carnations, chrysanthemums, etc. State salary, location and full particulars in first letter.

Key 783, care American Florist.

SITUATION WANTED

As working foreman by expert grower of roses, carnations and chrysanthemums; Russell roses a specialty. Many years scientific practice and experience.

Key 795, care American Florist.

HELP WANTED

Several growers and helpers.
Good wages and steady job.

BASSETT & WASHBURN
HINSDALE, ILL.

WANTED CEMETERY LOCATIONS.

Cemetery Sales Experts—Specializing in cemetery organization, advertising and selling campaigns, will organize and manage lot selling campaigns; outline and plan organization and business management for new cemetries and organize new stock companies or reorganize old cemeteries. If there is an opportunity for a new cemetery in your locality let us help you.

GEO. P. GARIN & CO.
R 510, 117 N Dearborn St. Chicago, Ill.

Will Trade

Modern Chicago apartment buildings, valued at $25,000 to $50,000, for cleared greenhouses or farms. State full particulars in first letter to command attention.

Key 784, care American Florist.

GREENHOUSES FOR SALE.

I have three houses under glass, 35x175, all cement wall and iron and steel supports all through; one of the finest steam-heat plants, with a first-class pumping station; has large water tank inside of work-rooms, with ten acres of soil; fine steam-heated house, with good barn, one-half mile from coaling station and close to Grand Rapids; only $9 000 00.

This bargain will interest you if you are looking for a greenhouse proposition. Address

Key 790, care American Florist.

FOR SALE

One, used, 80 h. p., horizontal return tubular steam boiler, 60 inchesx16 feet; 44 four-inch tubes, in good condition. Hartford Insurance Co. will issue a policy for 70 lbs. pressure.

POEHLMANN BROS. CO.
MORTON GROVE, ILL.

SITUATION WANTED

Good all around storeman is open for engagement. Expert salesman and designer. Ready to start work at once. Chicago preferred. Address

KEY 791, CARE AMERICAN FLORIST.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000 $5.00. Samples on request. Electro of leaf, postpaid, $1.50. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price $3.00, Postpaid.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO.

Large Supply Fine Summer Flowe

Particularly Russell and American Beauty Roses as well as all other stock. This stock grown purposely for use during the hot weather months and will surely please your trad

FOR COMMENCEMENTS AND WEDDINGS

Our Valley, Orchids and Easter Lilies are favorably known and recognized as the best.

We have at bargain prices Good Roses and Carnations that we can supply in large quantities. Write or wire for special quotations. Our Roses are cut specially for shipment in hot weather. Home Grown Peonies are now arriving in large quantities and are in heavy supply with us.

Cecile Brunner Hoosier Beauty Ophelia White Killarney Richmond S
Killarney Brilliant Milady Aaron Wards Killarney

Ferns, Adiantum, Farleyense, Smilax, Plumosus, Ga
Leucothoe, Mexican Ivy, Sprengerii.

Our Roses consist of all grades, Short, Medium, Long and Special.

Price List Mailed Weekly; if you are not on our list, let us h

Our supply of this favorite baskets is limited; order early and protect your supply.

111—1 each..25c	111—4 each..50c
111—2 each..30c	111—5 each..60c
111—3 each..35c	

Poehlmann Bros. Co.
Supply House

June Wedding Accessorie

VALLEY CHIFFON

6-inch, per yard, - - - 8 e
10-inch, per yard, - - - 10 e

Shepherd's Crooks, Bridal Mu

No. 2 Shower Gauze, 50-yard Bolt, $

Bridal Scarfs, each, $1.00

Prompt Delivery On All Orders—Try

POEHLMA
72-74 E. Randolph St.

SE PLANTS, GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

—2½-inch Aaron Ward, Milady, Killarney, White
y, Brilliant, Cecile Brunner, Richmond, Sunburst
belia .....$120.00 per 1000
5000 or more..... 110.00 per 1000

ED—3½-INCH WHITE KILLARNEY AND PINK KILLARNEY.
½-inch stock an additional $50.00 per 1000 will be charged.
These prices are absolutely net cash.

OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady, Richmond, Cecile Brunner.....$7.00 per 100; $65.00 per 1000

Lots of 5000 or more..... 62.50 per 1000

Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

GRAFTED DORMANT ROSE PLANTS.

	Per 100	Per 1000
Killarney. Gold r	.....$6.00	$50.00

3½-INCH OWN ROOT DORMANT ROSE PLANTS.

		Per 1000
1300	Richmond	
165	Old Gold	
3000	Pink Killarney	..... 50.00
200	Elgar	

2½-INCH OWN ROOT DORMANT ROSE PLANTS.

		Per 1000
2500	Pink Killarney	
350	White Killarney	.....$30.00

CHRYSANTHEMUMS

V—	About time they bloom.	Rooted Cuttings and 2½-Inch Stock. Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
low	October 1	$2.30	$20.00	$3.00	$27.00
	October 14	2.30	20.00	3.00	27.00
an (Improved Eaton)	October 25	6.00	.....	7.00	.....
	October 24	2.30	20.00	3.00	27.00
	November 2	2.30	20.00	3.00	27.00
	November 13	2:30	20.00	3.00	27.00
t	November 2	2.30	20.00	3.00	27.00
te Pink	November 7	2.30	20.00	3.00	27.00

WHITE—	About time they bloom.	Rooted Cuttings and 2½-Inch Stock. Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
Early Frost	October 26	$2.30	$20.00	$3.00	$27.00
Oconto	October 19	2.30	20.00	3.00	27.00
Smith's Ideal	November 2	2.30	20.00	3.00	27.00
White Chieftain	October 24	2.30	20.00	3.00	27.00
Eaton	November 1	2.30	20.00	3.00	27.00
W. H. Chadwick	November 7	2.30	20.00	3.00	27.00
Chas. Razer	October 29	2.30	20.00	3.00	27.00
Elise Papworth	November 2	2.30	20.00	3.00	27.00
BRONZE—					
O. H. Kahn	November 2	2.30	20.00	3.00	27.00

POMPONS

V—	About time they bloom.	Rooted Cuttings and 2½-Inch Stock. Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
el	October 16	$3.00	$27.00	$3.50	$32.00
	November 1	3.00	27.00	3.50	32.00
	November 9	3.00	27.00	3.50	32.00
	November 16	3.00	27.00	3.50	32.00
cle	October 25	3.00	27.00	3.50	32.00

WHITE—	About time they bloom.	Rooted Cuttings and 2½-Inch Stock. Rooted Cuttings. 100	1000	2½-Inch Stock. 100	1000
Helen Newberry	November 16	3.00	27.00	3.50	32.00
BRONZE—					
Madam La Porte	November 5	3.00	27.00	3.50	32.00
Skibo—Bronze Button	October 16	3.00	27.00	3.50	32.00

PALMS

A FORSTERIANA SINGLE PLANTS

	Doz.	100	1,000
pots	$1.50	$12.00	$100.00
pots	2.50	18.00	150.00

A BELMOREANA SINGLE PLANTS.

Leaves	Doz.	100	1,000
ots	$1.50	$12.00	$100.00
ots, 5 10-12 in. high	2.50	18.00	150.00
ots, 5-6 leaves, 26-28 in. high, $1.50 each			

ARECA LUTESCENS.
s, 4 plants.....per doz. $4.20

PHOENIX ROEBELENII

	Each
5 inch pots	$1.00

STEVENSONIA GRANDIFOLIA

4 inch pots	.50
5 inch pots	1.00

LIVISTONA ROTUNDIFOLIA

4 inch pots	.50
3 inch pots	$14.00 per 100

PTYCHOSPERMA ALEXANDRAE
3 inch pots, $1.75 per doz.....$14.00 per 100

COCOS WEDDELIANA
2 inch pots, $1.75 per doz.....$14.00 per 100

LATANIA BORBONICA
2 inch pots, 25c per doz.....$5.00 per 100

MARTINEZIA CARYOTAEFOLIA.
3 inch pots, 30c each.....$3.00 per doz.

MISCELLANEOUS PLANTS

RAMBLERS—35c, 50c, 75c and $1.50 each.

AMERICAN BEAUTY ROSES in pots—50, 75 to $1.00 each.

	Size pots	Per 100
Plumosus, 3-in. pots, per 100		$ .00
Plumosus, 6-in. pots, each		.35
uminosa and Vernon	2¼-in.	3.00
0		27.50
hatelaine	2½-in.	4.00
Chatelaine	3-in.	10.00
, fancy leaved, each	5-in.	50c- .75
, fancy leaved, each	6-in.	1.00
, made up, each	7-in.	$1.50-2.00

	Size pots	Per 100
Canna, King Humbert	4-in.	12.00
Coleus in variety	2½-in.	3.00
Per 1,000		27.50
Crotons, well colored, 4-in., $4.80 per doz.; 5-inch, 60c and 75c each; 6-in., $1.25 each.		
Pandanus Veitchii, 4-in., per doz.		4.20
Pandanus Veitchii, 5-in., per doz.		7.20
Stocks 2½ in., $3.00 per 100.		

	Size pots	Per 100
Pandanus Veitchii, 7-in., per doz.		$18.00 to $24.00
Pandanus Veitchii, 8-in., per doz.		30.00
Rubber Plants, 6-in. pots, per doz.		9.00
Rubber Plants, 7-in. pots, each		$1.50 to 2.00
Larger Plants, each		2.50 to 3.00
Table Ferns, 2½-in. pots, per 100		4.00
Table Ferns, 3-in. pots, per 100		8.00
Pteris Assorted, 4-in. pots, per 100		$15.00 to 20.00
Holly Ferns, 4-in. pots, per 100		15.00 to 20.00

A Nominal Charge is Made for Packing.

N BROS. CO.

ng Distance Phone, Randolph 35. **CHICAGO, ILL.**

Flowers for Commencement Exercises

Beauties, Yellow Roses, Fancy Russell, Red and Pink Roses

HEAVY CUT OF EXTRA CHOICE OPHELIA ROSES—FINEST OBTAINABLE.

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

New Ferns

We have them fresh picked from the woods every day . . . per 1000—$2.00 to $2.50.

CURRENT PRICE LIST

AMERICAN BEAUTIES	Per dozen
Specials, extra long stems	$4.00
Stems 30 to 36 inches	2.50 to 3.00
Stems 18 to 24 inches	1.50 to 2.00
Stems 12 to 15 inches	1.00
Shorter lengths	.50 to .75

RUSSELL—The best in this market.	Per doz.
Specials, extra long	$2.00
Long	1.50
Good medium	1.00 to 1.25
Good short	.50 to .75

RED ROSES Rhea Reid, Richmond and Hoosier Beauty	Per 100
Long	$6.00 to $8.00
Good medium	5.00
Good short	3.00 to 4.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$6.00 to $8.00
Good medium stems	5.00
Good short stems	3.00 to 4.00

Pink and White Killarney, Brilliant	Per 100
Long	$6.00
Good medium	$4.00 to 5.00
Good short	3.00

OUR SELECTION: Assorted Roses, our selection, in lots of 300 or more, at the rate of $2.50 per 100.

CARNATIONS	
Red, Belle Washburn	$2.00
Pink and White	2.00
In lots of 500 or more, per 100	1.50
VALLEY	$5.00 to $6.00
SWEET PEAS	.50 to 1.00

GREENS		
ASPARAGUS SPRENGERI	Per 100	$2.00 to $3.00
GALAX, Green or Bronze	Per 1000	1.25
NEW COMMON FERNS	Per 1000	2.50

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

HOME GROWN PEONIES MORE PLENTIFUL.

Business has been good the past week and the market was pretty well cleaned up in all lines Saturday, June 16, not due so much to the increased demand as to the cold spell which caused a sudden shortening of stock. The weather at this writing is much warmer and there is plenty of stock of all kinds to go around. The supply of southern peonies is almost exhausted, but home-grown stock is arriving in larger quantities although the season is not yet at its height. Roses in general are in large supply and some particularly fine Sunburst, Mrs. Chas. Russell, Ophelia, Champ Weiland, Killarney, White Killarney and Killarney Brilliant are obtainable in quantity lots at reasonable prices. American Beauty roses are in good supply, but seem to clean up well every day especially in the longer stemmed grades. Carnations are seen in good supply at all the stores and while they clean up well at times there is nearly always more than enough to go around. The receipts of orchids are a trifle heavier and the same holds true for lily of the valley, which continues to be in good demand at the advertised quotations. Gladioli are to be had in quantity and some very choice stock in this line is attracting the attention of the buyers. Russian statice is having a good call and so is feverfew in the longer stemmed grades, of which some very fancy stock is now reaching the market. Lilies and callas are seen at several of the stores in large numbers, and some very choice Lilium candidum made their appearance this week. Sweet peas sold well this week and cleaned up nicely at good summer prices. Mignonette, callas, Spanish iris, calendulas, Double White narcissus, candytuft, daisies, snapdragons, stocks, pansies, gypsophila, pond lilies and other miscellaneous stock is included in the many offerings. Green goods of all kinds are in good demand and clean up quickly at high prices. New ferns are more plentiful and come in handy during the scarcity of other greens. Business so far this month has been good and the total sales show an increase over the same period of 1916, according to a majority of the wholesalers, who are quite well satisfied considering the existing conditions.

PEONIES! ROSES!

Large Supply. Write for prices.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 CHICAGO

Mention the American Florist when writing

NOTES.

J. S. Pintozzi and N. Pintozzi, proprietors of the store known as the Van Buren Florist, at 37 East Van Buren street, report business as good and are well pleased with their stand which was formerly owned by Henry M. Hirsch. Louis Ancrola is now in the employ of this firm which has the only Italian retail florist establishment in the loop.

Arthur Pasternick, with the Chicago Flower Growers' Association, and Ed. Vilter, with J. A. Budlong, have resigned their positions to go farming and ranching at Wendell, Idaho.

C. D. Adams, of Cherokee, Ia., passed through here, June 15, on his way to Michigan where he will spend a few weeks fishing.

Mrs. F. Strail, of the A. Lange force, leaves next week for Twin Lakes, Mich., to spend the summer.

BIG SUPPLY OF

ROSES

RUSSELL--SUNBURST

White Killarney, Killarney, Killarney Brilliant, Ophelia, My Maryland, Richmond, Milady and Champ Weiland.

CARNATIONS

Lilies, Valley, Peonies. Complete Line of Greens.

Buy Direct From The Grower. **CURRENT PRICE LIST** **Subject to Change Without Notice.**

	Per doz.
AMERICAN BEAUTIES	
48 to 60-inch stems	$5.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	4.00 to 8.00

	Per 100
RICHMOND	
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

	Per 100
MILADY	
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

	Per 100
Champ Weiland... Killarney... White Killarney... Killarney Brilliant. Sunburst ... My Maryland... Ophelia ...	
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

	Per 100
ROSES, OUR SELECTION	$4.00

CARNATIONS—Fancy ..... $2.00 to $3.00

Peonies, fancy	$ 6.00 to $ 8.00
Harrisii	12.50 to 15.00
Valley	6.00
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Galax, bronze and green, per 1,000	$1.25
Ferns, per 1,000	$4.00
Leucothoe Sprays	.75 to 1.00
Smilax	per doz. strings 2.00 to 2.50

OWN ROOT ROSES

2½-INCH STOCK	Per 100	Per 1000
Richmond	$3.50	$30.00
White Killarney	3.50	30.00
Pink Killarney	3.50	30.00

2½-INCH STOCK	Per 100	Per 1000
Maryland	$4.50	$40.00
Sunburst	4.50	40.00
Champ Weiland	4.50	40.00

3-INCH PLANTS	Per 100	Per 1000
White Killarney	$4.50	$40.00
Pink Killarney	4.50	40.00
Richmond	4.50	40.00

SPECIFY PLANTS WHEN ORDERING.

2½-inch Chrysanthemum Plants

Extra large plants, $2.00 per 100; $18.00 per 1000.

Harvard, red; Early Frost, white; Chrysolora, large yellow.

2½-inch Pompon Plants

Extra fine plants, $2.00 per 100; $18.00 per 1000.

Baby Yellow, Westlake (pink), Lillia, Diana, Prince of Ance.

PETER REINBERG

WHOLESALE FLORIST

30 East Randolph St., LONG DISTANCE PHONES: CENTRAL 601 and 2846. **CHICAGO**

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **Chicago**

HEAVY SUPPLY OF ROSES AND CARNATIONS FOR WEDDINGS AND SCHOOL CLOSINGS. ORDER HERE AND GET THE BEST.

CURRENT PRICE LIST— Subject to Change Without Notice.

	Per 100
MRS. CHAS. RUSSELL.	
Fancy	$12.00 to $15.00
Good	8.00 to 10.00
MINIATURE ROSES.	
Baby Doll	$3.00
Elgar	3.00
WHITE AND PINK KILLARNEY, OPHELIA, SUNBURST AND RICHMOND.	
Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00
ROSES, OUR SELECTION	4.00

	Per 100
CARNATIONS.	
Fancy	$3.00
Good	2.00
MISCELLANEOUS.	
Peonies	$ 6.00 to $ 8.00
Valley	6.00
Lilies	12.50 to 15.00
Ferns, per 1,000	4.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.25

OTHER GREEN GOODS AT MARKET RATES.

Our Range of Greenhouses is one of the Three Largest in America.

The Central Floral Co. reports business as good at its North State street store with a surprisingly large number of wedding orders. Peter Duris says that while the war has affected trade somewhat the outlook is much brighter than it was when first declared and that business so far during June has exceeded all expectations.

Wietor Bros. are experiencing a brisk demand for chrysanthemum and pompon plants of which they have a large supply in all the leading commercial varieties. The demand with them started in later than usual this season, but the buying the past week has been lively and new orders are arriving in every mail.

Peter Reinberg is in good crop with roses, especially Ophelia, Mrs. Chas. Russell and Champ Weiland. Felix Reichling, manager of the Reinberg store, visited the greenhouses, June 17, and reports that the young stock looks fine.

Chas. Schwegert, of Morton Grove, is back in the growing business since June 1, when Kroeger & Teegan vacated his place. He owns 16,000 square feet of glass and will grow carnations, sweet peas and chrysanthemums.

The A. L. Randall Co.'s supply department defeated the boys in the cut flower department in a close and exciting nine inning baseball game by a score of 16 to 15 at Grant Park Sunday afternoon, June 17.

Allie Zech, A. C. Kohlbrand and Al Lovedale returned Monday, June 18, from a two-day fishing trip at Eagle Lake, Wis., with a nice string of black bass, silver bass and pickerel.

John Ziska's five-year-old daughter, Lois, who is a very skillful dancer, participated in the entertainment given by the local Bohemians at the Harrison high school, June 17.

The E. C. Amling Co. received its first shipment of Elmhurst peonies Thursday, June 14. This firm is showing a large quantity of coreopsis and Lilium candidum.

A. L. Vaughan & Co. are featuring a large supply of choice gladioli in addition to a most complete line of roses and other seasonable stock.

M. C. Gunterberg is suffering from a severe attack of bronchitis, but is on duty every day looking after the needs of her many customers.

O. A. & L. A. Tonner report a good demand for home-grown peonies, which are now arriving in larger quantities at their establishment.

FOUNDED BY FLINT KENNICOTT 1st IN CHICAGO

For the Retailer or for the Grower

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President. **J. E. POLLWORTH,** Sec'y and Gen'l Mgr.

Extra Fancy **PEONIES** Local Stock

$3.00 to $6.00 per 100.

Roses, Snapdragons, Carnations, Daisies, Sweet Peas, Calendulas, Greens and all Other Miscellaneous Seasonable Stock. Fancy Greenhouse Grown Gladioli. Also a good supply of miniature Gladioli.

SUPPLIES

Fancy line of Cut Flowers and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies **30 E. Randolph St., Chicago, Ill.**

Mention the American Florist when writing.

Erne & Company are pleasing their trade with a fancy grade of peonies, which they are handling in quantity.

C. L. Sherer, with Kyle & Foerster, is the proud father of an eight-pound baby boy.

Kennicott Bros. Co. is handling a good supply of American Beauty roses.

Emil Gedl, of the J. A. Budlong force, has enlisted in the navy.

AUTOMOBILE SUPPLIES

Have you received our catalogue? Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.
1349-51-53 S. Michigan Ave., CHICAGO, ILL

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 CHICAGO

Russian Statice Fancy Feverfew

75c to $1.00 per bunch. **5 bunches for $1.00.**

Try us on these two items and you will not be dissapointed. All the leading Chicago Retail Florists are using this stock regularly with good results.

HEAVY SUPPLY OF ROSES

Finest in the Chicago Market—Bar none.

Ophelia, Russell, Milady, Killarney, White Killarney, Killarney Brilliant, Etc.

Choice Home Grown Peonies.

We handle the output of nearly 100 of the best and leading growers consigning their stock to the World's Largest Wholesale Cut Flower Market, enabling us to fill all orders to your satisfaction at all times.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good.

Mention the American Florist when writing.

SUMMER FLOWERS

HEAVY SUPPLY

LILIES AND ROSES

We have them both in quantity every day and can supply you with what you need at attractive prices.

PINK POND LILIES, $2.00 to $4.00 per 100.

Leading Chicago Retail Florists use these to good advantage in their window displays.

Headquarters for Home Grown Peonies; Extra Fine Stock in Large Supply.

A. L. RANDALL COMPANY

Wholesale Cut Flowers and Florists' Supplies

WABASH AVE. AND LAKE ST., CHICAGO, ILLINOIS

Poehlmann Bros. Co. is cutting a large quantity of roses, particularly extra fancy Mrs. Chas. Russell, which are in brisk demand. Orchids are selling nicely at this establishment and there is never any surplus when the day's sales are over. John Enders of the shipping department, is serving on the jury, so Otto W. Frese is giving the force a lift during his absence.

The Chicago Flower Growers' Association is handling a good supply of peonies from M. Weiland of Evanston and the Riverbank Greenhouses of Geneva. Manager Klingsporn reports business so far in June as very good with the sales showing a great increase over the same number of days of the same month in 1916.

A. Wechselberger, proprietor of the Irving Park Flower Shop, 3968 Avondale, has no complaint to make in regard to dull business. His sales for this month up to Friday evening, June 15, are $9 ahead of the entire month of June of 1916.

A. Miller and wife are spending their honeymoon in the west.

Gust Alles, of Wietor Bros., is serving on the jury.

FINE SHIPPING STOCK

The stock we are now offering is grown specially for the hot summer months and will arrive in good condition over a reasonable shipping distance. You cannot duplicate the quality of the stock we are listing at these low prices in this or any other market no matter how hard you try. You always get the best for the least when you order here.

SPECIAL CURRENT PRICE LIST.

ROSES.	Per 100
Russell	$ 5.00 to $15.00
Richmond	2.00 to 8.00
Milady	2.00 to 8.00
Brilliant	2.00 to 8.00
Ophelia	2.00 to 8.00
White Killarney	2.00 to 8.00
Killarney	2.00 to 8.00
Ward	2.00 to 8.00
Sunburst	2.00 to 8.00

Extra Special billed accordingly.

MISCELLANEOUS	Per 100
Carnations	$ 1.00 to $ 2.00
Peonies	4.00 to 8.00
Orchids ...per dozen	9.00
Lilies, per dozen	8.00
Valley	6.00
Daisies	.50 to 2.00
Callas	1.00 to 1.50

GREENS.	
Asp. plumosus ....per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	25 to .50
New Ferns.....per 1,000	3.00
Sprengeri .....per bunch	25 to .50
Adiantum .....per 100	1.00
Galax leaves .....per 1,000	1.25
Wild Smilax .....per case	5.00
Boxwood ..... —per lb., 25c; 50-lb. case..	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

PERCY JONES, Inc.

Wholesale Commission Florists

56 East Randolph Street, CHICAGO

C. L. Washburn says that June so far has been an unusually good month with Bassett & Washburn and that their sales will show a great increase over the same period of last year. The shipping trade particularly is good and holding up remarkably well. R. H. Mueller, one of Professor H. B. Dorner's students at Urbana, is learning the selling end of the wholesale business at this establishment during the vacation time.

A. T. Pyfer says that business at A. T. Pyfer & Co.'s store has been very good the past week and that the sudden cold spell which caused a quick cleanup of stock came at the right time and helped considerably to add new life to the market.

Percy Jones, Inc., is enthusiastic over business and reports that instead of their sales falling off as the days in June roll by they are showing a very satisfactory increase. The total sales for the month will show a large gain over those of June in 1916.

Zech & Mann have enjoyed very good business in June so far, according to Allie Zech, who is more than pleased with the total sales, which show a great increase over the same number of days of any previous June.

J. M. Davis, of Davenport, Ia., was a visitor at the George Wittbold Co.'s establishment this week.

Visitors: Roy F. Mills, Kansas City, Mo.; A. E. Washburn and J. R. Gee, Bloomington; T. R. Fuller, Battle Creek, Mich.; Peter Grosse, Evansville, Ind.; A. J. Lanternier, Ft. Wayne, Ind.; Herman J. C. Leity, of the New Haven Floral Co., New Haven, Ind.; J. W. Furrow, Guthrie, Okla.

Sarina, Ont.

J. Macklin & Son report a good local demand for cut flowers and decorative plants grown by them and frequently have to resort to large shipments of roses and carnations from outside points to fill orders.

Gardiner Bros. are growing many plants of the flowering varieties which meet good demand at their store here. here.

J. E. K.

Columbus, O.

MARKET UNATTRACTIVE.

Plenty of stock and dull trade characterize the local florist situation. Peonies, which were a famine when needed most, came in with a rush following Memorial day, forcing prices down to as low as 50 cents a dozen for the more common varieties, the maximum on fancy blooms being $1.50. The market is lacking any special attractiveness. Gladioli displays are meager, confined to small shipments received from foreign growers. It is a common complaint that the present June wedding period is the poorest for several years. There is no lack of events in this line, which ordinarily yield florists a harvest, but people do not seem disposed to spend the money. In a general way the trade is feeling garden flowers competition keenly. Funeral work is unusually quiet. The bedding season has gone by fits and starts, with a flood of business when the weather was favorable, followed by lack of interest on the part of the public at other times. As the season has been cold and wet, as a rule, much of the bedding trade has gone by default. Porch decoration is slow for the same reason. Fern leaves remain scarce.

NOTES.

The Columbus Florists' Association, organized several months ago, held a formal banquet at the Neil House on the evening of June 14. Forty covers were laid, a number of guests outside of the organization being present. Prof. Alfred C. Hottes, head of the floricultural department, Ohio State University, and president of the association, acted as toastmaster. Colonel John Y. Bassell, who is in charge of the Columbus Conventions and Publicity Association, was one of the speakers, and urged that florists of other towns should be organized into a state body and a convention held. Columbus, he said, should be known as a florists' city. A former head of the state mine inspection department, John M. Roan, predicted that Ohio never again would enjoy the low coal prices it did before the increases of the past year. While advances had been due in great measure to the excitability of the public in buying large quantities

Natural Prepared

GREEN LYCOPODIUM

MAKE YOUR OWN MOSS WREATHS—START THEM NOW.

Our lycopodium is guaranteed not to become brittle. It is fire-proof, put up in **11 lb. net cartons.** Try a sample carton—**price $3.20.**

Pittsburgh Cut Flower Co.

116-118 SEVENTH ST., PITTSBURGH, PA.

RUSTIC

Hanging Baskets

NATURAL GROWTH CYPRESS.

Price list and sample postpaid 25c and 50c.

Also Rustic Stands. Style A

Florida Gray Moss

20-lb. sack, $1.00; 7 sacks, $5.00.

Order a $10.00 assortment by freight and have a display that will attract.

VICTOR SCHMELZ & SON,

Route A. **Sanford, Fla.**

Announcement

WILSON FLORAL CO.

Have opened a wholesale store at

41-43 Stone Street, ROCHESTER, N. Y.

They are prepared to supply the trade with everything in

Cut Flowers and Supplies

Quality Consignments Are Solicited.

IT PAYS

To Buy Your Cut Flowers From Us. Heavy Supply of Summer Roses Grown Specially for the Hot Months.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	$1.00 to 1.50
Short stems	$1.00, 4.00 to 6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$20.00
Select	$12.50 to 15.00
Medium	$6.00 to 10.00
Short	4.00

ROSES.	
Richmond, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	4.00
Milady, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	4.00
Killarney Brilliant, special	$10.00
" " select	8.00
" " medium	$5.00 to 6.00
" " short	4.00
Ophelia, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	4.00

ROSES—Continued.	Per 100
White Kilarney, special	$10.00
" " select	8.00
" " medium	$5.00 to 6.00
" " short	4.00
Killarney, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	4.00
Mrs. Ward, special	$10.00
" " select	8.00
" " medium	$5.00 to 6.00
" " short	4.00
Sunburst, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	4.00
Cecile Brunner	2.00
Elgar	2.00
Baby Doll	2.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Fancy	$3.00
Red and pink	2.00

ORCHIDS.	Per doz.
Cattleyas	$9.00

EASTER LILIES.	Per 100
Select	$10.00 to $12.50

PEONIES.	
Fancy	$8.00
Special	6.00
Good	4.00

MISCELLANEOUS.	Per 100
Valley	$5.00 to $6.00
Calendulas	2.00
Daisies	.50 to 2.00
Snapdragons	per bunch .50 to 1.00
Callas	per doz. 1.50 to 2.00
Sweet Peas	.50 to 1.50
Gladioli (indoor grown)	6.00 to 8.00
Gladioli (miniature)	2.00 to 4.00

GREENS.	
Asp. plumosus	per string $0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri	per bunch .35 to .50
Adiantum	per 100 1.00
Smilax, choice	per doz. 1.50 to 2.00
Fancy Ferns	per 1,000 4.00
Galax leaves	per 1,000 1.25
Wild Smilax	per case 5.00
Boxwood	
—per lb., 25c; 50-lb. case.	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

Mention the American Florist when writing.

The Florists' Supply House of America

NEW IMPORTATIONS OF PRINCESS BASKETS

THE KIND YOU ARE ALWAYS WANTING—WE HAVE THEM

Prices as Follows:

Inches wide

26241— 9-in., not glued, per 100, - $17.00; glued, - $19.50
26240—11½-in., not glued, per 100, - 23.00; glued, - 26.50
26987—13½-in., not glued, per 100, - 37.50; glued, - 42.50

Be Patriotic—Buy Our Liberty Baskets Made in the National Colors.

SEND FOR OUR NEW DESCRIPTIVE LIST.

H. BAYERSDORFER & CO., 1127-1129 Arch Street, PHILADELPHIA, PA.

Mention the American Florist when writing.

WE HAVE REACHED THE FRONT

By Satisfying Our Customers With High Quality Cut Flowers at Reasonable Prices.

A. T. PYFER & CO., 30 E. Randolph St., Chicago, Ill.

Long Distance Telephone, Central 3373.

for fear the supply would be exhausted, a permanent higher level had been reached through natural causes. Another speaker was A. Ward Clutch, of the county auditor's office. The affair was a fine success, and will add prestige to the association and increase its membership.

A two-days' rose show was put on by the Columbus Horticultural Society June 16-17 at the sales rooms of the Cadillac Company. Both in displays and number of visitors the show was a success. Several florists had exhibits, but prizes were open to amateurs only. There were 10 sections of roses, one of peonies and one of irises.

J.

Oklahoma City.

TRADE NOT AFFECTED BY WARM WEATHER.

Summer temperatures are the rule at last, but the flower business does not seem to have been affected with the heat as yet, as the storemen say that trade is quite satisfactory. Things growing out of doors are in much need of rain, as precipitation is several inches below the normal for this date.

NOTES.

Miss Lucy H. Butterfield, daughter of the correspondent, was married to Mr. Otto Rose in St. Paul's Cathedral, this city, June 11. The Stiles Co. furnished the flowers and church decoration.

No information is to be had at this time as to how many local florists will attend the S. A. F. convention in New York.

The Stiles Co. is reglazing its range of glass, which was so severely damaged by the hailstorm a short time ago.

J. C. Angel is moving his range from Fifth street and Western avenue to West Twentieth street.

J. W. Furrow, of Furrow & Co., is in Chicago on a business trip.

Visitor: S. B. McKee, Chicago, representing the American Greenhouse Manufacturing Co. S. S. B.

MARYSVILLE, O. — Alphonse Peters, formerly of Lancaster, Pa., is now with the Marysville Floral Co.

EVANSVILLE, IND.—Peter Grosse, of Blackman's Greenhouses, spent the greater part of the week of June 16 in Chicago as a delegate to the skat tournament, carrying off one of the much coveted trophies. George Blackman expects to attend the S. A. F. convention at New York next August.

Kansas City, Mo.

BIG SUPPLY BUT GOOD RETAIL TRADE

With the summer close at hand, seasonable stock is beginning to appear, such as gladioli, extra fine gypsophilas, larkspurs and delphiniums, many at their very best and they work in well for sprays and basket work. Calendulas, bachelors' buttons and marguerites among the cheaper flowers also are "doing their bit" in different lines of work. There are quite a few snapdragons to be seen and some are really classy stock. Sweet peas are still arriving on this market but do not seem to have the staying qualities. Easter lilies are more plentiful but move slowly. For small work pansies and forget-me-nots are seen often. Carnations are plentiful and move well. Some fancy stock shipped from Colorado makes a fine showing, but the home grown supply is getting smaller every day. Roses at times are a drug on the market and have sold as low as one cent each, although Russell and Ophelia bring fancy prices. The wholesalers report stock is not moving very fast and they are compelled to let much of it go at buyers' prices. The supply in all lines is heavy. The report from retailers is about the same throughout the city; funeral work a little heavier, quite a number of decorations and a heavy call for flowers for hospitals as well as for baskets of spring flowers. Pot plants are scarce.

NOTE.

A number of the local trade led by Henry Kusik, one of our leading wholesalers, piled into the latter's Buick, June 14, and journeyed to the range of John Klaus on the Philip P. Toll farm at Greenwood, Mo. The houses are of Lord & Burnham construction and are up-to-date in every way. The rose stock, which is the specialty here, looked very fine. There are 4,500 Ophelia, 1,200 White Killarney and 1,800 Russell, the stock having come from the Poehlmann Bros. Co., Chicago. The houses have cement walks and cypress benches on concrete posts. Water drains from the roof to a tank with a capacity of 44,000 gallons, which is divided so that 37,000 gallons are available for water and the balance is devoted to manure water. A connection is also made to a lake on the property. Two older houses are devoted to carnations and chrysanthemums. This is the beginning of what will probably be one of Kansas City's largest home production rose ranges in the near future. Everybody in the party returned home safely, and we would like to add that Henry Kusik's car is "some car."

E. J. B.

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches. .	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,

Wholesale Florist

1324 Pine St., ST. LOUIS, MO.

Cleveland, O.

BIG SUPPLY OF ALL STOCKS.

The month of June is the "month of roses," but this June has been the month of all kinds of flowers. It is the first real glut since last summer and stock of all kinds and grades is very plentiful. Roses of all kinds, with the possible exception of American Beauties, are in tremendous supply, and peonies, too, are now, and have been, quite plentiful. Carnations are plentiful and cheaper in price; also they show the effects of a long, hard season. Easter lilies did not move any too well. Larkspurs, as usual, are in good demand. They come in dark blue, light blue, pink and white. The supply is good. Outdoor field daisies have had a good call, especially for commencement exercises. Indoor gladioli are good stock and in good demand. America, Holly and American Beauty predominate, also a few red varieties. Calendulas, bachelor buttons, coreopsis and snapdragons are part of the daily receipts. Lily of the valley has not been very plentiful. Greens of all kinds are plentiful. Southern dagger and fancy fern are on the market. At least two of our leading florists report they have had a number of wedding orders for the latter part of June cancelled since our last writing. Several of these orders included church decorations of good size.

C. F. B.

Summer Roses A1 Quality None Better on the Chicago Market

If you want good stock and good treatment

Send Your Orders to us for

Roses, Carnations, Peonies

Valley, Sweet Peas, Harrissi, Callas, Snapdragons, Stocks, Calendulas, Daisies, Feverfew, Gladioli, Baby Gladioli, Gypsophila, Coreopsis and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Adiantum, Mexican Ivy and Boxwood. **We have home grown Asparagus**—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Mention the American Florist when writing.

This Basket Is Always In Brisk Demand.

Make up your order now and let us have it as early as possible so you will have them on hand when needed.

No. 313—High Handle Rose Basket, Made of Braided Straw.

Size	Width inches	Height over all inches	Natural each	Stained each	Enameled each	2-tone each	Liner extra
2	9	13	.44	.50	.55	.60	.10
3	10½	24	.50	.60	.65	.75	.10
4	12	26	.65	.80	.85	.95	.15

No. 313½—High Handle Rose Basket, the same style as No. 313, but beautifully made of willow.

Size	Width inches	Height over all inches	Natural each	Stained each	Enameled each	2-tone each	Liner extra
3	10½	24	.65	.75	.80	.90	.10
4	12½	26	.75	.90	.95	1.05	.15
6	14½	34	1.25	1.45	1.55	1.65	.15

RAEDLEIN BASKET CO.,

713 Milwaukee Aveuue, Chicago, Ill.

Mention the American Florist when writing.

For Weddings and School Closings

Large Supply Peonies--Roses--Carnations--Sweet Peas--Lilies--Valley--Greens, Etc.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph St., L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

St. Louis.

A WEEK OF GOOD BUSINESS.

A steady market maintained during the past week. The only stock that seemed to be in oversupply was carnations of the poorer grade, which, however, are cleaned up at bargain sales. Russell, Ophelia and Sunburst roses are fine and have a good demand. The Killarneys all seem to be badly mildewed and the flowers small. Outdoor sweet peas are coming in quite freely, are of good quality and move readily at fair prices. Snapdragons are fine with a good call. Callas and Harrisii lilies are plentiful and the price naturally low. Candidum lilies showed on the market the past week and these are extra fine this year, with the price too low for the quality. Gladioli are not coming in very heavy as yet, but we can look for a glut in these shortly. Peonies are just about over with. Other outdoor stock, such as coreopsis, corn flowers, gaillardias, etc., are plentiful, but have a steady call. Fancy ferns have been very scarce, with very few daggers to take their place. The new fancy ferns are eagerly looked for. In other greens the market is well supplied.

NOTES.

The June meeting of the florists' club was held at the Missouri Pottery & Supply Co.'s plant, where everyone was much interested in the making of machine turned pots. This concern has an up-to-date plant, and with such facilities naturally are able to turn out a good article. They are rushed to their full capacity, filling orders from every part of the country. The attendance at the meeting numbered about 75. The committee appointed about a year ago to ascertain the approximate estimate of money invested in the flower industry in St. Louis reported their investigation showed that about one and three-quarter million dollars was invested in our business. The old publicity committee was discharged and the president announced he would name the new committee before the next meeting. The picnic committee reported favorable progress, also that they intended to have a monster parade of decorated automobiles to precede the trip to the picnic grounds. The picnic is to be held at Romona park. A member of the Chamber of Commerce then addressed the meeting on the subject of Liberty Bonds and took subscriptions totaling $1,500 in small amounts. The hosts then served a sumptuous lunch. Everybody had such a good time that they were loath to leave.

The two Steidle establishments and A. S. Cerny of St. Louis county are sending in some very good Ophelia, which have a good call on account of their being home-grown stock.

The St. Louis Wholesalers' Association has sent notices to its patrons announcing summer closing hours—Saturday at 5 p. m., and Sunday noon.

—THE—

Cleveland Florists' Exchange

Wholesale Commission Florists and Florists' Supplies.

606 HURON RD., CLEVELAND, O.

W. J. Pilcher's Russell roses are now coming in fine. He is sending in a nice cut and the quality is extra.

J. J. W.

Fort Wayne, Ind.

HEAVY SUPPLY MOVES WELL.

The market was heavily laden with stock last week on account of the continued sunshine and warm temperatures. But there was an excellent demand that moved everything on the market, and there was no glut of anything. High school and normal school commencements and an unprecedented number of June weddings created the greater part of the demand, while funeral work and counter trade was also very active. Shipping trade has been up to par.

NOTES.

The florists' club held its meeting, June 13, at the Doswell Floral Co.'s store, 301 West Main street. In the absence of the president, W. J. Vesey, Jr., the chairman of the programme committee, Mrs. Richard Blossom, presided. The club decided to have its annual picnic, Wednesday, July 11. The party will go in automobiles to a nearby lake and take a basket lunch. The paper for the evening was: "The Art and Science of Landscape Gardening," by John H. Doswell, which proved interesting and entertaining. There was a good attendance.

The Doswell Floral Co. had a larger number of weddings during May and June this year than during any previous year of their business. They are cutting some excellent Ophelia, Shawyer and Richmond roses.

The Flick Floral Co. had the decorations for the opening of the Steele-Myers new department store. This firm has had a large number of wedding and funeral orders the past week.

Herman Leitz, of the New Haven Floral Co., New Haven, Ind., and Clem Lanternier, of this city, have returned from a week's business trip to Chicago.

Ralph Tinkham, of J. F. Sullivan's store, Detroit, Mich., is visiting friends in this city for several weeks.

H. K.

PEKIN, ILL.—Hasse Bros., who recently embarked in the florist business on Second street, are adding one house to their range. They report business very satisfactory.

RAPID WRAPPER

Pat. May, 1916—Trade Mark Registered.

The Pedestal—a beautiful ornament for any store, is invaluable for decorative purposes, and has a range in height from 26 to 52 inches. It is also a part of the Rapid Rapper, the fastest plant wrapping device known to the Florists' Trade. Write for free illustrated booklet entitled "The Art of Wrapping Potted Plants and Floral Baskets."

California orders filled direct from branch office 448 Bush St., San Francisco, Calif.

THE RAPID WRAPPER CO.

56 E. Randolph St., Chicago.

New Crop Plumosus Sprays

Now Ready

Write for special prices.

L. A. FLORAL CO.

407 So. Los Angeles St., Los Angeles, Calif.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

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160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

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Wholesale Growers of Cut Flowers

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Greenhouses: Des Plaines, Ill.
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169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

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Wholesale Florists

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Joseph E. Wiltgen Michael F. Freres

Wiltgen & Freres

WHOLESALE FLORISTS

Long Distance Phone, Randolph 1975

173 N. Wabash Ave., CHICAGO

A. L. Randall Co.,

LANDO BRAND Wabash Ave. and Lake St., CHICAGO, ILL. LANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

ZECH & MANN

Wholesale Florists

30 East Randolph St., - - Chicago

Telephone Central 3284

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen
Roses, Beauty, specials	$5 00
" " 36-in.	4 00
" " 30-in.	3 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short...per 100.	6 00@ 8 00
" Mrs. Chas. Russell..	1 00@ 3 00
	100
" Hoosier Beauty	4 00@12 00
" Killarney Brilliant	3 00@10 00
" Killarney	3 00@10 00
" White Killarney	3 00@10 00
" Richmond	3 00@10 00
" Prince de Bulgarie	3 00@10 00
" Rhea Reid	3 00@10 00
" My Maryland	3 00@10 00
" Mrs. Geo. Shawyer	3 00@10 00
" Milady	3 00@10 00
" Sunburst	3 00@10 00
" Mrs. Aaron Ward	3 00@10 00
" Hadley	4 00@12 00
" Ophelia	3 00@10 00
" Double White Killarney	3 00@10 00
" Mrs. Moorfield Storey	3 00@10 00
" Champ Weiland	3 00@10 00
" Stanley	3 00@10 00
" Tipperary	3 00@10 00
" Francis Scott Key	3 00@10 00
" Bayard Thayer	3 00@10 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	1 00@ 3 00
Cattleyas...per doz.	$9 00
Gardenias... 2 00 per doz.	
Sweet Peas	50@ 1 50
Daisies	1 00@ 2 00
Snapdragons, $0.50@$0.75 per bu.	
Lilium Harrisii	12 50@15 00
Valley	4 00@ 6 00
Peonies	4 00@ 8 00
Spanish Iris	4 00@ 8 00
Adiantum Croweanum	1 00
Ferns ...per 1000	$4 00
New Ferns...per 1000	2 50@ 3 00
Galax "	1 00@ 1 25
Leucothoe	75
Mexican Ivy.. per 100	5 00@6 00
Plumosus Strings..each,	60@ 75
Smilax...per doz.	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case.	8.00
Wild Smilax...per case,	$5 00

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

HUCKLEBERRY FOLIAGE

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.
Evergreen, Ala.

Huckleberry Foliage

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

D. E. FRERES R. J. WINDLER

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

WEILAND & RISCH
GROWERS AND SHIPPERS
SHIPMENTS EVERYWHERE
CUT FLOWERS
IMMEDIATE DELIVERIES
154 NO. WABASH AVE., CHICAGO
PHONE CENTRAL 879

10,000 BEAUTY ROSE PLANTS

2¼-Inch Pots, $60,00 per 1000

EXTRA FINE PLANTS. LET US SEND YOU A SAMPLE.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

BIG ACCUMULATION AND POOR DEMAND.

Very little that is encouraging to the grower can be said of last week's market; it was thought the bottom had been reached the week before, but it appears that the past six days took a stab at the record and set a new mark in the accumulation and poor demand. Peonies added their weight in no small measure, and it was all the market could do to stagger along under the load; and carnations—nobody ever saw so many before; talk about growers giving up the carnation, this must be a mistake. Even Samuel Lilley, one of our carnation experts, says he never saw the like—and it is hard to surprise "Sammy." Easter lilies were another stunner. Why growers hit the peony market with such quantities is a problem. Every wholesale house in town had them by the thousand. Southern gladioli are offered in quantity and hurt the price of the indoor stock, which is fine. Sweet peas of good quality from frames and violet houses with the sash off are excellent and a few from the fields or garden rows are making their appearance. Roses there are of fairly good quality, 10 to 1, as compared with the demand. Very fine Russels, but local American Beauties are falling rapidly. Eastern stock of this rose is coming and the quality is fine. Lily of the valley is the one flower that, on account of the limited quantity, holds the price. Cattleyas are far too plentiful for anything like a standard figure. In addition, cornflowers, gaillardias, larkspurs, pyrethrums and other outdoor stock fairly flood the market. Anything like standard prices is impossible; it is clearly a buyers' market and but few of them avail themselves of the opportunity. Friday and Saturday are "dump days," when push carts, one and two-horse open wagons and a car or two back up at the wholesalers' curbs and make off piled to the gunnels. It is a case of the more they take the better—never mind the price.

NOTES.

Leo Niessen, in speaking of the great quantities of flowers in the market the past two weeks, says that the months of May and June are the most difficult in which to foretell crops on account of the uncertainty of the weather. Had peonies hit Memorial day, the overstock at this time would likely not have been serious. Their growers' estimates for both Mothers' and Memorial days were from 40 to 60 per cent short of the mark, due entirely to weather conditions, which they could not foresee. Carnations, roses in quantity, cattleyas and lily of the valley are features here.

The peony show of the H. F. Michell Co., Inc., of flowers from their fields at Andalusia was fully up to the Michell standard. Arranged about the store in every available space were over 150 vases, many of them filled with the choicest and newest varieties. It was a great success artistically and productive of much business, as obliging clerks were seen busy all day long taking orders for fall delivery.

We had the peony enthusiasts with us last week. They came from New York, Massachusetts, Ohio and farther west. This city scored again, however, the experts saying they had never at any previous exhibition seen flowers of such quality as those staged in the displays of the amateur growers of this city.

The alterations uniting the two buildings of H. Bayersdorfer & Co., 1129-1131 Arch street, are nearly completed. The office force will occupy the new building, giving much needed space for the display room.

Walter Davis of the plant department of the S. S. Pennock-Meehan Co. reports Russell and Ophelia rose stock very scarce. Some kinds of chrysanthemums are also almost out of the market.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

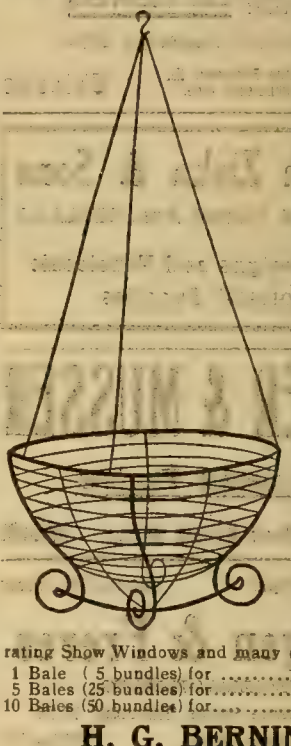
Wholesale Flower Markets

CINCINNATI, June 20.	Per 100
American Beauty, per doz...	75@ 3 00
Roses, Killarney	2 00@ 8 00
" Mrs. Chas. Russell	4 00@10 00
" Ophelia	4 00@ 8 00
" Richmond	2 00@ 8 00
" Sunburst	2 00@ 8 00
Carnations	1 50@ 2 00
Lilium Giganteum	6 00@10 00
Lily of the Valley	6 00@ 7 00
Orchids ..... per doz	6 00@ 7 50
Sweet Peas	25@ 50
Gladiolus	3 00@ 6 00

BOSTON, June 20.	Per 100
Roses Beauty	10 00@25 00
" Killarney Queen	2 00@ 8 00
" White and Pink Killarney	2 00@ 8 00
" Double White Killarney	2 00@ 8 00
" Killarney Brilliant	4 00@10 00
" Hadley	2 00@ 8 00
" Cardinal	2 00@ 8 00
" Mock	4 00@12 00
" Mrs. Chas. Russell	2 00@ 8 00
" Sunburst	2 00@ 8 00
" Taft	4 00@ 2 00
" Milady	2 00@ 8 00
" Ward and Hillingdon	2 00@ 8 00
" My Maryland	2 00@ 8 00
Cattleyas	35 00@50 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO, June 20.	Per 100
Beauty Special	20 00@25 00
" Fancy	15 00@20 00
" Extra	10 00@12 00
" 1st	6 00@10 00
Roses, Killarney	3 00@ 8 00
" My Maryland	3 00@ 6 00
" Sunburst	2 00@ 5 00
" Ward	2 00@ 5 00
" Ophelia	3 00@ 8 00
" Russell	8 00@12 00
" Stanley	3 00@ 6 00
" Mock	3 00@ 5 00
" Shawyer	3 00@ 8 00
Lily of the Valley	6 00@ 7 00
Lilies	6 00@10 00
Cattleyas	40 00@50 00
Carnations	2 00@ 2 50
Tulips	1 00@ 2 00
Peonies	3 00@ 6 00
Asparagus Sprengeri	35@ 50
Ferns	per 1000, 2 50
Smilax	15 00@20 00

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1.35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for ..... $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING,
1402 Pine St., St. Louis, Mo.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RIGE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, PEONIES, EASTER LILIES and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

BEST QUALITY

Hanging Baskets

8 in.....	$0.90 doz.	14 in.....	$2.00 doz.
10 in.....	1.30 doz.	16 in.....	2.75 doz.
12 in.....	1.75 doz.	18 in.....	3.60 doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

Mention the American Florist when writing

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Philadelphia, Pa.

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

Seasonable Cut Flowers

FLORIST SUPPLIES

Green Sheet Moss and Spaghnum Moss.

MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN, Wholesale Florist. 1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, June 20.	Per 100
Roses, Beauty, special	20 00@25 00
" " fancy	10 00@20 00
" " extra	8 00@10 00
" " shorter grades	6 00@ 8 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	2 00@ 8 00
" White Killarney	2 00@ 8 00
" Liberty	6 00@15 00
" Hadley	6 00@30 00
" Sunburst	4 00@10 00
" Ophelia	4 00@10 00
" Hoosier Beauty	4 00@10 00
Carnations	1 00@ 3 00
Cattleyas.....each. $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	6 00@ 8 00
Calendulas	1 00@ 2 00
Daisies, yellow	1 00@ 2 00
Sweet Peas	50@ 1 00
Easter Lilies	6 00@ 8 00
Callas	6 00@ 8 00
Peonies	2 00@ 5 00

PITTSBURGH, June 20.	Per 100
Roses, Beauty, special	25 00
" " fancy	20 00
" " extra	12 00
" " No. 1	8 00
" Killarney	3 00@ 8 00
" My Maryland	3 00@ 8 00
" Sunburst	3 00@ 8 00
" Mrs. Aaron Ward	3 00@ 8 00
Cattleyas	50 00
Lilium Giganteum	6 00@ 8 00
Carnations	2 00
Lily of the Valley	5 00
Peonies	2 00@ 4 00
Spanish Iris	4 00
Adiantum	1 25
Asparagus Sprengeri, per bunch.	35@40

MILWAUKEE, June 20.	Per 100
Roses, Killarney and W. Killarney	2 00@ 8 00
" Ward	2 00@ 6 00
" Mrs. Chas. Russell	5 00@20 00
" Ophelia	3 00@ 8 00
" Hoosier Beauty	2 00@ 8 00
Lilies	8 00@10 00
Cattleyas.....per doz., 6 00@ 9 00	
Carnations	1 00@ 2 00
Valley	4 00@ 6 00
Sweet Peas	50@ 75
Fancy Ferns	4 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16-inch	2.90
18-inch	3.70

THE McCALLUM CO.
INC.
Pittsburgh, - Pa.

Mention the American Florist when writing

ST. LOUIS, June 20.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	2 00@ 5 00
White Killarney	3 00@ 6 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	4 00@ 8 00
Mrs Russell	4 00@ 8 00
Ophelia	4 00@ 8 00
Carnations	1 50@ 1 50
Valley	4 00@ 6 00
Lillies	8 00@10 00
Orchids	50 00@ 60 00
Ferns.....per 1000.	3 00@ 4 00

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

The Jos. Heacock Co. is changing about 20 per cent of their rose stock at Roelefs. Out goes Hillingdon, Hoosier Beauty, Killarney Brilliant and Canadian Queen, to be succeeded by more Mrs. Ward, Hadley and Ophelia. White and Pink Killarney, 21,000 of them, hold their own against all comers, always to be depended on, and particularly in the winter, when other sorts are so fickle.

The H. A. Dreer rose gardens have been at their best the past week. An inspection of these trial grounds is a treat that no rose lover should miss. All the new ones are sure to be on trial and the best of these that are considered standard.

Chas. Zimmer, of Collingswood, who is strong in bedding plants, reports the season rounding up about the same as last year. A good seashore demand the past two weeks has been a great factor.

"The worst is over and we look for a more settled market next week," is the good word from the Berger Brothers. Callas, Maryland roses and high grade sweet peas are leading stocks here.

Eastern Beauties are a feature of Edward Reid's stock. Maryland and Ophelia roses are also headliners. Too much stock and not enough demand is the situation as he sees it.

Eugene Bernheimer hopes soon to see a change for the better. He is quite sure it cannot get any worse. Prima Donna roses, sweet peas and carnations are features here.

The Philadelphia Wholesale Florists' Exchange is handling quantities of roses. Leonard's Ophelias are exceptionally fine. Choice sweet peas are handled in quantity.

M. J. Callahan has been busy with weddings, commencements and a run of funeral work. His large Market street window is always very attractive.

Charles E. Schokelman has returned to his old love, the M. Rice Co. An interest in the firm will add zest to his endeavors, if that is possible.

John Welsh Young's "Henry C." helps a lot in early morning deliveries. His Maryland roses are the finest seen in this market for some time.

John Callahan is with the Leo Niessen Co. K.

Washington, D. C.

STOCK PLENTIFUL BUT DEMAND WEAKENS.

Business in general shows quite a falling off. Stock is plentiful for the season, but is not up to standard. Receipts from the north are such that they must be used up at once, as they will not hold. Carnations are about as good as can be expected. Sweet peas are very poor.

F. H. Kramer, one of the pioneer florists of this city, is about to convert his conservatory into one of the finest confectionery establishments in the south. Flowers and a large fish acquarium will also be prominent features.

G. C. D.

EVERGREEN, N. Y.—The establishment of John Sauer, including stock, horses, wagons, etc., will be sold by the Elliott Auction Co., of New York, July 6.

New York.

BUSINESS VERY DULL.

Business was dull during the past week, but that is nothing new. The most noteworthy feature in the wholesale district was the immense stock of peonies that came in from Pennsylvania, a large part of which was practically unsalable; at least no retail store would have them. The first lots of peonies that came in were good, but for the past week they have been a nuisance. By the time a few cases were unpacked the floor of a store looked like the ground under an apple tree when the blossoms are falling. The push cart men handled some of such stock, but much of it went to the "dead" carts. Under these conditions it does not appear that they can last long. We do not mean that there is no good stock on the market; the above describes the condition of much that is arriving. Prices on all stocks are greatly depressed, and tea roses, carnations, sweet peas and various other stocks continue to be handled by the street men. The wholesale market of this city seems to parallel the conduct of the little girl of whom it was said that: "When she was good, she was very very good; but when she was bad, she was horrid." It does not appear that present conditions can last long; there will be improvement when the peonies are gone. The supply of American Beauties is not heavy, and the wholesale price for specials of the best quality is at the rate of $30 per 100. The cool weather has kept the carnations in good shape, but there are enough good peonies on the market to keep the carnations in the background for the present. However, the weather now is against the peonies. The forenoon of June 14 was foggy and sultry, the sun breaking through at noon. About 2 p. m. a most violent rainstorm struck the city, accompanied with thunder and lightning, and continued until night. Outdoor stock must have been badly battered; and we look for an increase in the supply of poor peonies within the next few days.

June 18—There was some improvement in conditions in the wholesale district June 16 and a more cheerful feeling is evident this morning, but there is no great revival. Some of the greenhouse roses are doing better, as will be noted in our quotations. Peony stock from this state, Rhode Island and Connecticut is now arriving freely and some of it is very good, wholesaling at 50 cents per dozen and higher in a few special varieties. In addition to peonies, there is considerable of other outdoor herbaceous stock on the market. The General Jacqueminot and rambler roses are also in large supply. Carnations are very plentiful and though a few go above $1 per 100, from 50 cents to $1 is nearer the figure.

NOTES.

In late years the tendency among the retailers of this city has been to remove up town, and most of them are now above Forty-second street; but there are yet a few good downtown stores. We recently visited Fleischman's downtown store which is finely located in the Hudson Terminal station, Church and Cortlandt streets. There is ample space and good facilities for display, which are used to the best advantage, and the store is always well stocked. It is managed by Alexander Kupperman, and Mrs. Williams is the bookkeeper, both having had many years of experience in the florist business.

B. S. Slinn, Jr., the wholesaler of the Cut Flower Exchange, is now handling exceptionally fine peonies that come from upstate, and in the present condition of the peony market they bring exceptionally good prices. In this connection it may be stated that one fault with some of the peony growers is that they try to grow too many. Peonies need swift and careful handling and packing. It has come to be the fashion in some quarters to make the express company the "goat," but the express companies do not deserve all the blame.

Frank Traendly and S. Mason, the Brooklyn retailer, and several friends went on an automobile trip, June 15, to Blue Point, L. I., where there is a large colony of carnation growers.

H. E. Froment is serving on a jury in the state supreme court.

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GROWER AGENT
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Orders taken now for 1917 crop
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Have twenty-two years' experience behind us, and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.
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The Right People to Deal With.
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Wholesale Florist
130 W. 28th St., NEW YORK

Wholesale Flower Markets

NEW YORK, June 20.	Per 100
Roses, Beauty, special	20 00@30 00
" " extra and fancy	10 00@15 00
" " No 1 and No 2	2 00@ 6 00
" Prima Donna	50@ 8 00
" Alice Stanley	50@ 4 00
" Mrs Geo. Shawyer	50@ 4 00
" Double White Killarney	2 00@ 8 00
" Killarney, Special	4 00
" " No 1 and No 2	50@ 1 00
" " Queen	50@ 5 00
" " Brilliant	50@ 5 00
" My Maryland	50@ 5 00
" Aaron Ward	1 00@ 5 00
" Sunburst	50@ 4 00
" J L Mock	1 00@ 6 00
" Ophelia	50@ 6 00
" Mrs. Chas. Russell	1 00@ 6 00
" Hadley	2 00@25 00
" Hoosier Beauty	50@ 4 00
Cattleya Orchids, special	40 00
" " inferior grades	25 00@35 00
Rubrums	3 00@ 6 00
Lilies, Longiflorum and Formosum	3 00@ 4 00
Lily of the Valley	2 00@ 4 00
Carnations	50@ 1 25
Sweet Peas	25@ 50
Sweet Peas, Spencers	75
Stocks, double	4 00@ 6 00
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus....doz.bchs.	2 00@ 3 00
Smilax.....doz.strings,	2 00@ 3 00
Iris.....per doz	25@ 35
Peonies	50@ 2 00
Gladiolus.....per doz.,	25@ 40
Gladiolus, America..... "	50
Yellow Daisies	50@ 75
Larkspur	4 00@ 6 00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, New York City
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.

Growers' Cut Flower Co., Inc.
E. J. VAN REYPER, Manager
Roses, Carnations, Violets
And all the NOVELTIES in the market.
LILIES AND VALLEY EVERY DAY IN THE YEAR
Consignments Solicited.
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JAMES COYLE
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64 West 26th St., NEW YORK
(Opposite Coogan Building)
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Consignments Solicited and Prompt RETURNS GUARANTEED.
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WM. KESSLER,
Successor to Kessler Bros.
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CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 2336 Farragut. Shipments Everywhere
Prompt and satisfactory. Consignments solicited.

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Open for Cut Flower Sales at 6 o'clock every morning.
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FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
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George B. Hart
Wholesale Florist
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M. C. Ford
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NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

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Phones 1664—1665 Madison Square
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Receivers and Distributors of Choicest Cut Flowers

Trade Directory
Containing the Names and Addresses of Florists of the United States and Canada.
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American Florist Co., 440 S. Dearborn St. Chicago

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

1302-1308 W. Division St., CHICAGO

A man named August Bamberger has been arrested and will be placed on trial at an early date in the Court of Special Sessions for obtaining money under false pretenses. It is stated that his methods were to go to homes where there had been death, get an order for funeral work and secure a payment in advance, usually $5 or $10. At one place he represented himself as an employe of some well known florist; at another he would claim a different employer, all depending on the locality he was working. Among those whom he claimed were his employers were Alexander J. Frank, of 1608 First avenue, and C. L. Bartels, of 417 Tremont avenue, and we understand that it was the last named who finally caused his arrest.

The past-presidents of the New York Florists' Club held their semi-annual meeting at the office of Traendly & Schenck on the evening of June 12. After the meeting they dined at a popular restaurant. Later, being chaperoned, guarded or something like that, by Frank Traendly, they occupied boxes and witnessed the show at the Winter Garden. For the benefit of the uninformed, we will here state that the Winter Garden must not be confounded with Billy Sunday's Tabernacle, as the performances are different. The following past-presidents were in the party: Alex. S. Burns, W. A. Manda, Walter F. Sheridan, A. L. Miller, Chas. H. Totty, Joseph A. Manda, Henry Weston and Frank Traendly.

One of the interesting figures in the florist business of this city is Simon Hefele, now 74 years old, and who has been located at 3361 Third avenue for 56 years. Both he and his wife, who was born in the same year as her husbann, are in good health and are yet active in the business. They formerly had a number of greenhouses, but all but one were taken down a few years ago and the land sold. With this one greenhouse and their store, Mr. and Mrs. Hefele employ their time and are happy. They reared a famly of three sons and two daughters and gave each one a good education.

Frank Nielsen, who has a retail store at 17 East 28th street, has embarked in another enterprise. He has formed a partnership with Miss Emmy Steffen, and they have opened a store at 30 East 42d street, near Madison avenue. Miss Steffen, who is a popular young lady, will conduct this store. It is a good location and should be successful. He retains the store at 17 East 28th street.

Mrs. Peter F. McKenny, wife of the well known retailer of Fifth avenue and 42d street, was taken to the French hospital June 13 and underwent an operation for appendicitis. She is now said to be rapidly recovering. Mrs. McKenney is a clever and interesting young woman and has an interesting family, and her many friends wish her a speedy restoration to health.

Philip F. Kessler, the wholesaler of the Cut Flower Exchange, is receiving an average of 25,000 Gen. Jacqueminot roses each day. Old "Jack" has passed the half-century mark, but is yet popular and sells fast. Every day Phil banks a roll of bills large enough to choke a mule.

John Curry, the retailer of 1118 Lexington avenue, is serving on a jury, and a part of his store is also being used as a place of registration. Miss Goetz, one of his designers, is acting as a registration clerk. In the meantime Harry A. Reinach is looking after the business of the store.

William Burns, the retailer of 846 Sixth avenue, has posted a notice in his store to the effect that hereafter it will be closed Sundays. He has given space in his store to a body of officials and clerks of his district who are taking the state military census.

G. Straub, who has been connected with the florist business in this city and elsewhere for a number of years, is now buying quite heavily in the wholesale district for several retail stores and seems to be making good.

James A. Vroudos now conducts the Claridge Flower Shop, 157 West 44th street. He is an experienced florist and popular in the trade and will doubtless make a success of it, as the location is a good one.

E. G. Hill of Richmond, Ind., after attending the meeting of the florists' club, spent several days of the past week in this city. He was accompanied by a grandson, a very lively and interesting little chap.

John Kessler, a brother to William Kessler, of 113 West 28th street, and well known in the wholesale district, is now in charge of the plant department at the John Wannamaker store.

W. A. Bladel Sons, 402 West 23d street, have recently been quite busy. They had two fine wedding decorations and a large amount of funeral work.

Harry Goldfarb, who left the store of N. Christatos, Sixth avenue and 58th street, six months ago, has been reemployed there.

Joseph S. Fenrich, 51 West 28th street, is receiving fine Spencer sweet peas from Persson Brothers of Irvington, N. J.

J. J. Coan, 115 West 28th street, who has been ill, is greatly improved and resting at Atlantic City.

J. W. Hauser, 571 Madison avenue, had two wedding decorations in one day of the past week.

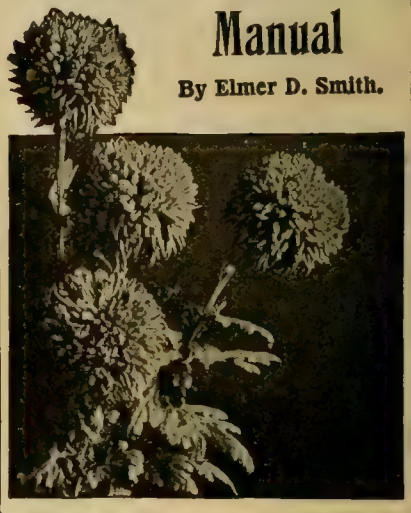
The Flower Basket Shop, 147 West 44th street, has been closed and the store is for rent.

John Eigenbrod, of Badgley & Bishop's staff, is serving on a jury in the federal court.

A. F. F.

The Chrysanthemum Manual

By Elmer D. Smith.



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Baltimore, Md.

SUPPLY NONE TOO SATISFACTORY.

This week will end the peony crop which has been glutting the market, and which will prove a great benefit to local florists. Carnations are in heavy supply and are offered at from $1 to $2 per 100. American Beauty roses have been a little scarce, while other varieties are not moving any too well at prices ranging from $2 to $6 per 100. Cattleyas are in fair supply at prices ranging from 50 to 75 cents each. Easter lilies are coming in heavier, the best being quoted at $10 per 100. Lily of the valley is very poor, but some of it brings as high as $8 per 100. Sweet peas are in poor condition and cannot be held over night.

NOTES.

William Feast was appointed chairman of a committee of the Merchants' and Manufacturers' Association to receive subscriptions for the Liberty Loan. It is understood this committee collected nearly $14,000—a very good showing.

The Gardeners' and Florists' Club met June 10, the principal business of the evening being the topic, "Boosting the Liberty Loan." Following a patriotic speech by Robert L. Graham, the club purchased bonds to the amount of $400.

C. S.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

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EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
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We cover all points in Maine.

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Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

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611 FIFTH AVE., COR. 49TH STREET.
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TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
Cable address: Alexconnell, Western Union Code.

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ALPHA FLORAL CO.

146 S. Wabash Avenue

Largest and most centrally located store in the city. All orders given prompt attention.

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Wire and Mail Orders Our Specialty.

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Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.
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Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1874.

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N. E. CORNER 44TH ST. AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Members of Florists' Telegraph Delivery.

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20-22-24 West Fifth Street.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Seattle's Leading Flower Shop

1536 SECOND AVE.

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Newark, N. J.

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

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Largest Floral Establishment in America

Established 1874. Incorporated 1909.

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The London Flower Shop, Ltd.

1800 Chestnut Street

Members of Florists' Telegraph Delivery.

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FLORIST

536 SOUTH SALINA STREET

General designs—All flowers in season

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Amsterdam, N. Y.—John C. Hatcher.
Bangor, Me.—Sekenger, Adam, 32 Newbury St.
Boston, Mass.—Comley, Henry R.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Brooklyn Cut Flower Market.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Son, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, the Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—Edward A. Forter.
Cleveland, O.—A. Graham & Sons.
Cleveland, O.—Chas F. Kirchner.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Texas—Potter Floral Co.
Ft. Smith, Ark.—George Rye.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Palez.
Los Angeles, Calif.—Howard & Smith.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Quebec—The Dominion Floral Co.
Minneapolis, Minn.—Whitted Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—Philips Bros.
Newark, O.—Chas. A. Duerr.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New York—Dard's, 44th and Madison Ave.
New York—Hanft Bros.
New York—Hession.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Thos. F. Galvin, Inc.
New York—Max Schling, 22 W. 29th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
New York—The Boulevard Floral Co.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—M. J. Callahan.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia—The London Flower Shop, Ltd.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Providence, R. I.—T. J. Johnston & Co.
Rochester, Minn.—Rochester Floral Co.
Rochester, N. Y.—J. B. Keller's Sons.
Rockford, Ill.—H. W. Buckbee.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—Foster, Fred.
St. Louis, Mo.—Mullanphy Florists.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Joseph's, 233-35 Grant Ave.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Sedalia, Mo.—Archias Floral Co.
Springfield, Mass.—N. F. Higgins.
Steubenville, O.—Huscroft's Flower Shop.
Syracuse, N. Y.—Miles S. Hencle.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
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Washington—Geo. H. Cooke, Conn. Ave. and L.
Washington—Gude Bros.
Wilmette, Ill.—Pyfer & Olsem.
Williamsport, Pa.—Evenden Bros. Co.
Worcester, Mass.—Randall's Flower Shop.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

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In the Heart of the most exclusive residential section.

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Hess & Swoboda

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THE J. M. GASSER COMPANY,

CLEVELAND

EUCLID AVENUE

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Canada's best known and most reliable florist

Only the Best **Dunlop's**

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Both Phones, 527.
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Mail or telegraphic orders promptly and most carefully executed.

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Quality Flowers
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Plant Specialists Phones { 107 / 420 / 775 } Lenox
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Mail and Telegraph Orders carefully executed.
138-140 Fourth Street East
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Archias Floral Co.
Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.
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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
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Regular Trade Discount.
215 W. FOURTH STREET.

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We solicit telegraph orders. Regular trade discount.
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All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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Flowers delivered in city and state on short notice
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will take care of all telegraphic orders.

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Wholesale and Retail Florist of GRAND RAPIDS.
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ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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Orders Carefully Executed

Pikes Peak Floral Co.

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Covers all New England points.

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Trade discounts. First-class stock.

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Every Order sure to receive prompt and careful attention.

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Flower Shops: 50 E. Main St., Amsterdam, N. Y.
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"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

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132 North State Street, CHICAGO, ILL.
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Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

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200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

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CHAS. A. DUERR.

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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AMERICAN SEED TRADE ASSOCIATION.

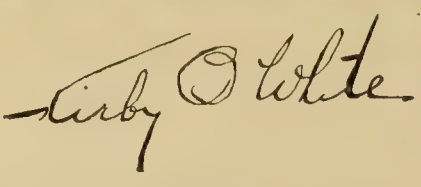
Thirty-Fifth Annual Convention, Detroit, Mich., June 19-21.

The Opening Session.

The thirty-fifth annual convention of the American Seed Trade Association opened Tuesday morning, June 19, at the Hotel Pontchartrain, Detroit, Mich., the attendance being the largest on record and many declare it the most successful meeting the association has ever held. President Kirby B. White opened the proceedings and introduced Wilber Brotherton, of the Jerome B. Rice Seed Co., who welcomed the visitors warmly. In his remarks, he referred to the great growth and commercial development of the "City of the Straits" since the association held its meeting there in 1908. The seed trade of the city or state, extensive as it is, was not touched upon, but the natural attractiveness of the city and its commercial importance was dwelt upon and listened to with interest. Past President Watson S. Woodruff, of Orange, Conn., in response, and in behalf of the association, was unstinted in his praise of what he termed the center of the seed trade as well as the automobile industry of the United States. Secretary C. E. Kendel rendered his report, which was brief and related chiefly to the membership, which is showing a steady growth. His report as treasurer was also presented and both were formally received. The address of President White then followed.

At the conclusion of the president's address, which was well received, there was a proposal of a resolution of united support of the President of the United States, pledging the best efforts of the organization in all ways. On motion of Watson S. Woodruff, the president's suggestions, contained in his address, were referred to the executive committee with power to make recommendations covering its salient points. The committee on postal laws made a report which was brief, owing to the few changes in the laws respecting the carriage of seeds. Vice-president L. L. Olds, Madison, Wis., chairman of the committee on experiment stations, read his report, which embraced the responses from 31 stations in the United States and two in Canada. This was very interesting and gave a review of the work of the several stations in making improvements in the varieties of field seeds and determining those best suited to their respective localities. It was noted that in nearly every instance the stations treated the subject of the seed of wheat as of major importance, even the southern states not overlooking it. On motion of David Burpee, Philadelphia, the report was accepted. The membership committee reported 25 applications duly posted. Alling Woodruff, in speaking for the younger members, voiced approval of President White's address as to not asking exemption from military service.

A feature of this session, and suggested by Watson S. Woodruff, was the requirement of every person in the meeting rising one after the other and giving his name and address, and this, President White designated as the official introduction of members. The president then announced the appointment of J. L. Hunt on the membership committee in place of H. G. Hastings, who was unavoidably absent. Leonard H. Vaughan, Lee Gillespie and J. A. Jossman were named as the banquet committee.



President American Seed Trade Association.

At the afternoon session the address of Hon. George H. Clark, of the seed commission of the Dominion of Canada was listened to with much interest, the subject being "Voluntary Seed Control." This was a well prepared effort and at the conclusion of the discussion which followed, a resolution was adopted requesting the secretary of agriculture to give Canadian seedsmen the benefit of the department's analyses of seeds, thus reciprocating a similar courtesy already enjoyed by seedsmen of the United States at the hands of the Canadian institutions having this important work in charge. Dr. L. R. Jones, plant pathologist of the University of Wisconsin, read a paper on "Disease Resistance in Plants." This was accompanied by stereopticon views which depicted plainly the points of the essayist, who insistently warned his hearers of the great danger of the distribution of plant diseases which could be avoided by close scrutiny, and by the honesty of dealers and seed growers. He said that half of the wheat shortage as officially reported last year, was due to a specific disease or rust in that important cereal. Corn, he added, was at present free from disease, but this crop in the Orient is infested and the disease may appear in this country if the most vigilant measures are not adopted and maintained. At the conclusion of this masterly address, J. M. Lupton of Mattituck, N. Y., offered a resolution of appreciation, which was unanimously adopted. David Burpee, Linnaeus Allen and Edward Leonard were named as the auditing committee.

On Tuesday evening the members and their ladies were delightfully entertained at the home of Lem W. Bowen, president of D. M. Ferry & Co.

On Wednesday, following the executive session, visitors enjoyed an automobile ride in the afternoon and a boat ride and informal dinner in the evening. On Thursday the programme includes a trolley ride in the morning and the convention will close with the executive session in the afternoon.

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Growers of High Grade SEED

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Alfred J. Brown Seed Co.

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Peas and Beans

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SAN JOSE, CALIFORNIA

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VAUGHAN'S INTERNATIONAL PANSIES.

PANSY.

Vaughan's International Mixture, Trade Pkt., **50c;** ⅛ oz., **$1.50;** ¼ oz., **$5.00;** Oz. **$10.**
Vaughan's Giant Mixture, Trade Pkt. **25c;** ⅛ oz., **60c;** Oz., **$4.00;** ¼ lb., **$14.00.**
Vaughan's Cut Flower Mixture, Trade Pkt., **25c;** ⅛ oz., **60c;** Oz., **$4.00**
Vaughan's P. P., (Popular Price) **Mixture,** Trade Pkt., **20c;** ⅛ oz., **35c;** Oz., **$2;** 4 oz., **$7.**
Chicago Parks Bedding Mixture, Trade Pkt., **10c;** ¼ oz., **30c;** Oz., **$1.00;** ¼ lb., **$3.50.**

Write for list of Named Sorts with prices.

ASPARAGUS.

Plumosus Nanus. Northern Greenhouse Grown. Per 100 seeds, **50c;** 250 seeds, **$1.00;** 1000 seeds, **$3.50;** 5,000 to 10,000 seeds at **$3.00** per 1000.
Hatcherii. 100 seeds, **40c;** 1000 seeds, **$2.00.**
Sprengeri. 100 seeds, **15c;** 250 seeds, **25c;** 1000 seeds, **75c;** 5000 seeds, **$3.50;** Oz., **50c.**

BELLIS (Double Daisy).

		Trade Pkt.	Oz.
Monstrosa White, giant double	⅛ oz., **75c**	$0.25	
Pink, giant double	⅛ oz., **75c**	.25	
Longfellow, dark pink	⅛ oz., **30c**	.15	$2.00
Snowball, double white	⅛ oz., **30c**	.15	2.00
Vaughan's Mammoth Mixture	⅛ oz., **35c**	.25	2.40

CALCEOLARIA HYBRIDA.

Mixed, extra choice. Price, trade pkt., (1000 seeds), **50c;** 3 trade packets for **$1.35.**

CINERARIA HYBRIDA.

Vaughan's Columbian Mixture	Trade pkt., (500 seeds),	$0.50
Large-Flowering White	500 seeds,	.35
Pompadour, blue striped on pink	500 seeds,	.50
James' Giant Mixture	500 seeds,	.50
Crimson	Each per trade pkt.. (500 seeds) 35c	
Blue		
Blood-Red		
Flesh		
Matador, brilliant scarlet	Trade pkt., 500 seeds,	.50
Old Rose, pink to rich coppery red	500 seeds,	.50
Hybrida, fine large-flowering mixed	500 seeds,	.25
Grandiflora, semi-dwarf. Mixed		.35
New Miniature	500 seeds,	.50

DRACAENA.

		Trade Pkt.	Oz.
Indivisa Linea'a, striped		$0.10	$0.40
Indivisa, narrow green leaves	lb., **$3.50**	.10	.30
Indivisa Latifolia, broad green leaves		.10	.40
Australis, green and red colored leaves		.10	.50

PRIMULA.

Vaughan's Chinese International Mixture. Packet of 500 seeds, **50c;** 3 for **$1.40;** per 1-16 oz., **$3.50.**

		Trade Pkt.
Malacoides. An improved Forbesii	1-16 oz., **60c**	$0.25
Alba		.25
Rosea		.50

Vaughan's Seed Store

43 Barclay Street
NEW YORK

31-33 W. Randolph Street
803 W. Randolph Street **CHICAGO**

Mention the American Florist when writing

President White's Address.

The thirty-fifth annual convention of the American Seed Trade Association comes at the close of one of the most eventful years in the history of the seed business. It comes also at the beginning of a year that may be even more fateful for us as seedsmen and citizens. It is therefore with a feeling of solemnity and unusual responsibility that I address you.

It is natural, that as we reconvene, our thoughts should first turn to the vacant places in our ranks. W. C. Langbridge, Walter P. Stokes, John A. Salzer and H. K. White are missed by their many friends. The appropriate committee will prepare resolutions formally voicing the feeling of the association regarding our loss.

The material affairs of the association have on the whole prospered. We have suffered comparatively little from the attacks of legislators. An unusually large crop of unusually stupid bills (the exact number is 118) has received the attention of our state correspondents and under the able direction of the attorney and the legislative committee they have as a rule been satisfactorily met. If any laxness has appeared it has not been at headquarters. The trend of the year has been toward centralizing more than ever before the responsibility for directing the association's legislative defense. The task has grown to such proportons that it takes up too much time for any seedsman to administer its details. The association ought never again to impose upon anyone the volume of work it gave to Mr. Scarlett and Mr. Boyles. Therefore upon our attorney and his assistants should be placed increasingly each year this great burden.

In this connection I desire to say that my opportunity as an official to observe the work of the attorney's office has impressed upon me the enlargement of the duties he has been called upon to assume. From a small beginning our needs have grown to require not merely the occasional attention of a lawyer in general practice, but the direction of a specialist and trained assistants, all of whom give their time to the needs of seedsmen and nurserymen. The function performed by our attorney is most important and should continue to expand. Every year's xperience adds to his value and to th volume of the work it is found des' able to give him. I recommend th . Curtis Nye Smith be retained in t' s position.

As time has developed the complexities of seed control, it is gratifying to see how nearly those that administer and those who work under seed laws have approached a common ideal and common opinions as to what constitutes legitimate seed legislation. I hope and believe that before this convention ends the convention of the Official Seed Analysts, sitting in Detroit this week, will have aligned that association with us in vigorous support of the Uniform State Bill.

The action of the Secretary of Agriculture in requesting seedsmen to mark seeds of field and forage crops as to purity and viability has met with almost universal compliance. It will be observed that this practice of voluntary marking is in effect the same as the European system of voluntary control. There is no criminal liability, but there is every incentive for the vendor to have the label represent both accuracy in analysis and a high grade of seeds. It is possible that voluntary control, which has been the sole system in Europe, will prove equally satisfactory here.

I desire especially to commend the work of the committee on government charges. It is ably discharging the duty you imposed upon it. Our asso-

L. L. Olds, Madison, Wis.
Second Vice Pres. American Seed Trade Ass'n.

ciation is pledged both to approval of publicity of the department of agriculture's findings and to vigilance in the defense of its members, whether it be against unfairness from without or treachery from within. If the name of a member appears in a government report as adulterating or misbranding seeds, it is obvious that action must result. If the government report is unfair, as such reports have sometimes been thought to be, the accused member is entitled to the united support of the trade in remedying the wrong. If on the other hand the report is true, this association demands that the facts be presented to it, through its committee, for such discipline as may be just and necessary. This association, and each of its members, cannot escape sharing in the disgrace any member may bring upon himself. I recommend that the committee on government charges continue to receive your cordial support and co-operation.

This interdependence of the entire trade is more and more being recognized, not merely as a liability but in even greater degree as an asset. It is only necessary that we become conscious of our solidarity to make it profitable. The truth that the highest common good is also the individual's highest good, once grasped, is a mighty factor in individual success. Every aid to solidarity is therefore to be welcomed. I commend to the association as one of the best means of fostering solidarity the confidential "Seedsmen's Bulletin." I recommend further that a committee be appointed to report on extending the field of the bulletin to cover garden seed crop reporting and the announcement of the range of ruling wholesale prices of garden seeds. This course is not as revolutionary as it may sound. I submit that every seedsman would find it easier to get a fair price for his goods if all seedsmen knew more about fundamental conditions of supply. In the face of great shortage, seeds are often sold at less than replacement value. Obviously this condition is harmful. It would be to the advantage of those who know of shortages to share this knowledge with those who lack facilities for getting news quickly. The office of the "Seedsmen's Bulletin" might be made a clearing house of crop reports. From this office news could be obtained by telegraph or mail at any time and all information would be accessible to any member. Confidential reports of this association to association members would carry greater weight than information received elsewhere because the reporting agency would be quite disinterested. Moreover, the association would have access to all sources of knowledge. Each member might then if he chose make his vision of general supply world wide.

In recommending that the bulletin carry in its columns the range of ruling wholesale prices I advise that names be omitted. High, low and average prices could be given for leading articles. For example: Early Jersey Wakefield Cabbage might be quoted as low as $1.00 per lb. and as high as $4.00, with an average of $2.50 per lb. The range of prices, particularly when the service has been in existence long enough to afford comparisons of one year with another, would be a valuable guide and enable individuals to get their prices into line with those of the trade as a whole. I believe the reporting of crop and market conditions if properly conducted would be worth much more than it would cost.

F. W. Bolgiano, Washington, D. C.
First Vice-Pres. American Seed Trade Ass'n.

I recommend that a committee be appointed or elected to advise the association with regard to the compensation of each of its employes. Many factors should be taken into account in this connection. If the present ratio between service and pay is not right there should be proper readjustment. If readjustment entails increasing the dues let us remember that the power of the association does not lie in its being cheap.

The power of the association, it would perhaps be trite to say, lies in its exemplification of the principles of justice, wisdom and even taste. The coming year will be a period of trial to us all. The war has forced upon us problems involving our financial existence, our private honor and our public duty. With regard to the obligation of contracts between members I advise that the convention take no stand. The contracting parties are the only ones concerned except insofar as the good name of all is affected by the conduct of each. With regard to our public duty I recommend the adoption of the following resolution:

"To the President and the Secretary of Agriculture of the United States:

"At the thirty-fifth annual convention of the American Seed Trade Association it was unanimously resolved that the President of the United States and the Secretary of Agriculture be tendered the support of this association in all reasonable measures designed to prosecute the war with the utmost vigor. We count ourselves fortunate to be able to do our full share in supplying men and money, but our greatest service may well be in maintaining under extraordinary strain the machinery of producing and distributing the seeds without which agriculture must fail. Because we realize in some measure the magnitude of the task to which our country is committed, we are the more earnest in pledging to it our entire resources. The seed trade is happy to be able to say that it can and will meet whatever disturbances in its organization may arise from the draft or voluntary enlistment of its younger men. We propose to do our best to fight and to save and to work for the one great event of complete victory."

Treasurer's Report.

The report of Secreary-Treasurer C. E. Kendel showed the finances of the association to be in excellent condition. To the balance on hand, June, 1916, there were added the following: Initiation fees, $500; dues for the year, $2,865; contributions, $100; interest fund, $58.72. The disbursements for the year were $3,383.31; balance on hand, $1,527.14.

The total membership, including three honorary, is 196.

C. E. Kendel, Cleveland, O.
Secretary American Seed Trade Association.

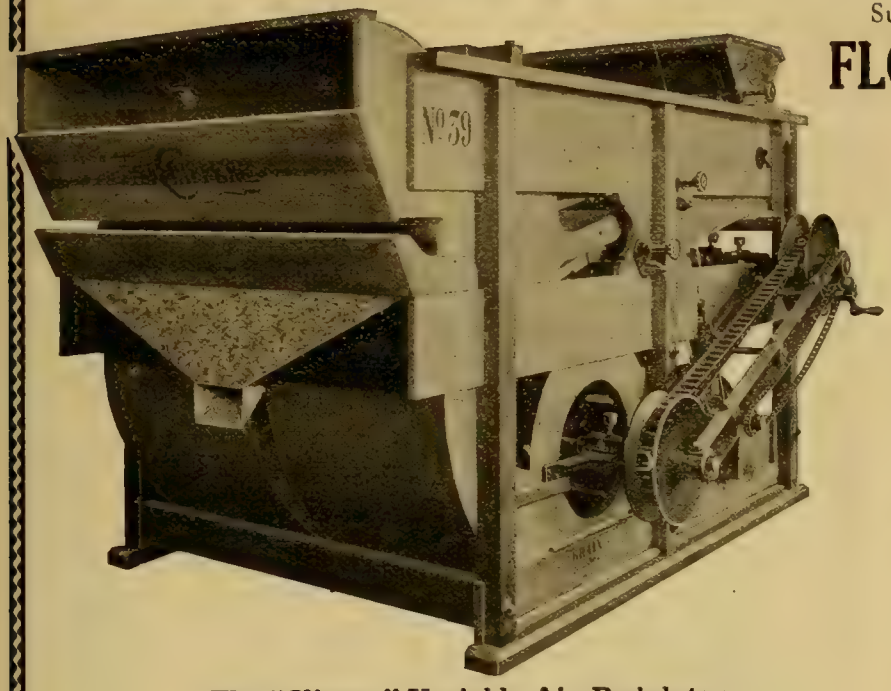
The "Clipper" Cleaners

Successfully Handle All Kinds of

FLOWER, GARDEN

—AND—

FIELD SEEDS



The "Clipper" Variable Air Regulator

If you are interested in a machine for screening and grading any kind of seeds, grain, beans, peas or bulbs you might do well to investigate our claims in regard to our machines.

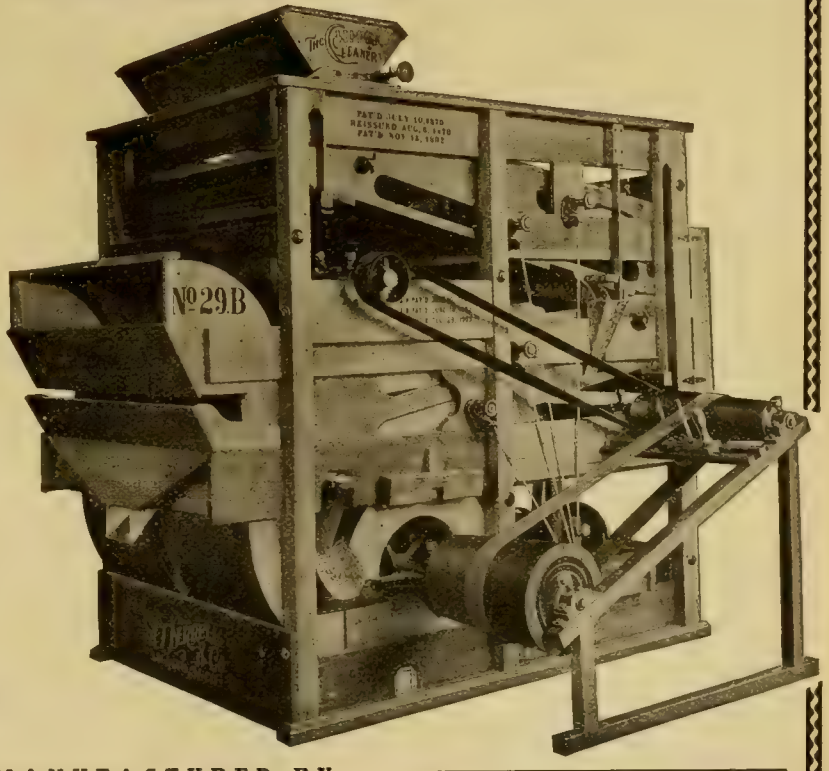
The "Clipper" Cleaners are used by all the large seedsmen in the United States, also in many foreign countries.

The No. 39 Cleaner shown herewith is equipped with our new Variable Air Regulator. A perfectly uniform air blast, absolutely under control and entirely free from fluctuation is one of the most essential and important considerations in cleaning seeds and grains.

Different kinds of seeds and grains, and, different conditions of the seeds or grains, call for varying strength of the air blast used in separating the dust, chaff, and light shrunken seeds or grain from the heavy, perfect seeds and grain. The "Clipper" Variable Air Regulator gives exact control of the air blast at every desired point. **"From a Zephyr to a Hurricane"** (and every intermediate point between) exactly describes the range of air blast that can be secured by this mechanical device. We can produce a blast strong enough to blow out the heaviest grain, or peas or beans, and by an adjustment requiring but an instant, reduce the blast sufficient for handling the lightest seeds such as timothy, red top or blue grass.

WRITE FOR CIRCULAR GIVING FULL DESCRIPTION.

No. 29-B Single Blast "Clipper" Grain and Seed Cleaner



MANUFACTURED BY

A. T. FERRELL & CO., Saginaw, W. S., Mich.

Voluntary Seed Control.

Synopsis of an address by George H. Clark, Canadian Seed Commissioner, delivered at the thirty-fifth annual convention of the American Seed Trade Association, Detroit, Mich., June 19-21, 1917.

Inasmuch as most agricultural countries now have seed control, those that are without it tend to become the dumping ground for cheap, low grade seeds Although seed control by legislation helps to correct some of these disadvantages to agriculture, permanent improvement is a problem so complex as presented in the business of the seedsmen, that relief must come from constructive rather than from coercive measures.

Extensive plans for co-operation looking to constructive improvement in the production and commerce of seeds, have been proposed by the officers of the federal department of agriculture at Washington, and accepted by the seedsmen. This Mr. Clark states will ultimately provide a national system of seed control, much to the permanent benefit of agriculture. This action on the part of the federal department of agriculture will naturally tend toward a uniform system of seed control throughout North America.

Wholesale Grass Seed Dealers' Association

An interesting meeting of the Wholesale Grass Seed Dealers' Association was held at the Hotel Pontchartrain, Detroit, Mich., June 18-19, the present officers, who are as follows, being reelected for the ensuing year: A. E. Reynolds, Crawfordsville, Ind., president; C. C. Massie, Minneapolis, Minn., vice-president; Wm. R. Jossman, Detroit, Mich., secretary-treasurer. The present board of directors was also continued, as was the chairman of the standing committee with full power to select his own colleagues, and Curtis Nye Smith was asked to continue as counsel. Under the new constitution and by-laws measures were taken for the establishment of an efficient arbitration committee. The president and the board of directors were authorized to call a mid-winter meeting and Geo. E. Hayes extended an invitation on behalf of Louisville, Ky. The Philadelphia Seed Co. was elected to membership. Upon motion of Curtis Nye Smith, a resolution was unanimously adopted to the effect that the association does not approve of asking exemption of seedsmen, as a class, from performance of duty as soldiers if called upon. An interesting feature of the meeting was an address by W. A. Wheeler, specialist in seed marketing, United States department of agriculture, on "Keeping Records of Seed Stocks." On Monday evening, as guests of the Caughey-Jössman Co., the visitors were entertained with a trolley ride and a dinner at Lakeside Inn for which a vote of thanks was rendered for the much enjoyed courtesy.

Grass Seed Men Present.

The grass seed dealers in attendance included the following:

Frank W. Annin, Toledo, O.
W. H. Annin, Toledo, O.
August J. Barnidge, St. Louis, Mo.
L. A. Breck, Boston, Mass.
Chas. Burge, Toledo, O.
D. 1. Bushnell, St. Louis, Mo.
B. P. Corneli, St. Louis, Mo.
Harry W. Doughten, New York.
B. W. Dulaney, Cincinnati, O.
L. S. Edgecomb, Buffalo, N. Y.
B. M. Holt, Caldwell, Idaho.
K. L. Chambers, Louisville, Ky.
George S. Green, Chicago.
George E. Hayes, Louisville, Ky.
J. William Jefferson, Louisville, Ky.
Clarence K. Jones, Baltimore, Md.
Harry McCullough, Cincinnati, O.
C. C. Massie, Minneapolis, Minn.
E. B. Northrup, Minneapolis, Minn.
Fred S. Plant, St. Louis, Mo.
A. E. Reynolds, Crawfordsville, Ind.
E. R. Riethmiller, Jackson, Mich.
Chas. D. Ross, Louisville, Ky.
William G. Scarlett, Baltimore, Md.
Curtis Nye Smith, Boston, Mass.
John Smith, Toledo, O.
W. E. Stone, Toledo, O.
Hugo Teweles, Milwaukee, Wis.
George C. Thomson, Minneapolis, Minn.
T. J. Tobin, Kansas City, Mo.
O. T. Watts, Louisville, Ky.
H. W. Wood, Richmond, Va.

Fisherman J. Chas. McCullough, of Cincinnati, O.

The Detroit Exhibits.

Brown Bag Filling Machine Co., Fitchburg, Mass., samples of seed bags and bag filling machines.

The Torsion Balance Co., Chicago and Jersey City, N. J., grain test scales.

A. B. Morse Co., St. Joseph, Mich., seed and nursery catalogues.

Hamilton Manufacturing Co., Two Rivers, Wis., seed display cabinets.

Seed Trade Reporting Bureau, Chicago, the Hughes sampler and Sho-Gro germinator.

W. A. Garrabrant, Kansas City, Mo., horticultural printing and catalogues.

Very Simple.

To tell a mushroom, merely eat
The specimen that you may meet,
And note, next day, with studious care,
If you've stayed here or gone elsewhere.
—Washington Star.

Dutch Freight Coming.

Under the new arrangements the resumed overseas trade has within the last weeks resumed an activity which has been unknown for months. Dozens of grain ships arrive weekly, and dozens depart in ballast or the purpose of bringing grain. Thousands of tons of cargoes for America have been lying at Rotterdam, congesting the warehouses, unable to be shipped largely because of the difficulties Germany placed in the way of Holland for overseas trade, and these were really the first ships to sail with cargoes. The cargo of the Amsteldyk consists mainly of sugar beet seed which was unloaded from the Noordam just before she sailed May 15. Otherwise the cargoes are miscellaneous. The American legation at The Hague has been especially active in making arrangements and obtaining concessions for the shipment of these goods. Great anxiety and uncertainty reigns in Rotterdam shipping circles and even at the Holland-America Line as to whether Germany will consider all cargoes bound for America contraband.—New York Times.

The Elliott Nursery Co., Pittsburgh, Pa., advised customers as follows June 15: "Some of our customers have the impression that bulb orders cannot be filled this year unless they were received by June 10. This is not so. At this date all orders received have been sent to Holland by messenger, but since our bulb catalogue was issued, the situation has cleared up greatly. Holland has arranged with England to have her ships sail directly to the United States without calling at an English port as formerly. This keeps them out of the danger zone and enables them to make much better time and permits us to receive orders quite as late as usual and assure our customers of delivery in ample time for planting.

The Holland-America line, writing June 12, states: "We have no information regarding the prospects of bulbs and nursery stock being allowed to come forward by the time that the season for these commodities begins."

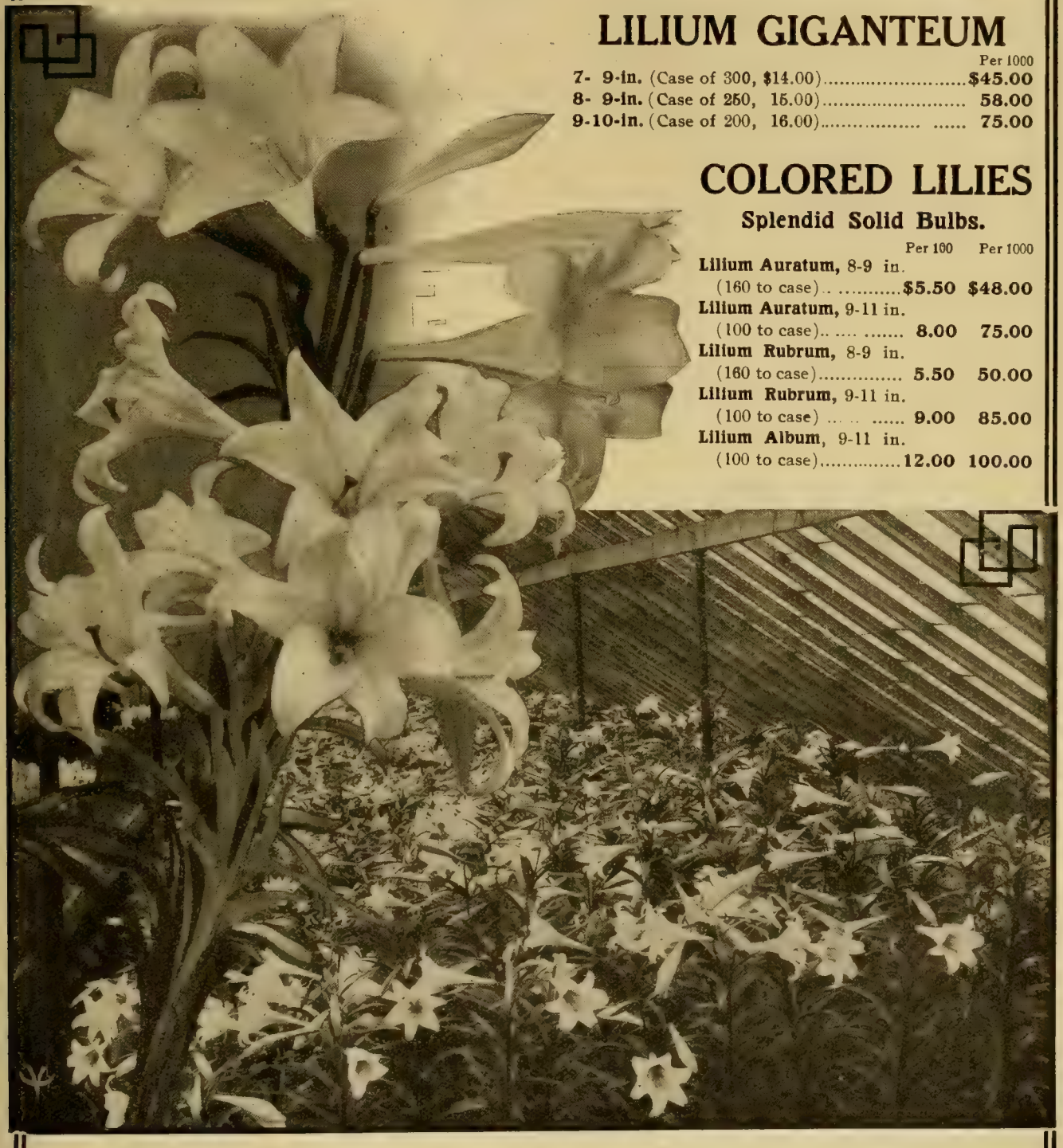
Bodger's California Seed Farms.

Through the courtesy of John Bodger, Jr., of John Bodger & Sons Co., Los Angeles, Calif., our local representative recently visited the firm's seed farms, the sight of 350 acres in full bloom, especially the field of about 100 acres of mixed Spencer sweet peas, being something never to be forgotten. The stand was excellent and employes were busy rogueing. It was agreed that the crop this year was very good and damage from the aphis is scarcely noticeable. Numerous improvements have been made at this, the original farm, where sweet peas are the great specialty, the warehouse capacity having been increased, allowing an additional floor and the installation of an elevator of late type. In addition a modern 13-room residence has been erected which is occupied by Walter Bodger, in charge of the growing end of the business of this progressive firm.

After luncheon the party visited another 300-acre tract devoted to assorted flower seeds, including cornflowers, calendulas, sweet alyssum, mignonette, stocks, etc., which were found to be in excellent condition. At another ranch, asters hold full sway, another specialty to which this firm

LILIES LILIES

Don't have Lilies some of the time—Have them all the time. Plant Vaughan's Cold Storage Bulbs every week. We can ship such quantities as your space will accommodate.



LILIUM GIGANTEUM

	Per 1000
7- 9-in. (Case of 300, $14.00)	**$45.00**
8- 9-in. (Case of 250, 15.00)	**58.00**
9-10-in. (Case of 200, 16.00)	**75.00**

COLORED LILIES

Splendid Solid Bulbs.

	Per 100	Per 1000
Lilium Auratum, 8-9 in. (160 to case)	**$5.50**	**$48.00**
Lilium Auratum, 9-11 in. (100 to case)	**8.00**	**75.00**
Lilium Rubrum, 8-9 in. (160 to case)	**5.50**	**50.00**
Lilium Rubrum, 9-11 in. (100 to case)	**9.00**	**85.00**
Lilium Album, 9-11 in. (100 to case)	**12.00**	**100.00**

NEW YORK **Vaughan's Seed Store** CHICAGO

R. & M. GODINEAU
SEED GROWERS
Angers, - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

usually devotes from 80 to 100 acres, and of which we hope to have more to say when their blooming season arrives.

At all points during the trip everything was systematized, well in hand, and reflected the modern business methods which have characterized the steady growth and enviable reputation of this firm.

Hot Weather Hurts California Crops.

GILROY, June 20. — The Pieters-Wheeler Seed Co. advises that maximum temperatures for the past week have averaged over 100° and that seed crops have been reduced 10 to 20 per cent.

LOUISVILLE, KY.—Wood, Stubbs & Co. report trade increased to some extent by the backyard gardening movement.

FLOWERFIELD, N. Y.—John Lewis Childs, Inc., reports business for the season 80 per cent greater than in any previous year.

MARBLEHEAD, MASS.—James J. H. Gregory & Son report a very backward season, excessive rainfall making planting of much land impossible.

PHILADELPHIA, PA. — Wm. Henry Maule Co. reports increased demand for all vegetable seeds as compared with 1916 sales, the number of purchases for small gardens being noticeable. The lateness of the season at the time many orders were sent in was also manifest.

VAUGHAN'S SEED STORE, Chicago, has had an unprecedented demand for all vegetable seeds and plants, with the increase more notable in eastern than western orders. The call for flower seeds and ornamental plants has fallen off. Business for the year, to date, shows a general increase of 10 per cent over the corresponding period of 1916.

ONION SETS.—So far maggots have done little or no damage to crops in the Chicago district. The weather has been favorable and the fields generally at this time are looking better than last year. Outside dealers are inquiring for prices, but no growers or jobbers are inclined to make them now. Experienced jobbers in country towns predict an increased demand for next season.

VISITED CHICAGO: C. C. Massie and daughter, and E. Northrup, Minneapolis, Minn.; John C. Bodger and wife, Los Angeles, Calif.; J. C. Robinson, of the J. C. Robinson Seed Co., Waterloo, Neb.; Herschel Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich.; S. A. Wilson, of the L. L. Olds Seed Co., Madison, Wis.; F. T. Barteldes, Lawrence, Kan.; C. R. Chesmore, St. Joseph, Mo.; E. S. Gunn, of the Gunn Seed Co., Lincoln, Neb.; H. Knecker, of the Farmer Seed & Nursery Co., Faribault, Minn.; W. B. Griswold, Lincoln, Neb.; Henry Windheim and daughter, Omaha, Neb.; A. H. Vogeler and wife, Salt Lake City, Utah.

JOHN H. ALLAN SEED CO.
Growers of Choice Varieties of
Peas and Beans
Sheboygan, Wis.
Mention the American Florist when writing

ORDER SEED PACKETS NOW FOR 1918
Paper scarce. Requirements will be double.
THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

SEEDS Specially Prepared for Export
KELWAY'S
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free
KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**
Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH
AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write for prices.
LEONARD SEED CO.
GROWERS FOR THE TRADE
226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

My Winter Orchid-Flowering
Sweet Pea Price List
Has Been Mailed.
It Contains Many Splendid Novelties.
If you have not received a copy, send postal to
Ant. C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.
Mention the American Florist when writing

TOMATO SEED
Grown for the Wholesale Seed Trade.
HAVEN SEED CO.
SANTA ANA, CALIFORNIA
Mention the American Florist when writing

American Bulb Co.
A. Miller, President.
WHOLESALE DEALERS IN
Bulbs, Seeds, Supplies, Etc.
178 N. Wabash Ave., Chicago, Ill.
Mention the American Florist when writing

Arthur T. Boddington Co. Inc.
SEEDSMEN
128 Chambers St., New York
Mention the American Florist when writing

— SALE OF —

Ker's Famous Aigburth Amaryllis

(R. P. Ker & Sons, Aigburth, Liverpool, Eng., in Bankruptcy.)

THIS strain of Amaryllis (*Hippeastrum*) has won first class honors wherever exhibited. The total honors awarded exceed the total of those given to all other strains in the whole of Europe.

44 gold medals and numerous other premier awards made at the most notable exhibitions in

London Antwerp
Petrograd Ghent
Brussels

connote this strain as one of unparalleled excellence.

The buyer of this strain will inherit, not only the exhisting medals, etc., but the far more valuable premier position as owner of the finest race of flowers extant.

THE buyer will receive, in addition to the magnificent stock of nearly 13,000 bulbs, and many thousands of seedlings, the priceless pedigree records which have been assiduously kept by Mr. F. P. Ker. These records are of inestimable value as a guide to future hybridization, as well as to the influence of the different species, varieties and forms upon actual results.

The present status of the Amaryllis, important as it is, is only of small account compared with the brilliant future ahead $15.00 to $20.00 per bulb is gladly paid for good varieties and this figure is certain to be exceeded.

THE stock is in a perfectly healthy condition and consists of at least

620 large named flowered bulbs,
2350 10% flowering bulbs 3½ and 4½ years old,
7400 2½ to 3½ year old bulbs,
2350 1½ to 2½ year old bulbs

and a huge quantity of seedlings. 95 per cent of the entire stock is accurately labeled with parentage to correspond with stock book, the remaining 5 per cent are "sure good" also.

Offers are invited by the trustee for the whole or part of the stock. Arrangements can be made for attention until growth is finished and the bulbs are ripened and dry ready for shipment.

This advertisement will appear almost simultaneously in the American and the English press.
Offers are to be made to the trustee

Harold Sadler, Esq., Messrs. Finney Son & Sadler, 31 North John Street, Liverpool, England.

U. S. A. tenders should be cabled, address "Abatement," Liverpool. This advertisement will **NOT** be repeated.

Dracaena Canes

FALL SHIPMENT

All Commercial Varieties

Write for Prices.

McHutchison & Co.

THE IMPORT HOUSE

95 Chambers St., NEW YORK

Mention the American Florist when writing

Thorburn's

SEEDS AND BULBS

For the Trade

J. M. THORBURN & CO.

Established 1802

53 Barclay Street, - New York

Mention the American Florist when writing

WRITE FOR OUR

SPECIAL OFFER

Crop 1917—Ready June 15th.

ASTER—All varieties including **AMERICAN BEAUTY** and our latest novelties.

PETUNIAS, STOCKS, ZINNIAS, PORTULACA, double and single; **SALPIGLOSSIS.**

SWEET PEAS—Early and late Spencers.

NASTURTIUMS—and other flower seeds.

JOHN BODGER & SONS CO.

STATION E. :-: :-: LOS ANGELES, CALIF.

The L. D. Waller Seed Co.

Guadalupe, California

Wholesale Growers of

FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS

Correspondence Solicited.

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.

Rocky Ford, Colorado.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

Storm Damage in New Jersey.

A severe rainstorm which visited New York City and vicinity June 14 was in some localities accompanied by hail, and it is reported that in sections of New Jersey thousands of young tomato, cabbage and cauliflower plants were destroyed. A brisk demand for stock for replanting was felt June 16.

Prices of Indoor Fruits and Vegetables.

Chicago, June 19. — Mushrooms, home grown, No. 1, 50 to 75 cents per carton; lettuce, cases 7½ to 10 cents; radishes, 75 cents to $1 per hundred bunches; celery, $2 to $2.50 per crate; tomatoes, four baskets, $1 to $1.40; cucumbers, per crate, $1.25 to $1.50.

New York, June 19.—Celery, per crate, $1.25 to $2.50; cucumbers, $3 to $3.50 per basket; mushrooms, $1.50 to $3.50 per 4-lb. basket; tomatoes, 6 to 10 cents per pound; radishes, per hundred bunches, 50 cents to $1; lettuce, per basket, 25 cents to $1.50; rhubarb, per dozen bunches, 75 cents to $1.25.

Planting Dates.

June 20 makes the great dividing line between early and late gardening plantings for most of the northern localities. This applies to a large variety of subjects. We could almost go so far as to state that most planting operations should be concluded this month. This includes late cabbage, cauliflower, celery, tomatoes, peppers and potatoes in plants, and rutabagas, beets, carrots, cucumbers, sweet corn and pole beans in seeds.

We often run across instructions to the effect that celery and cabbage can be planted up to August 15, but this is misleading. An old trucker once said to the writer: "I never saw a good crop of cabbage or celery from plants set after July 4," which is exactly our experience. In a natural way, June is a spring month and July a summer month, and anything we can get under way in June has a better lease on life than later on. The intense heat of July has a discouraging effect on young stock. Take this warning and speed up operations.

Late cabbage will receive much attention this year. The ever-popular Danish Ball Head is not such a success as it should be far away from the oceans or lakes; hence inland, avoid it. Better use our American sorts where heat is intense and long-continued. Where diseases trouble, Autumn King will often succeed where others fail as this kind has a strong constitution. If belated plantings must be made, use Succession or All Seasons as these head up earlier, yet have ample size for market. As a late cauliflower, Dry Weather is the best if a good strain of seed is procured.

MARKETMAN.

Standard Container Ruling.

QUANTITY OF FOOD MUST BE STATED.

The fact that a standard container has been used as a food package does not in itself relieve the shipper from stating the quantity of the contents, as required by the net weight amendment. The position of the United States department of agriculture is shown in the following statement just made public:

"Numerous inquiries have come to the bureau of chemistry regarding the requirements of the net weight amendment to the food and drugs act as applied to food products in standard barrels and to small fruits in Climax baskets, and other standard containers, in view of the requirements of the standard barrel act (March 4, 1915), and the standard container act (August 31, 1916). The bureau is of the opinion that these laws in no wise conflict in their requirements, and that in case of food in package form, even though standard containers are used, it is necessary to mark the packages with the quantity of the contents. It will be noted that paragraph (e) Regulation 29, as amended by food inspection decision 168, admits of the use of the term "one United States standard barrel" as a unit of dry measure for use upon standard barrels which are filled to capacity with food products.

"This ruling is not intended to revoke the previous public announcement to the effect that, pending a determination of the question whether the net weight amendment applies to berries in small open containers, the department will not recommend proceedings under the act solely upon the ground that the individual containers bear no statement of the quantity of the contents. As previously announced, however, the department is of the opinion that crates containing berries, peaches and tomatoes in small open containers, constitute food in package form, and the law requires that the crates be marked with a statement of the quantity of the contents, which statement should include the number of small containers and the quantity of the contents of each."

300,000 Chrysanthemums

From 2¼ inch pots, 20 varieties, $2.50 per 100; $22.50 per 1000.

Also thousands of **Bedding Plants,** for list see our display adv. in American Florist June 9, Page 1140. Correspondence solicited.

ALONZO J. BRYAN, Wholesale Florist
WASHINGTON, NEW JERSEY

Mention the American Florist when writing.

POT-GROWN PLANTS

Hollyhocks, Aquilegias, Gaillardia, Boltonia, white and pink **Foxglove, Platycodon, Stokesia, Rudbeckia Purpurea,** 4-in., pot-grown, at $8.00 per 100.

Bleeding Hearts, Oriental Poppies, Hardy Sweet Peas, 4-in., pot-grown, at $10.00 per 100.

A. L. MILLER, Jamaica, N. Y.

Vinca Variegated

Out of 4-in. pots, at $12.50 per 100.

GERANIUMS, out of 3½-in. pots, at $7.00 per 100. Mixed plants, out of 3½-in. pots, at $7.00 per 100. Cash please.

LEONARD COUSINS, Jr., Concord Junction, Mass.

GERANIUMS

Rooted Cuttings	Per 1000
S. A. Nutt and Buchner	$10.00
Ricard and Poitevine	12.50

Grown right, rooted right, packed right. Quality is as important in summer as in winter. You get quality all the year buying my stock.

ALBERT M. HERR, LANCASTER, PA.

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

F. O. FRANZEN 5319 N. Clark St. CHICAGO

Miscellaneous Plants.

	2-in. 100	2-in. 1000	3-in. 100	3-in. 1000
Achyranthes	$2.00	$18.50	$3.00	$25.00
Alyssum	2.00	18.50	3.00	25.00
Ageratum, 6 varieties	2.00	18.50	3.00	25.00
Begonias, Erfordia	2.00	18.50	3.00	25.00
Cuphea	2.00	18.50	3.00	25.00
Coleus	2.00	18.50	3.00	25.00
Heliotrope	2.00	18.50	3.00	25.00
Lemon Verbenas	2.00	18.50	3.00	25.00
Lantanas, 10 vars.	2.00	18.50	.....	.....
Moonvine, White and Blue	2.00	18.50	3.00	25.00
Petunias. Double Fringed Mixed	2.00	18.50	.....	.....
Chrysanthemums	2.00	18.50	.....	.....
Scented Geraniums	2.00	18.50	3.00	25.00
Swainsona	2.00	18.50	3.00	25.00
Abutilon Savitzii	3.00	.....	4.00	.....

Send for Catalogue. Cash with Orders.

R. VINCENT Jr. & SONS CO.,
WHITE MARSH, MD.
GROWERS OF PLANTS FOR THE TRADE.

CHRYSANTHEMUMS

Novelties For 1917

The Best Of 1916 Introductions.

Standard varieties, both commercial and Exhibition.

NOW READY.

Also **Pompons, Anemones and Singles.**

Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.
Adrian, Mich.

1,000,000 ASTER PLANTS FOR SALE

All colors of Vick's Semples, Cregos, Invincibles and Rochesters.

Strong Field Grown Plants, $5.00 per 1000. Cash with order.

SENECA ASTER PLANT CO., LOCK BOX 94, BALDWINSVILLE, N. Y.

Aucuba Japonica

Good Substitute for Boxwood—Fine for Filling Window Boxes. 24 to 30 inches high, $1.50 each.

2½-foot BOXWOOD, $3.00 Each

	Per 100
ENGLISH IVY, 4-inch, good large vines	$15.00
PETUNIAS, Rosy Morn, 3-inch	6.00
CANNAS, Florence Vaughan and Mrs. Chas. Henderson	8.00
VINCAS, 3-inch	6.00

GEO. WITTBOLD CO.

745 Buckingham Place, L. D. PHONE— GRACELAND 1112 CHICAGO

Mention the American Florist when writing

97th Year

J. BOLGIANO & SON,

Wholesale Garden and Field Seeds, Onion Sets, Seed Potatoes

Growers of Pedigree Tomato Seeds — Baltimore, Md.

TOMATO SEED

Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.

EDGAR F. HURFF,

Correspondence Solicited. — SWEDESBORO, N. J.

Mention the American Florist when writing

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7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

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Choice Flower Seeds

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Vick's Quality Flower Seeds

In All Leading Varieties.

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We carry a reserve stock of all the important varieties of

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Wholesale Price List for Florists and Market Gardeners.

Jos. Heacock Co.,

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Grower of Kentias.

The Nursery Trade

American Association of Nurserymen.
John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.
Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

HOUSTON, TEX.—The Baibara Nursery Co. has filed certificate of dissolution.

ST. LOUIS, MO.—Park Commissioner Cunliff, who has made an excellent record, has been reappointed.

DALLAS, TEX.—The Dallas Nursery Co. has been incorporated by Albert H. Rogers, Namon W. Pitts and E. F. Powell; capital stock, $1,000.

MT. VERNON, WASH.—The first of what will be an annual exhibition of roses will be given June 21 by the Skagit County Rosarians' Society.

ROCHESTER, N. Y.—The peony show of the florists' association will be held at Convention hall, June 29-30, the proceeds to be given to the Red Cross.

WASHINGTON, D. C.—Officials of the American Association of Nurserymen have entered a protest against a proposed increase of 15 per cent in freight rates.

AN Illinois traction system has planted more than 30,000 catalpa trees along its right of way and will continue to plant them each year with view to using them later for ties.

EARLVILLE, IA.—A LeFevre, proprietor of the Pleasant Hill Nursery, has received a shipment of stock from Japan. He reports he will be unable to supply French or Dutch stock this year.

BROOKLAND, D. C.—Dr. J. B. Parker, president of the Brookland Rose Society, has been awarded the Shahan gold medal sweepstakes prize at the society's sixth annual rose exhibition, his score being 58 points.

NEXT WEEK the annual convention of the American Association of Nurserymen will be held at Philadelphia, Pa., June 27-29. Some notes on the local nurseries, page 1206 of this issue, will interest prospective visitors.

THE New York agricultural experiment station at Geneva has issued Bulletins 431, 432 and 433, entitled "Plant Lice Injurious to Apple Orchards-2"; "Vinifera Grapes in New York" and "Winter Injury of Grapes," respectively.

TACOMA, WASH.—The annual meeting of the Pacific Coast Association of Nurserymen will be held in this city July 11-13. Programmes will be furnished upon application to C. A. Tonneson, Burton, Wash. A most successful and entertaining meeting is anticipated.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
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Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

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PAINESVILLE NURSERIES
Catalogues and Price Lists Free on Application.
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The Book of the Peony
The long and interesting history of the peony, charmingly written by Mrs. Edward Harding. Contains 259 pages with 44 illustrations in color and black and white. Handsome cloth binding.
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Peonies
Strong divisions, 3-5 eyes also 1, 2 and 3 year-clumps, guaranteed true to name.
Large stock. Low prices.
Catalogue describing 150 varieties.
Send for your copy today.
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TARRYTOWN, - N. Y.

California Privet
Largest and finest stock of **California Privet** of any nursery in the world.
Polish or Ironclad Privet
Amoor or Russian Privet
Berberis Thunbergii
Very Attractive Prices on Carload Lots.
J. T. LOVETT, INC.,
Little Silver, - New Jersey
The Original Growers of California Privet as a Hedge Plant.

Reliably Hardy
Trees, Shrubs and Plants
for all purposes. Wholesale and Retail. Send for catalogs or special quotations.
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HYDRANGEAS FOR GROWING ON
2½ inch pots. Last Fall Propagation.
Otaksa Mme. Maurice Hamar
Price $5.00 per 100.
JACKSON & PERKINS CO., Newark, New York

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of Nursery Stock will probably come through this coming season
DON'T HOLD BACK
Your order should be placed with KOSTER & CO. who will be in a position to make deliveries if deliveries are possible.

We grow and use first-class stock only.
We pack properly. The cases used are dry when packed and are delivered to the steamship company in that condition.
These are the principal items to insure arrival of goods in perfect condition.
Should you be interested in our stock, such as **RHODODENDRONS, AZALEAS, BOXWOODS, EVERGREENS, PEONIES** and **ROSES,** favor us by having us mail you a copy of our catalogue. All inquiries will be gladly answered.

KOSTER & COMPANY
Hollandia Nurseries BOSKOOP, HOLLAND
U. S. Representative, A. J. PANNEVIS, Flushing, N. Y.

To My Friends in the United States and Canada:

R. A. van der Schoot

Late senior partner in the dissolved firm of

R. van der Schoot & Son

Begs to inform you that he is continuing in the same branch as wholesale grower and exporter on his own account.

Owner of a good many bulb farms and considerable stocks of bulbs and plants, he is in a position to quote you at favorable prices. Shall be pleased to do so on application. **Catalogues Ready.**

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Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

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Peacock Dahlia Farms,

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High Class **PALMS**

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We Grow Only the Choicest Varieties

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We will replace with three, every plant blooming untrue to description.

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MRS. J. A. PETERSON
2¼-inch pots.....$20.00 per 100; $180.00 per 1000

LORRAINE
2¼-inch pots.....$14.00 per 100; $120.00 per 1000

CYCLAMEN

Finest strain, separate colors or mixed, extra strong, 3-inch pots, $10.00 per 100; $90.00 per 1000.

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Young Grafted Rose Plants

4000 (2½ inch), White Killarney, - per 100, $12.00
2000 (own root, 2½ inch), Sunburst, " " 5.00
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Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.
CYCLAMEN, our own selected strain.
APLENIUM NIDUS AVIS (Bird's Nest Fern
Price list on application.
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Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.
Per 1,000
Vinca Variegata, 2-in, $2.00 per 100.....$20.00
S. A. Nutt, 2-in..... 16.00
Rex Begonias, 3-in.....per dozen, 1.00
Satisfaction guaranteed.
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400 Best Sorts—Old, New, Tried, True
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ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

ASPARAGUS Sprengeri and plumosus, 2-in. $3.00; 3-in., $5.00; 4-in., $12.50 per 100. HENRY SMITH, Grand Rapids, Mich.

Asparagus Sprengeri, 3-in., 7c; 3½-in., 9c; 4-in., 12½c. HARRY HEINL, West Toledo, O.

3-in. Sprengeri at $5.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

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ASTERS. Extra fine stocky plants with plenty of fibre roots, $5.00 per 1,000. Queen White, King, White, Shell Pink and Lavender. Semple's Late Branching White, Shell Pink and Lavender.

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ASTERS. Thinly sown, strong field grown plants, fully as good as transplanted. Queen of the Market, Semple's Branching, Crego and Mikado. Separate colors, $3.50 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

1,000,000 Aster plants. All colors of Vick's Lemples, Crego's, Invincibles and Rochesters. Strong field-grown plants, $5 per 1,000. Cash with order. Seneca Aster Plant Co., Lock Box 94, Baldwinsville, N. Y.

ASTERS. All the best strain, separate colors, $5 per 1,000. PHILADELPHIA WHOLESALE FLORISTS' EXCHANGE, 1615 Ranstead St., Philadelphia, Pa.

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Good substitute for boxwood. Fine for filling window boxes. 24 to 30 inches high, $1.50 each.

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Cobea Scandens, per doz.......	4-in.	1.50
Dusty Miller, for border........	2½-in.	3.00
Per 1,000		27.50
Dracaena Indivisa	4-in.	15.00
Dracaena Indivisa	5-in.	20.00
Extra strong, each...........		.25
Fuchsias	4-in.	15.00
Geraniums, in best varieties....	4-in.	$10-12.00
Heliotrope	3-in.	7.00
German Ivy	2½-in.	3.00
Lobelia Speciosa	2¼-in.	3.00
Per 1,000		27.50
Lobelia Crystal Palace.........	2¼-in.	3.00
Per 1,000		27.50
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Per 1,000		27.50
Marguerites, Mrs. F. Sanders...	2½-in.	4.00
Marguerites, Mrs. F. Sanders...	4-in.	15.00
Marguerites, Yellow	2½-in.	5.00
Marguerites, Yellow	4-in.	20.00
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Per 1,000		25.00
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Adiantum Cuneatum, Maiden Hair	3-in.	10.00
Adiantum Cuneatum, Maiden Hair	4-in.	$15.-20.00
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Heliotrope	4-in.	$10-12.00
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Geraniums, Fuchsias, Emeralds, Salvia, Marguerites, Cannas, Begonias, etc., 4-in. pots at $8 per 100. Fine large plants in bloom.
Coleus, Ageratum, Sweet Alyssum, Mignonette, Lobelia, Single Petunias, Candytuft, Phlox Drummondi, Cosmos, Salpiglosis, Snapdragons, Dusty Miller, Zinnia, Sultana, Lourenia, Verbenas, etc., $3.00 per 100.

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4-in. mixed geraniums, white, light pink and red. In full bloom and bud; sold mixed only, $8.00 per 100.
Large Salvia from 4-in., $7.00 per 100.
Verbenas, fine stock, $3.00 per 100.
For cash only.

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Begonia Chatelaine, 2-in..........$4.00 per 100
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Begonia Erfordii, 2¼-in........... 3.00 per 100
Begonia Xmas Red, 2¼-in........ 6.00 per 100
Begonia Luminosa, 2¼-in......... 3.00 per 100
Begonia seedlings, transplanted, Erfordii, Luminosa, Prima Donna, $1.50 per 100; $12.50 per 1,000.
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BEGONIA LORRAINE, 2¼-in. pots, $14.00 per 100, $120.00 per 1,000. Mrs. J. A. Peterson, 2¼-in. pots, $20.00 per 100, $180.00 per 1,000. JULIUS ROEHRS Co., Rutherford, N. J.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

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Boxwoods. Most beautiful stock. For varieties and prices, see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

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Bulbs. Cold storage. Giganteum and Magnificum. For sizes and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Cold storage and hardy lilies. For varieties, sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Dwarf double pearl tuberoses. Caladium Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

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Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

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Fancy leaved caladium plants. New and standard varieties. Pots and pans, 35c, 50c, 75c, $1.00, $1.50. Vaughan's Seed Store, Chicago and New York.

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CANNAS. 500 David Harum, 250 Egandale, 100 Florence Vaughan, 100 Charles Henderson, 50 Black Beauty, 250 Red flowering, assorted 3-in. bushy stock, $5.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

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CENTAUREAS. Dusty Miller, 1000 2-in., $2.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

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Plants out of soil—cut back stock.
Tremendous supply of fine, healthy stock, ready for immediate shipment. We have all the best commercial varieties and grow every one we have listed in quantity for wholesale purposes in the Chicago market. Our experience as chrysanthemum growers has taught us that the following varieties are the best money makers:

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Plants Out of Soil—Cut-back Stock.

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Mensa	2.00	18.00
Lillian Doty	2.00	18.00
Fairy Queen	2.00	18.00
Emily	2.00	18.00
E. D. Godfrey...................	3.00	25.00
Fine Thanksgiving Pink Single.		
Billy Primrose	3.00	25.00
Fine Thanksgiving Pink Button.		
Mrs. Buckingham	2.00	18.00
Leona, midseason fine pink......	2.00	18.00
Golden Climax	2.00	18.00
Golden Wedding	2.00	18.00
Quinola	2.00	18.00
Baby	2.00	18.00
Eugene Langulot	2.00	18.00
Pretoria	2.00	18.00
Mrs. Aster	2.00	18.00
Sabey	2.00	18.00
Lillia red	2.00	18.00
Mary Richardson bronze.........	2.00	18.00
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Mrs. Beu	2.00	18.00
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162 N. Wabash Avenue. Chicago, Ill.

CHRYSANTHEMUMS. Rooted cuttings; good, healthy stock. Smith's Advance, Chrysolora, Maj. Bonnaffon, Dr. Enguehard, Chas. Razer, Chieftain, Robt. Halliday, $1.50 per 100; $12.00 per 1,000. Pompons, Zenobia, Diana, Yellow Garza, $1.50 per 100; $12.00 per 1,000. Cut back plants, well branched, of Maj. Bonnaffon, $2.00 per 100; $15.00 per 1,000. Cash with order. JAMES PSENICKA, Gross Point, Ill.

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Immediate delivery.
CHRYSANTHEMUMS—ROOTED CUTTINGS.
Varieties listed in order in which they bloom.

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Smith's Advance	$2.00	$15.00
Crystal Gem	2.50	20.00
Early Frost	2.50	20.00
Oconto	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00
Yellow.		
Golden Glow	2.00	15.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Nagoya	2.00	15.00
Pink.		
Amorita	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00

Twenty-five at the 100 rate.
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CHRYSANTHEMUMS. 200,000 2½-in.; send for list of 60 sorts, all money makers. Large stock of following sorts: Unaka, Early Frost, Pacific Supreme, Tints of Gold, Yellow Ivory, Oconto, Smith's Ideal, Pink and White Chieftain, Merry Jane, Maud Dean, Edw. Seidéwitz, Pink and White Frick, White and Yellow Jones, White Bonnaffon. Pompons: Tilia, red; Diana, best white; early Bronze Baby, tiny yellow; Mensa, best single. Price, $3.00 per 100; $25.00 per 1,000. Cash.
G. SCHNEIDER,
22 East High St., Springfield, O.

Chrysanthemum Hamburg Late White. Best late white on the market. Rooted cuttings, $12 per 100; 2-in. stock, $15 per 100. Wm. F. Kasting Co., 568-570 Washington St., Buffalo.

Chrysanthemums. Novelties for 1917. The best of 1916 introductions. Also pompons, anemones and singles. Send for catalogue. Elmer D. Smith & Co., Adrian, Mich.

Chrysanthemums. 300,000 from 2¼-in. pots; 20 varieties, $2.50 per 100, $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

CHRYSANTHEMUMS. Leading commercial varieties, $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

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Clematis. W. & T. Smith Co., Geneva, N. Y.

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COBAEA SCANDENS. 4-in., $1.00 per doz. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

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Coleus "Defiance," the prettiest of all coleus. It defies any other coleus in beauty; the best for commercial purposes, as pretty as a poinsettia. Not higher priced than any other; $3.00 per 100, $27.50 per 1,000. Not less than 50 at the 100 price.
C. Winterich, Cyclamen Specialist, Defiance, O.

COLEUS. Assorted varities. 500 2½-in., $2.50; 500 2-in., $2.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

CROTONS.

Crotons, well colored, 4-in., $4.80 per doz.; 5-in., 60c and 75 each; 6-in., $1.25 each. Poehlmann Bros. Co., Morton Grove, Ill.

Crotons. Best ever shown, assorted varieties, 4-in. pots, $40 per 100. Vaughan's Seed Store, Chicago and New York.

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Cyclamen giganteum; improved Wandsbek type, the finest in existence, our output 350,000 this season. We have many testimonials as to quality of strain and plants. Eight varieties equally divided.

	100	1.000
2½-in., extra select, strong	$ 7.50	$65.00
2½-in., strong	6.50	60.00
3-in., extra strong	10.00	90.00
3-in., strong	8.00	75.00

Transplanted seedlings, 4 leaves and up to 8, mostly fit for 3-in. pots, $5.00 per 100, $40.00 per 1,000; extra select, $6.00 per 100, $50.00 per 1,000; small seedlings for 2½-in. only, $4.00 per 100; $35.00 per 1,000. Careful packing assured. No extra charges on packing.
Ernest Rober, Wilmette, Ill.

CYCLAMEN.

Cyclamen. Finest strain, separate colors or mixed, extra strong, 3-in. pots, $10 per 100, $90 per 1,000. Julius Roehrs Co., Rutherford, N. J.
Begonias. Mrs. J. A. Peterson, 2¼-in., $20 per 100, $180 per 1,000. Lorraine, 2¼-in., $14 per 100, $120 per 1,000. Julius Roehrs Co., Rutherford, N. J.

CYCLAMENS. Best strain, separate colors or mixed, 3-in. pots, $10.00 per 100; $90.00 per 1,000. JULIUS ROEHRS CO., Rutherford, N. J.

CYCLAMEN. Best strain, separate colors or mixed, 2¼-in. pots, $7.50 per 100; $60.00 per 1,000. J. H. FIESSER, North Bergen, N. J.

DAHLIAS.

DAHLIAS. A beautiful lot including 25 of Dreer's fancy varieties, our selection, strong 2½-in. stock, $3.50 per 100; $30.00 per 1,000. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DRACAENAS.

DRACAENA INDIVISA, 4-in., 12c; 5-in., 20 and 25c; 6-in., 50c. ERNEST ROHER, Wilmette, Illinois.

Dracaena Indivisa, 3-in., 7c; 3½-in., 10c; 5-in., 35c. HARRY HEINL, West Toledo, O.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

ECHEVERIAS.

ECHEVERIAS.

	100	1,000
Large size	$5.00	$45.00
Small size	3.50	30.00

Cash, please.
W. H. KIDWELL & SON,
3806 Wentworth Ave., Chicago.

ECHEVERIAS. 350 2½-in., $3.00 per 100; 300 3-in., $4.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

FERNS.

Ferns, 2½-in., good, healthy stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. Nephrolepis. Fine stock for immediate shipment. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson Co., Tarrytown, N. Y.

FREESIAS.

Freesia Refracta Alba, ½x¾, $6.00 per 1000; ¾ up, $9.00. Ready now. Express prepaid if cash is sent with order. HARRY BAILEY, Montebello, Calif.

GERANIUMS.

GERANIUMS. A. S. Nutt in full bloom and bud at $8 per 100 for cash; without pots. H. W. ALLERSMA, Grand Rapids, Mich.

Geraniums, 2-in., $2 per 100, $18.50 per 1,000; 3-in., $3 per 100, $25 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums. Strong 4-in. Poitevine in bloom, $7.00 and $8.00 per 1,000. WM. FLEUGGE, JR., Morton Grove, Ill.

Geraniums out of 3½-in. pots, $7 per 100. Cash. Leonard Cousins, Jr., Concord Junction, Mass.

GREENS.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

HYDRANGEAS.

Hydrangeas for growing on, 2½-in. pots. Last fall propagation. Mme. Maurice Hamar and Otaksa, $5.00 per 100. Jackson & Perkins Co., Newark, New York.

IVIES.

GERMAN IVIES.
4-inch, $1.50 per dozen. Extra fine stock.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

English Ivy, 3-in., 6c; extra strong, 3½-in., 8c; 2 to 3 vines, 2 to 3 ft., 4-in., 15c. HARRY HEINL, West Toledo, O.

GERMAN IVY. 250 3-in., 6c. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

German Ivy, 2½-in., 2½c each. ODOR GREENHOUSES, Iola, Kans.

LAUROCERASUS.

LAUROCERASUS.
24 to 30 inches high, $1.00 each.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

Orchids. All varieties of Colombian Orchids. Careful packing, prompt and efficient services. Write for prices and all particulars. Drew Roca & Co., Inc., 50 Broad St., New York.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids cf all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

KENTIA FORSTERIANA: SINGLE PLANTS.

	Doz.	100	1000
2¼-inch pots	$1.50	$12.00	$100.00
3 -inch pots	2.50	18.00	150.00

KENTIA BELMOREANA: SINGLE PLANTS

	Leaves.	Doz.	100	1000
2¼-inch pots		$1.50	$12	$100
3 -inch pots,	5 10-12 in. high	2.50	18	150
6 -inch pots,	5-6 26-28 in. high		$1.50 each	

ARECA LUTESCENS.
4-inch pots, 4 plants..............$4.20 per doz.
PHOENIX ROEBELENII.
5-inch pots ....$1.00 each
STEVENSONIA GRANDIFOLIA.
4-inch pots .... 50c each
5-inch pots. ....$1.00 each
LIVISTONA ROTUNDIFOLIA.
4-inch .... 50c each
3-inch ....$14.00 per 100
PTYCHOSPERMA ALEXANDRAE.
3-inch............$1.75 per doz., $14.00 per 100
COCOS WEDDELIANA.
2-inch pots.......$1.75 per doz., $14.00 per 100
LATANIA BORBONICA.
2-inch pots..........75c per doz., $5.00 per 100
MARTINEZIA CARYOTÆFOLIA.
3-inch pots.............30c each, $3.00 per doz.
POEHLMANN BROS. CO.,
Morton Grove, Illinois.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Padanus Veitchii, 4-in., $4.20; 5-in., $7.20; 7-in., $18 to $24; 8-in., $30 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

PANSIES in bloom, $2.00 per 100. HENRY SMITH, Grand Rapils, Mich.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15; 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

PETUNIAS.

PETUNIA ROSY MORN.
3-inch, $6.00 per 100.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

PRIVET.

California, Polish or Ironclad, Amoor or Russian Privet. Very attractive prices on carload lots. J. T. Lovett, Inc., Little Silver, N. J.

ROSES.

ROSE PLANTS.
Grafted and Own Root.
The Poehlmann Quality. Known Favorably Throughout the Land.
GRAFTED—2½-inch Aaron Ward, Milady, Killarney, White Killarney, Brilliant, Cecile Brunner, Richmond, Sunburst and Ophelia ..... $120 per 1,000
Lots of 5,000 or more..... 110.00 per 1,000
GRAFTED—3½-inch White Killarney and Pink Killarney.
For 3½-inch stock an additional $50.00 per 1,000 will be charged.
These prices are absolutely net cash.
OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady, Richmond, Cecile Brunner, $7.00 per 100 ..... $65.00 per 1,000
Lots of 5,000 or more..... 62.50 per 1,000
Sunburst, own root, $10.00 per 100 ..... 90.00 per 1,000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.
POEHLMANN BROS. CO.,
Morton Grove. Illinois.

ROSE PLANTS—2½-INCH STOCK.

	100	1,000
Killarney Brilliant	$4.50	$40.00
Pink Killarney	4.50	40.00
White Killarney	4.50	40.00
Sunburst	5.00	45.00
Richmond	4.00	35.00
American Beauty	6.00	55.00
Baby Doll	5.00	45.00
Baby Elgar	4.00	35.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

ROSE PLANTS—GOOD STOCK.
From 3-inch pots.

	100	1000
Richmond	3.50	30.00
White Killarney	4.00	35.00

From 2½-inch pots.

Sunburst	$4.00	$35.00

GEORGE REINBERG.
162 N. Wabash Avenue. Chicago.

ROSE PLANTS—YOUNG GRAFTED.
4,000 (2½-in.), White Killarney, per 100.$12.00
2,000 (own root, 2½-in.), Sunburst, per 100 ..... 5.00
3,000 (own root, 3-in.), Richmond, per 100 ..... 5.00
BASSETT & WASHBURN,
178 N. Wabash Ave. Chicago.

Roses. Choice young rose stock, ready to bench, White and Pink Killarney, Killarney Brilliant, Hoosier Beauty and Ophelia. Grafted 2½-in., $12 per 100; own root, 2½-in., $6.50 per 100. Vaughan's Seed Store, Chicago and New York.

ROSES. 8,000 Sunburst, 2¼-in., fine stock, ready to shift or plant, $6.00 per 100; $55.00 per 1,000. Cash with order unless known. L. B. CODDINGTON, Murray Hill, N. J.

Roses. Own root, 2½-in. stock and 3-in. plants. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

ROSES. Teas and Everblooming; best standard varities, our selection, 3-in., 6c; 4-in., 10c. Cash. JOSEPH BANCROFT & SON. Cedar Falls, Iowa.

BABY ROSES. Well-rooted; started in pots; in bud, $4 per dozen. Ernest Rober, Wilmette, Ill.

Roses. Pot-grown, 2¼ and 4-in. Write for list. The Leedle Floral Co., Springfield, O.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

SEEDS.

Seeds. Flower, for summer sowing. Pansy, Asparagus, Bellis, Calceolaria Hybrida, Cineraria, Dracaena and Primula. For sorts and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seed. Winter Orchid Flowering Sweet Pea. New price list containing many splendid novelties now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Asters, Petunias, Sweet Peas and Nasturtiums, etc. Write for our special offer, 1917 crop. John Bodger & Sons Co., Station E, Los Angeles, Calif.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beets, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seeds, choice flower. Renowned specialties. Catalogue free on application. Joseph Paquet, Boulevard Magnan, Nice, France.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Company, San Jose, Calif.

SEEDS.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Flowers in all the leading varieties. James Vick's Sons, Rochester, N. Y.

Seed. Choice varieties of peas and beans. J. H. Allan Seed Co., Sheboygan, Wis.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

SPHAGNUM MOSS.

Sphagnum Moss, for florists and nurserymen. Contract prices made now. Vaughan's Seed Store, Chicago and New York.

STOCKS.

Stocks. Ten Weeks' Cut and Come Again mixed and separate colors. 2½-in., $2.00 per 100. Cash. A. P. BRACE, Lincoln Ave., Lockport, N. Y.

SWEET PEAS.

Sweet Peas. Spencer varieties. For names and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

VEGETABLE PLANTS.

PLANT NOW FOR EARLY FALL FRUIT.
Field-grown plants from the best seed. Tomatoes (12 varieties), 500, $1.00; 1,000, $1.50. Egg plants, sweet corn and hot peppers, 500, $2.00; 1,000, $3.00. F. O. B. Navasota. Cash with order.
SCOTT FLORAL CO.,
Navasota, Texas.

CELERY PLANTS. Golden self-blanching (French strain) Giant Pascal, also the grand, new, easy blanching variety, which is easy to grow; fine plants, ready for the field, $2.00 per 1,000 or $8.75 per 5,000. Cash.
BRILL CELERY GARDENS, Kalamazoo, Mich.

Special fine field-grown cabbage plants, 85c per 1,000; 10,000, $6.50; seven varieties. Tomato, $2.50 per 1,000; 10,000, $20.00. Well packed, shipped anywhere, guaranteed. Cash. TIDEWATER PLANT COMPANY, Franklin, Virginia.

Transplanted tomato, peppers and egg plants, $5.00 per 1,000. H. ROLFE, Hammonton, N. J.

VERBENAS.

VERBENAS. 1,000 fine bushy 3-in. in bloom, assorted colors, $3.00 per 100. Cash. JOSEPH BANCROFT & SON. Cedar Falls, Iowa.

VINCAS.

VINCAS. Varigated, extra heavy stock, not long stringy stuff. 300 3-in., at 6c; 600 3½-in., at 10c; 500 4-in., at 15c; 100 4-in. green variety, $10.00. Flowering White, 100 3-in., at $5.00. Cash. JOSEPH BANCROFT & SON. Cedar Falls, Iowa.

Vinca variegated, out of 4-in. pots, $12.50 per 100. Leonard Cousins, Jr., Concord Junction, Mass.

Vinca variegata, 4-in., $12.00 per 100. Worth 1,000. Elmer Rawlings, Allegany, N. Y.

MISCELLANEOUS.

Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

California Redwood. Resists rot—will not shrink, swell or warp. Write for literature and full information to California Redwood Association, 750 Call Bldg., San Francisco, Calif.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Natural prepared green Lycopodium. Guaranteed not to become brittle; fireproof. Sample carton of 11 lbs. net, $3.20. Pittsburgh Cut Flower Co., 116-118 Seventh St., Pittsburgh, Pa.

The Clipper Cleaners successfully handle all kinds of flower, garden and field seeds. Write for circular, giving full description. A. T. Ferrell & Co., Saginaw, W. S., Mich.

Rustic Hanging Baskets; natural growth cypress; also rustic stands. Price list and sample postpaid, 25c and 50c. Victor Schmelz & Son, Route A, Sanford, Fla.

White wood easels. Very desirable for mounting floral designs. Sizes 36 inches to 66 inches. 50c to $1.15 each. Geo. H. Angermueller, 1324 Pine St., St. Louis, Mo.

Heavy hanging baskets with extra heavy hangers. For sizes and prices see advertisement elsewhere in this issue. The McCallum Co., Pittsburgh, Pa.

Hammond's greenhouse white paint and Twemlow's old English liquid putty. Hammond's Paint and Slug Shot Works, Beacon, N. Y.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Munson, 1433 Wells St., Chicago.

Trees, shrubs and plants for all purposes. Wholesale and retail. Send for catalogue. The New England Nurseries Co., Bedford, Mass.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburgh, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works, 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesvile, O.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

Dreer's "Riverton Special" cedar plant tabs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, Ohio.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogues. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

MISCELLANEOUS.

Wired toothpicks, Bestbilt brand, $2 per 10,000. Geo. Herrmann, Inc., Mt. Vernon, N. Y.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. We design, manufacture and build greenhouses of every style and size. Building material of all kinds. American Greenhouse Mfg. Co., 1000 Masonic Temple, Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. Builders of greenhouses and conservatories of every description. Lord & Burnham Co., 42nd Street Bldg., New York.

Gulf cypress greenhouse materials, hotbed sash, brackets, hose, etc. Metropolitan Material Co., 1303-1319 Flushing Ave., Brooklyn, N. Y.

Greenhouses, built to last. Supplies at rock-bottom prices. S. Jacobs & Sons, 1363-1385 Flushing avenue, Brooklyn, N. Y.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse construction. Estimates on request. The Foley Greenhouse Mfg. Co., 31st and Spaulding Ave., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

GREENHOUSE INSURANCE.

Cyclone and hail insurance; also insurance on growing crops while in the fields. The American Mutual Cyclone and Hail Insurance Co., Muncie, Ind.

POTS AND PANS.

Kramer's pot hangers, $1 per doz., by express. I. N. Kramer & Sons, Cedar Rapids, Iowa.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Pots. Hews' standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

Red Pots. Geo. Keller & Sons, 2614-22 Herndon St., Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt., $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far. 35c for 1,000; 3,000 for $1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WHOLESALE CUT FLOWERS.

Amling Co., E. C., Chicago.
Angermueller, Geo. H., St. Louis, Mo.
Badgley & Bishop, Inc., New York.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Bernheimer, Eugene, Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Ass'n., Chicago.
Cleveland Florists' Exchange, Cleveland, O.
Coan, J. J., New York.
Coyle, James, New York.
Erne & Company, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Freres-Windler Co., The, Chicago.
Froment, H. E., New York.
Goldstein & Futterman, N. Y.
Growers' Cut Flower Co., Inc., New York.
Gunterberg, M. C., Chicago.
Guttman & Raynor, Inc., New York.
Hart, George B., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Hoerber Bros. Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., Wm. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., H., Kansas City, Mo.
Kyle & Forester, Chicago.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo, Philadelphia, Pa.
Percy Jones, Inc., Chicago.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, Geo., Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust, Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Thompson Carnation Co., J. D., Joliet, Ill.
Tonner, O. A. & L. A., Chicago.
Totty, Chas. H. Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L., & Co., Chicago.
Weiland & Risch, Chicago.
Weiss, Herman, New York.
Welch Bros. Co., Boston, Mass.
Wietor Bros., Chicago.
Wiltgen & Freres, Chicago.
Wittbold, Geo., Co., Chicago.
Young & Co., John, New York.
Zech & Mann., Chicago.

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Cast Iron Boilers—FOOL Economy (false ratings, fuel waste, danger of break-downs, dealers profits), **OR**

Kroeschell Boilers—FUEL Economy (honest ratings, safety, quick heat, no boiler pits, no dealers' profits).

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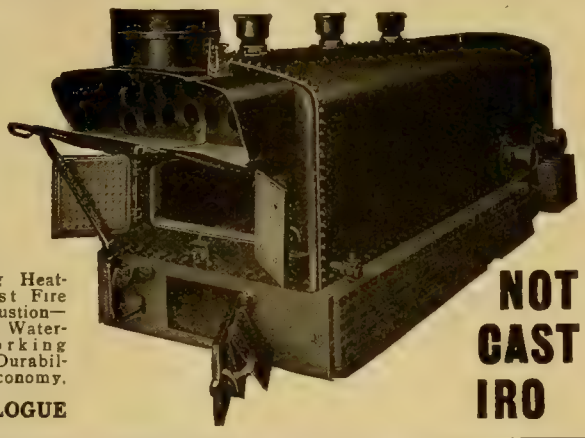

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Cast Iron Boilers Waste Fuel

I had a cast iron 8-section boiler before, but was afraid it would crack to pieces. The **Kroeschell Boiler** is certainly a fuel-saver. My coal bill to heat 5000 sq. ft. of glass surface with your boiler is less than last winter's coal bill, when I had only 2050 sq. ft. of glass, heated with the 8-section cast iron boiler.

Your boiler burns any kind of fuel. I would not have any other boiler than the Kroeschell, and will recommend whenever I get a chance.

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KROESCHELL BROS. CO.
445 W. Erie St., CHICAGO

Buffalo.

WEATHER CONDITIONS HURT BUSINESS.

The weather in this vicinity is—wet, wetter, wettest—or any other grammatical word or phrase that can be used to express rain. In consequence, outdoor stock is not what it should be and greenhouse stock has a tired look, with the possible exception of roses. Carnations are good but for their keeping qualities, the result of the damp weather. Sweet peas are also affected to some extent by the variations in temperature. Business, however, has been as good as could be expected under the conditions, and several weddings last week kept the trade fairly busy, although the majority of these functions now are small affairs, and many that promised good decorative orders were canceled, and after the ceremonies at the church the groom left immediately for some military camp. Work in the greenhouses has been very strenuous this spring. Cemetery planting, as well as that for lawns and verandah boxes, have been much delayed owing to rains, and when one fair day comes everybody in the business is called.

NOTES.

The monthly meeting of the florists' club was held June 5, and President Elbers was greeted by one of the best attendances in many months, showing that the members are trying to aid him in his endeavors to make the club a live wire in this city. An interesting and instructive talk on "Roses for Summer Growing" was given by Chas. T. Guenther, of Hamburg, N. Y., and Wm. Wells, of R. W. Pomeroy's estate, who spoke on "Orchids," was listened to most attentively, his theme being of interest to both grower and retailer alike. President Elbers brought in the names of six of the city's most prominent citizens as associate members and put it up to the members to each bring in at least one active or associate member at the next meeting. The entertainment committee was given authority to make arrangements for the annual outing. State Vice-President Eiss of the S. A. F. urged a large delegation from this city at the New York convention.

The summer vacation period which starts in July, with the usual dullness at that time of the year, has revived the talk of early closing of the stores each evening, and possibly at noon on Sunday, which will be an inovation in

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE, $1.50.

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WE ARE SPECIALISTS

in this line, having been practically the first to sell to the trade. **Get the value of our long experience.** Perfect satisfaction guaranteed. Rock-bottom prices. **Pecky Cypress,** because of its durability, is the only wood now being used for greenhouse benches. Will ship in any quantity, carload or less.

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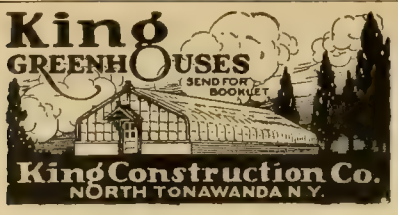
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

LOCKLAND LUMBER CO., Lockland, O.



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Split Carnations
Easily Mended With
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We find it very satisfactory. J. L. Dillon.
Can't get along without them. J. L. Johnson.
1000 for 35c; 3000 for $1.

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No loss if you mend your split carnations with.
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.

Wm. Schlatter & Son,
422 Main St., Springfield, Mass.

After

this city. Early closing has been the custom with some; but why not make it general? The good feeling engendered in the employes is more than offset by what is taken in after 6 p. m. by the proprietors in Cleveland, Rochester and other cities. Why not Buffalo?

Visitors: Stephen Green, James Smith, and Jos. Kairns, all of Philadelphia, Pa.; Julius Berg, New York. BISON.

Toledo.

BUSINESS STILL FORGING AHEAD.

Ever since Memorial day business has been going ahead in a very encouraging manner considering conditions. Memorial day this year was on a par with last year and June has so far exceeded all expectations. The unseasonably cold and rainy weather had delayed spring planting, but those florists who have ranges in connection with their stores now report that bedding stock of all kinds is moving out at a lively rate and all indications point to a very satisfactory cleanup. Many ornamental vases and urns are also being sold. Funeral work continues heavy and with an unusual number of June weddings and graduations helps to make things lively.

CLUB MEETING

The June meeting of the Toledo Florists' Club was very well attended and many interesting topics were discussed. The coal situation is worrying many of the members with large houses, and they are doing their best to lay in a large supply now. The question of the annual picnic was brought up and it was decided to have another florists' club outing at Ottawa park in the early part of July.

NOTES.

Scramm Brothers report that business is breaking all records in funeral work, wedding decorations and spring planting orders. This firm has just completed a big decoration at Toledo Beach, a popular summer resort on Lake Erie. A contract has also been let to repaint and redecorate their entire building on Cherry street, includ-

Resists Rot

California Redwood is noted for its resistance to rot when in contact with the soil and moisture. That's why it was selected for the boxes that made up the world-famous Mesembryanthemum hedge fence around the grounds of the Panama-Pacific International Exposition, San Francisco, 1915.

Boxes of Mesembryanthemum were stacked up on their sides to the desired height and shape, forming a beautiful living wall, more pleasing than any ordinary hedge and of far greater height.

This use of Redwood contains a valuable suggestion to florists and landscape gardeners—both as to the novel construction of the hedge, and the permanence of Redwood.

California Redwood

Resists rot—will not shrink, swell or warp

Insist on securing California Redwood. Your lumber dealer carries it in stock or can easily get it for you. Write us for literature and full information.

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REDWOOD ASSOCIATION
750 CALL BUILDING
SAN FRANCISCO

Ask for the child's story of the "big trees" of California. There's a copy for every child in the nation.

Mesembryanthemum Hedge Fence at Main Entrance Panama-Pacific International Exposition San Francisco.

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GOOD MATERIAL PROMPT DELIVERY REASONABLE COST

These are the points which count when you are in need of greenhouse material. Let us submit you our sketches and estimates. Our fine equipment, good stock and experience of many years enable us to give you satisfaction.

ICKES-BRAUN MILL CO.
2330 WABANSIA AVE. (near Western and North Aves.), CHICAGO
GREENHOUSE MATERIAL HOTBED SASH

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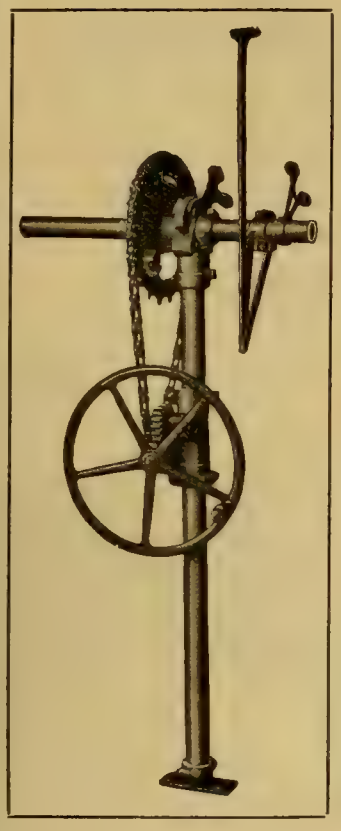

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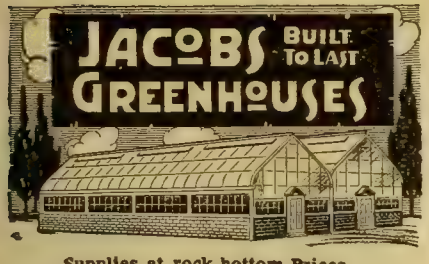
ADVANCE the standard of the trade.
ADVANCE the quality and quantity of your output.

How? You Say, How?

Simply install Advance Ventilating Machines in your houses. Insist on Advance Fittings throughout your range. This insures your place in the Advance Guard of the big business getters. You know that the possession of our Catalog, the Blue Book of Greenhouse Fittings, is the badge of progress—and it's the growers' First Assistant in time of need.

Where shall we mail yours?

ADVANCE CO., Richmond, Ind.



Supplies at rock-bottom Prices.
S. JACOBS & SONS, 1363-1385 Flushing Ave., BROOKLYN, N. Y.

ing the erection of a large bulletin sign board.

Harry Heinl, who makes a specialty of extra fine Ophelia roses, has been having trouble this season with the labor problem, which has handicapped him considerably. Due to increasing costs of doing business, Harry did not hold his annual "five-cent sale" of geraniums this year.

The Musbach sisters, who started in business about a year ago on Oliver street, report that trade was very satisfactory during their first year. Helen is managing the business, having had many years of experience as a florist with Max Spanner.

Miss Helen Patten has had an unusual number of June weddings and graduation work. She will leave shortly to recuperate at Portland, Me. She is well pleased with the business transacted during the first half of the year.

Paul Timm is about through with his spring planting orders, of which he had many this season, including several large building decorations in the downtown district.

A. C. K.

IMPORTANT!

We can fill orders and make
PROMPT DELIVERIES of

MAGIC BRAND
Pure Ground Sheep Manure

Insure yourself of a season's supply by ordering now.

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UNION STOCK YARDS, CHICAGO, ILL.

THE RENOWNED FOOD FOR PLANTS.
MANUFACTURED BY
CLAY & SON, STRATFORD, LONDON, ENGLAND

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"We have had the Garland gutters in use over twenty years. They are in just as good condition as when they were first put in. We are not in need of any construction material at present, but when we are we **will place our order with your firm."**

Garland Quality Product has thousands of friends such as Mr. Reinberg.

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NIKOTEEN

For Spraying.

APHIS PUNK

For Fumigating.

Ask Your Dealer for it.

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Aetna Brand Tankage Fertilizer

Is the best balanced fertilizer manufactured. It contains the ten salts constituting soil. It is giving satisfactory results wherever used.

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THE ONLY PERFECT

LIQUID PUTTY MACHINE

Will last a lifetime, $1.25 each.

"SEAL TIGHT LIQUID PUTTY"

will not harden, crack or peel off.

$1.35 per gallon in 10 gallon lots.

$1.40 per single gallon.

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In any length (one piece) with couplings, 14c per foot. Remnants 15 to 30 ft coupled, 9c per linear foot. Unequaled at the price.

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The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly thrips and soft scale.

Quart, $1.00. Gallon, $2.50.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

Quart, $1.00 Gallon, $3.50

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For eel worms, angle worms and other worms working in the soil.

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Sold by Dealers.

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FAMOUS FOR OVER 30 YEARS

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The direct result of **LONG PRACTICAL** experience in gardening.

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POT MAKERS FOR A CENTURY AND A HALF. | Standard, Azalea, Bulb, Orchid, Fern, Hanging, Embossed, Rose, Carnation, Palm, Cyclamen, Cut Flower, Special Shapes to Order, Chicken Founts, Pigeon Nests, Bean Pots, Etc. | WORLD'S LARGEST MANUFACTURERS.

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¾-inch, per ft., 16 c
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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR. Houston, Texas. President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., 1918. W. J. VESEY, JR., Ft. Wayne, Ind., President; CHAS. S. STROUT, Biddeford, Me., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition St. Louis, Mo., April 6-15, 1918. BENJAMIN HAMMOND, Beacon, N. Y., President; WM. L. ROCK, Kansas City, Mo., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Cleveland, O., June 1918. JAMES BOYD, Haverford, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Pansies.

For winter blooming the seed of pansies should be sown early. Procure a strain of seed that will produce large flowers, and unless they are to be grown in considerable quantities mixed colors are to be preferred. To obtain plants enough for winter blooming it will be better to plant the seed in flats and place them in a cool shady location in the house, where they are much more easily cared for than out in the open. If such a location is not to be had they can be sown in a cold frame and a sash that is quite heavily shaded placed over them until the plants begin to grow. As soon as large enough they should be planted in a cold frame until the bench is made ready, about the middle of September, in the house. The soil for winter growing should be good, and of the richest, in order to obtain large flowers, and the house in which they are planted should be maintained at a cool temperature, about 45 degrees at night, after settled fall and winter weather commences. Pansies are not, as a rule, troubled much with insect pests, but sometimes in the fall in the houses they are attacked by green fly and they are quickly checked in their growth if the aphis gets a good hold upon them. A careful watch should be maintained, and if they are found to be infested with aphis constant spraying with nicotine solutions will keep the insects down.

Office Housecleaning.

Nearly all growing establishments at the present day have what is termed the office, and during the busy season, in many places, but little attention is given to keep it in a tidy condition. Now is the time, after the carnations are housed and before the fall work commences, to have a thorough cleaning up of the office and workroom and get them in readiness for the coming season. Get all the papers filed away in proper shape and fix up all accounts as far as possible, and thereby get rid of much of the worry and trouble. Clean up the workroom and give it a clean coat of paint, and straighten out the supplies. If the stock of baskets has grown dirty get a little gold paint and give them a coat of this, which will certainly make them more attractive than the dingy supplies too often seen hanging on the walls or standing around. The florist too seldom appreciates how the customer likes to trade in a clean, up-to-date place, and often endeavors to excuse the dirty appearance by remarking: "It is impossible where so much dirt is handled to keep the place clean." Such a one is only fooling himself. The present-day customers, of whom many are ladies, know better; they see other places that are kept neat and clean, and they cannot be imposed upon with such tales. Now is the time to get everything shipshape for the fall and winter trade.

Fancy Leaved Caladiums.

It will soon be found difficult to obtain the quality of flowers necessary to maintain a fine window display, so attractive plants will be required, and the show houses leading from the store or office will need something with bright color to attract attention. The fancy leaved caladiums are beautiful plants for this purpose, and should now be nice plants in four or five-inch pots. Nice plants can be grown in these sizes and they are easily arranged in a bed of green sheet moss and are very attractive. For the young stock now coming on a very light house is an absolute necessity to obtain the highly colored leaves, and almost a full exposure to the rays of the sun. While the plants delight in a moist atmosphere, this must not be obtained by heavy shading, but by frequent syringing and damping down the walks and under the benches. The temperature should be kept warm and close, never dropping below 60 degrees at night, even if a little fire heat is required. They will require copious watering to keep the beautiful leaves in good condition, and considerable feeding to bring the high colors and large, full leaves. Should flower buds form they should be immediately removed, for they will check the growth of the leaves.

Roman Hyacinths.

The first bulbs to arrive will be the Roman hyacinths, and everything should be in readiness to properly care for them as soon as received. When the cases arrive the bulbs should be placed in a cool, dry place; if packed in bags they should be spread out either in flats or shallow boxes and placed where they will neither be too moist nor yet in too dry and warm a location. While it is too early to plant for the winter blooming, still a succession of plantings may be made every week until cool weather, when the balance can be planted up. Almost any soil will grow bulbs successfully but fine results are obtained with soil that has been thrown out from the carnation or rose benches and has lain out over winter to allow it to sweeteen a little. When a fall pot plant is wanted a few of the hyacinth bulbs can be planted in bulb pots, but in growing for cut flowers flats are to be preferred, for they are much more economically handled and do not require as much care. In planting the bulbs cover the bottom of the flats with about an inch of soil, placing the bulbs on this quite closely together, yet not touching, as can be done with other bulbs. The flat should then be filled with soil, which should be packed between the bulbs with the ends of the fingers. They should then be given a good watering, enough to wet the soil all the way through and settle it around the bulb. The flats should be placed outside and covered to the depth of about three inches with sand or coal ashes or something that will lie close enough to prevent drying out. A label should be placed at the end with the date of planting, so that the several plantings will be kept separate and can be readily moved into the houses. In four to six weeks they should be well enough rooted to bring them into the house, where they can be placed under a bench until they begin to throw up their flowering spikes.

Anemone Japonica.

One of the most useful perennials for the fall is the Anemone Japonica. It blooms at a time when flowers are very scarce, and if planted where it can be protected from the early frosts will produce quantities of bloom that can be made of use in all classes of floral work. The successful blooming of this plant depends much upon its summer culture. If the season is dry it will require constant watering, in fact, a good soaking. It is a good plan to place the hose in a bed of this and let the water run until the ground is thoroughly wet, and do this as often as may be required. It will amply repay in the long strong shoots, full of blooms, that will be produced in the fall. The florist not possessing a good stock of this beautiful perennial should procure some of it and plant a bed for fall cutting.

Delphiniums.

This perennial has become quite a popular cut flower for summer use and is very decorative and showy. Those that have a stock can increase the plants of the better varieties by propagation at this time. When the plants bloom those that produce the best spikes and are of the best colors should be marked. After the blooms are cut the small growths that break from the stem are very easily rooted. Prepare a bed in a shaded frame and insert the cuttings, watering heavily when first put in. They will need frequent syringing during the hot weather and will root in three to four weeks, when they can be either potted or planted in a frame where they can be given attention. As soon as well established they can be planted in their permanent location, but should be given a little protection during the first winter by throwing a little old straw or some such material over them.

Compost Pile.

The extra help that is so often employed during the spring trade can be utilized for a few days before they are let go, in getting together a good compost pile, and there is no better time of the year than the present to do this.

Colonial Bridal Bouquet.

Design by Students in Floriculture, University of Illinois, Urbana.

The sod can be taken off now after the mowing with no great amount of grass upon it, and if stacked at this time the warm summer days will soon rot the sod and make the pile fine and mellow. So many growers will spend their money for coal and labor and skimp on that most necessary thing for good product, the soil upon which the plant depends for its culture, and again put the matter off until the fall when the days are cold, the soil too often full of moisture, and the hauling poor, which makes the work more expensive and in the end not having as good an article for the succeeding year. It is not necessary to stack the manure with the pile at this time, but if ground bone is to be used it is better to sprinkle it into the pile now. Bone dissolves slowly and the earlier it is incorporated in the soil the better, and it also helps the rotting of the sod. Take advantage of the slack time with both the men and teams and get the compost pile up at once.

Bougainvilleas.

The plants of bougainvilleas that are through blooming should be cut back into shape and potted in preparation for the next season's growth. Much depends upon the summer care of all hard-wooded stock if nice specimens are to be grown. They should be plunged outside in a frame or placed in full sun in a light airy house. Outside culture is far preferable for all this class of stock in order that a good strong growth, well furnished with foliage, may be assured. Be sure that they never get too dry. The great danger of all hard-wooded stock is letting it dry out, for it does not show it as quickly as the softer growing plants, but the check is more severe and the plants seldom fully recover from it. The young stock rooted earlier should be placed in a similar location, and kept well pinched back into shape, until enough shoots have been obtained to insure a good shapely plant, when they can be allowed to grow freely, but any extra strong leaders are better cut back during the season. Any chance flowers that show should be picked off at once, that a good strong stocky plant may be obtained and the strength all retained for that purpose.

Asparagus Baskets.

There is always a good call for hanging baskets of Asparagus Sprengeri and there is nothing more decorative in a store or greenhouse than these beautiful baskets when well put up and when they are growing nicely. The young 3-inch stock will make nice basket work. The wire basket frame should be of good size, eight inches in diameter at least. Line the outside with green sheet moss, which makes a much better appearance than sphagnum, and then fill with good rich soil and plant the young plants in this. The basket, after planting, should be placed in a warm, moist house to encourage rapid growth; a house with a temperature such as palms are grown in is about right. They should be frequently syringed, and as soon as the long fronds have made a good growth they can be removed to lighter and cooler quarters.

COLUMBUS, O.—Declaring her to have been one of the best boosters for the recent rose show of the Columbus Horticultural Society, that organization, following its recent exhibition, presented a crippled newsgirl, who sells papers on the principal thoroughfare of this city, with a huge bunch of Killarney Brilliant roses.

ERIE, PA.—The Erie Floral Co. will discontinue business July 1. The range, which was owned for the past 12 years by the late Wm. F. Kasting, has been taken over by a lettuce grower. Henry J. Wise, who retires as manager, will take a much-needed vacation of a month, after which he will be open for an engagement.

RED CROSS DAY AT PALMER'S STORE, BUFFALO, N. Y.

THE RETAIL TRADE

Conducted by Robt. Kift, Philadelphia, Pa.

Florist Business as an Occupation.

For the young man who is looking for a chance to develop his business talents, the raising and selling of plants, flowers or seeds, offers a great field, in which success depends entirely on his ability and perseverance. A practical knowledge is of such great assistance that it should always be sought through employment with a good firm engaged in the branch of the business which has been selected to pursue.

The cultivation of plants and flowers as a business, while it is constantly increasing, is by many with more or less experience considered too slavish and confining, which is on the principle that almost any trade but the one in which you are engaged is better. Every line of endeavor requires attention and very close application if one is to succeed. The physician selects a profession which, when he has acquired a practice, never gives him a moment that he can call his own. There are any number of similar instances in the various trades that are almost as exacting and confining. Many of the successful growers of today, whose ratings run into six figures, started with very little capital except energy and their knowledge of the business. By their skill, they produced the best in the market for which highest prices were obtained. In their early days the stories of sacrifices and privations necessary to meet bills and lay aside money for improvements, is but a repetition of that which is happening today to other men, who, filled with a like ambition, are climbing the same difficult hill, hoping to attain an even greater success.

In all the large towns and cities of the country there are to be found many successful men engaged in the various branches of the trade, who by close application and good business methods have a standing in their community quite the equal of that of any other profession. American cities are of rapid growth, in which the increase in the value of real estate is of great benefit. The florist takes up several acres necessary for the business in the suburbs where the land is cheap. With his business he is able to carry the ground, until finally it becomes valuable for building lots and is sold at a handsome profit that enables him to retire with a competence. Very often capital acquired in this manner is used in the construction of a much larger range farther out in which the sons, who have been taken into the firm, are interested.

The business of the retail grower in the suburbs, which is one of the largest branches of the craft, often engages the entire family, who, living on the place, as they grow up seem to fall in naturally and are of great assistance in building up the establishment. The girls do the bookkeeping and are also good store assistants. A number of the best artists of the day are women who have learned the business in this way. In many cases, where the founder of the establishment has been struck down in his prime, the business has been carried on successfully by his wife, assisted with the aid of the children, who later assumed the burden and achieved success. In the principal cities are many elegant flower shops in which a large and profitable business is carried on quite the equal of other branches of trade of the same magnitude.

Palmer's Red Cross Campaign.

Buffalo, N. Y., was allotted $1,500,000 as its quota in the national Red Cross campaign, but due to the co-operation of business men, the fund approached the $2,000,000 mark. The active work of W. J. Palmer & Son, the well-known florists of that city, was a feature of the campaign of lively interest. The illustrations herewith show the front of one of the Palmer flower shops with girls in Red Cross uniforms, selling flowers for personal wear, in behalf of the Red Cross Society. The entire proceeds of the sidewalk sales went into the fund.

Bankers and longshoremen alike wore the carnations from Palmer's, showing that they each did a bit more for the "mercy campaign," which finished Monday night with a "jollification dinner" held at Hotel Statler, 400 workers being seated. It was W. J. Palmer & Son's intention to give each worker a carnation, so the four nurses were furnished with a good armful and passed through the banquet room. They were rewarded with many a one-dollar bill. The final act was by Miss Mildred Lowe, Palmer's office girl, who, standing on a chair, auctioned a bunch of carnations, which brought $150. W. J. Palmer & Son's total collections amounted to $465.66.

Opportunity.

"How's trade?" "Oh, fair; one can't expect much these days." The answer also described the appearance of this man's store; in fact, the word "fair" would better apply after the removal of a few passe plants and a general tidying up had taken place.

Conducting a retail cut flower shop is, in some respects, like the publishing of a daily newspaper, each succeeding issue of which must be up-to-date, with every item of news well displayed. Nobody wants yesterday's paper, bright as it was. It is today's extra with the latest happenings that is in demand.

Each day in the flower shop should show something different from the day before. Customers note changes and speak of them; it would be almost impossible to display a new plant or flower each day, but of the very many stocks on hand, this or that can be put forward or changed around so as to present a new arrangement or color scheme. Advantage should be taken of displaying the first of the various seasonable flowers as they come into the market—feature them in the show windows and in the store before their novelty wears off and they become common. There are many people of many minds, and one is never sure of just what is going to "take," but the store, large or small, in which is to be seen something a little different, a trifle out of the ordinary, will find such features profitable.

Every convenient time is an opportunity—when trade is only fair, an opportunity is presented to make it better. New customers mean more trade, better business; to attract them pay more attention to the window display. How does the front look and the sign? Perhaps both would be the better for a touch of paint. Good clothes are said to make the man; they certainly help, and a bright appearing front is a great asset to a store. The window should always be at top notch efficiency; it is worthy of the best thought. More strangers are brought into the store through the fine window displays than by any other means. With some firms this is their sole method of advertising—their windows are kept so attractive that people walk blocks out of their way to see and enjoy them.

Next to the windows the interior of the store should be always clean and inviting, with the stock on hand displayed to the best advantage. This applies to the small as well as to the large shop. A half hour devoted to the rearrangement of carelessly placed plants, pedestals, vases, etc., and the removal of stock past its best, on the counter or in the ice box, often makes a wonderful difference in the appearance of the store.

Opportunity is presented in the various seasons of plenty, when flowers can be purchased in lots at quite low prices. Advantage should always be taken at such times to have sales at special prices, which, while seemingly low, afford a good profit. New customers are frequently added to the list by such offerings. The cash feature of these specials is an important item, as casual buyers just passing, attracted by the display, generally pay cash, but wherever possible the name and address should be secured and placed on the mailing list. Penny stamp card notices of such events have splendid advertising value. They are sure to be read, and if the telephone feature is kept prominently to the front, many orders come in over the wire.

All floral holidays afford opportunity to reach the people and secure new trade that should not be overlooked. Planning out the window display and its arrangement should be done well in advance. Many have found such decorations very good business bringers, well worth the time and expenditure. Nicely lettered cards calling attention to the various window features should always be conspicuously displayed. Persons will stop to read the card that might not otherwise be attracted. Prices, particularly of special sales, should always be prominent, as they are the silent salesmen, always on the job, doing good work, but drawing no salary.

London Flower Show.

The latest show of the Royal Horticultural Society on June 5 was quite an interesting affair. The weather was glorious, and a large number of visitors attended to admire the exhibits and to gladden the hearts of the exhibitors with numerous orders. It may be said that the shows are now held in the old drill hall of the London Scottish Volunteers near St. James park, instead of the society's own hall in Vincent square, owing to the military authorities having taken over the latter. The building, of course, is not so commodious nor so pleasant looking, but it is on the whole much more conveniently get-at-able and was used for show purposes several years after the society was ejected from South Kensington.

Among the exhibits was a fine display of large flowering clematis from Piper & Sons, Barnes. This firm also exhibited several plants of the pink and purple Cytisus Dallimorei, and the beautiful climbing or scrambling shrub, with drooping red flowers, called Actinidia Henryi, to which an award of merit was given.

Roses were in strong evidence from E. J. Hicks, Twyford; W. Paul & Sons, Waltham Cross, and Frank Cant & Co. of Colchester, all of whom staged very fine groups. Conspicuous in the Hicks group was Miss Alice De Rothschild, which may be described as dwarf growing; Marechal H. Neil, Madam Edouard Herriot, the deep crimson single Princess Mary, and the bright pink Queen of the Belgians.

A very conspicuous exhibit was that of E. Gifford of Hornchurch, Essex, who showed a fine mass of the pure white Raeonia albiflora, which attracted much attention. This is likely to sell well as a cut flower, and may be noted by florists. Dobbie & Co., Edinburgh, made a conspicuous hit with their collection of snapdragons, sweet peas and columbines, all of which were remarkably well grown, and excellenty staged by Mr. Ireland, and won the society's gold medal. Mr. Douglas, of Bookham, was in evidence with his lovely border carnations, of which he still seems to be the leading grower. Allwood Bros., Haywards Heath, displayed the American varieties in their usual perfection.

Irises were shown by Wallace & Co., Colchester, in great abundance—practically all hybrid varieties of the bearded irises, such as Germanica, variegata, squalens and pallida. Some lovely forms have been obtained by crossing these and among them may be noted Rhein Nixe, Ossian, Queen Mary, Iris King, Isolene, Prosper-Laugier, Troost and others—really all charming, free flowering garden plants.

Orchids were shown by Low & Co. of Bush Hill Park, Sanders & Sons of St. Albans, and Armstrong & Brown of Tunbridge Wells, and included the species and hybrids of cattleyas, odontoglossums, milltonias, etc.

A good display of lilacs was sent by Mr. Notcutt of Woodbridge, Suffolk, while H. B. May, Edmonton, sent a nice collection of hardy ferns. Barr & Sons staged a collection of beautifully grown vegetables, and Cutbush & Sons, Highgate, flowering shrubs, rock plants, etc.

J. W.

BRIDAL CANOPY OF ASPARAGUS, FOLIAGE PLANTS AND WHITE CARNATIONS.

Design by Students in Floriculture, University of Illinois, Urbana.

Peterson's Peonies.

It is well worth one's time to visit the Peterson Nursery, Chicago, this week for over three acres of peonies, consisting of more than 50 varieties, are almost in full bloom and are indeed a wonderful sight to behold. The season is unusual this year and about two and one-half weeks late, so it is possible to inspect more varieties right at this period than would be the case at another time. The first stock was cut June 21 and about 7,500 to 12,000 blooms per day are now being shipped to the Chicago wholesale cut flower market, which means that the crop is at present about at its height. Only varieties that have been given a thorough test are offered for sale, which makes it possible for the company to replace with three every plant blooming untrue to description. To fully cover the system that Mr. Peterson has in operation in testing and marketing his varieties would take several pages and it would be then impossible to explain the method as thoroughly and clearly as the proprietor does to the many trade visitors who make a special effort to visit his fields at every possible occasion during the blooming period. As fast as a better variety in any color or class is found than what is now in his collection the old one is discarded, so his list is kept up to the minute at all times. Grandiflora nivea plena, Festina Maxima, Madame de Verneville, Duchesse de Nemours and Alba sulfurea occupy first place in the early white class, while Madame Emile Lemoine, Madame Crousse, Monsieur Dupont and Avalanche so far seem to be the best midseason varieties. In the late white varieties Baroness Schroeder, Couronne d'Or and Marie Lemoine are the leaders, and in the early pale pink class, the same holds true for Octavie Demay, Therese, Delicatissima, Golden Harvest and Eugene Verdier. Marie Crousse, Venus, Albert Crousse and Pierre Ducharte lead in the pale pink midseason sorts and in the late pale pink class Milton Hill and Grandiflora are recommended. Edulis Superba, Alexandriana, Monsieur Jules Elie, Lamartine and Modestie Guerin have given good satisfaction in the early deep pink varieties and the same holds true for Madame Ducel, Princess Beatrice, Docteur Bretonneau, Triomphe de l'Exposition de Lille and Queen Emma in the midseason class. Claire Dubois and Livingstone are two good late deep pinks and Monsieur Martin Cahuzac, Karl Rosenfeld, Augustin d' Hour, Madame Gaudichau and Pierre Dessert are fine early reds. Monsieur Krelage, Felix Crousse and Prince Prosper d'Arenberg are this firms' best midseason reds and same applies to Delachei, Eugene Bigot and General Davoust in the late blooming red class. Mikado, a beautiful late single red, of which the supply is limited, attracts much attention and so does Albiflora, The Bride, or La France, a late single white. In addition to peonies this firm has a splendid collection of irises covering several acres. Elmer Erickson, son of August Erickson, who has been foreman for 36 years, is of great assistance to Mr. Peterson in showing the visitors through the fields when they come in such large numbers that he is unable to handle them all himself. Their 1917 price list of peonies and irises is now on the press and will be ready for mailing in a few days. All trade prices will be watched with interest this year, owing to the present existing conditions and while some varieties may advance in price, others will be listed below the figures quoted last season.

ODONTIODA GLADYS.

Odontioda Bradshawiæ x Odontoglossum Pescatorei.

Odontioda Gladys.

The accompanying illustration is of the new and rare Odontioda Gladys, a cross between Odontioda Bradshawiæ and Odontoglossum Pescatorei. This was sent out by Lowe & Son of London two years ago and is now in the collection of Arthur N. Cooley, Pittsfield, Mass. The separate florets are of good size, with bronzy, chocolate spots on a light golden brown ground. It was staged in Mr. Cooley's collection at the recent Boston outdoor show together with a number of well-flowered odontoglossums and other choice orchids and attracted great attention.

K.

BRISTOL, R. I.—John Young, gardener on the estate of Col. Samuel P. Colt, died suddenly at his home in this city recently, aged about 80 years.

Mealy Bug.

ED AMERICAN FLORIST:

I am at a loss to know what to do for mealy bug. I have tried fumigating, nicoteen spray and Aphine spray without result. They are principally on coleus. I would like some information as to how to get rid of them.

H. M. F.

Michigan.

The most effective means that the writer had found to rid coleus of mealy bug is cold water. Before putting the cuttings in the sand they should be carefully examined for any signs of mealy bug; if any are found the cuttings are dipped in ice cold water and the mealy bug rubbed off with the thumb and finger. The same process is followed when the rooted cuttings are taken from the sand. Then, after the young plants are well established in the pot, they are well syringed every week or so. By attending closely to this we are able to keep them clean while in the house. It is after they are planted outdoors that we have most of the trouble, especially when the plants are growing where it is at all shaded.

C. W. JOHNSON.

FLORISTS' PALMS.

Work for the Early Summer Months.

The months of May, June and July cover a busy period in the palm houses, from the fact that there is always more or less of an accumulation of work after the spring trade is over, and the sooner this work can be done the better it is for the stock.

The unusually cool and dark weather during May has retarded the growth of some stock, and made it necessary to continue fire heat longer than is required in the majority of seasons, but from this time forward really warm weather may be looked for, with the result that the growth of the palms will rapidly go ahead. But the fact that the weather is, or has been, cold this spring need not hold back the grower in making his preparations for the summer growth of the stock, for root action among the palms renews its activity at very nearly the same date each season, providing that normal growing temperatures are maintained in the greenhouses, the chief difference being found in slower leaf growth in a cold and cloudy season.

One of the first requisites during this period of more active growth is an abundance of water, both at the root and overhead, but with this abundant watering there must also be good drainage, for these plants will not thrive with stagnant water surrounding the roots. Frequent and vigorous syringing is also required to keep down the insects, for even some of the scale insects when in their youthful and unattached condition may be destroyed by a good pressure of water carefully applied, and thrips and red spider will also find their position untenable under such treatments. But black and brown scale insects that have settled down on the leaves cannot be removed by syringing, and will endure more than one dipping in soap solution without suffering greatly therefrom. This dipping process is a good measure to precede the repotting and may be used as a preventive measure, even if but few insects are visible.

The question of keeping the stock clean is simply that of keeping everlastingly at it, a thing that is very difficult to do during busy shipping periods, as for example, in spring and fall, and particularly so when the supply of labor is rather behind the demand, as seems to have been the case in many places during the past year or two.

It is not an easy matter to lay down rules to be followed in repotting, owing to the variations in size and condition of the plants from one lot of seed, but if the stock is selected carefully before potting in such a manner that a batch of one size is handled at a time it is much easier for the potters and gives a much better effect on the bench after the stock is rearranged. Potting should be firm, without ramming to such a degree that the water cannot get through freely, and some drainage material, either crocks or cinders, should be used in all pots from the 4-inch size upwards.

Few of the chemical fertilizers have much value to the palm grower, the most satisfactory manure for this purpose being that from the stable, but not in a very fresh condition.

Made-up specimens still seem most in favor in the kentia market, and to provide such stock requires a goodly number of plants, for the majority of these specimens are formed from four plants put together in a tub or pot, the ultimate result depending very largely on the taste of the man who does the work, for he not only has to arrange his plants in the tub for immediate effect, but also must take into consideration the effect that will be had from the new leaves that may be starting. Then these plants must be put in the tub without too much bruising of the roots, else some of them will suffer afterwards. It is also very necessary that these plants shall be thoroughly watered after potting, so that the old balls and also the new soil may be moistened through. For the first two or three weeks after potting close attention to syringing and ventilation will be required to get the plants re-established and started away properly. Later in the season much more air and light should be given in order to give the foliage that good texture and firm character that appeals to the decorator, and the kentias are decidedly the palms that the decorator is looking for. Various species that have been used to some extent in the past are seldom seen in quantity now, and among these was Phoenix canariensis, a fine palm for some classes of work, and one that at one period was imported in considerable quantities from Europe.

Nowadays one sees but few phoenix, with the exception of that very beautiful dwarf variety, P. Roebelenii, and even in that case the market seems less fully supplied now than it was two or three years ago, a fact that is less due to a falling off in popularity than to a reduction of seed supply. There is at present no special means used to conserve and regulate the supply of phoenix seeds, as has been done in the case of the kentias, so it seems probable this difficulty may continue for a time, unless some new source of supply be discovered. Defective packing and long distance shipments are two contributing causes to the failure or low percentage of germination of many of the palm seeds received by growers, and undoubtedly cause considerable losses each year.

Cocos seed is very variable in quality, and those who grow this useful palm in quantity have to invest in much larger quantities of this seed than would be required if one could get it in such a growing condition as the seeds of livistonas, for example. Much areca seed is also worthless when it reaches the grower, and yet there is an occasional shipment that will germinate 90 per cent.

So, between war expenses, poor seeds and other high charges, it seems reasonable that some items in the palm list should bring the grower a slightly higher price than once obtained.

W. H. TAPLIN.

CLEVELAND, O.—The Monarch Florist Co. has been incorporated with a capital stock of $5,000. The directors are E. C. Prior, J. W. Stranahan, E. S. Davis, M. L. Prior and J. E. Stranahan.

TORONTO, ONT.—The W. J. Lawrence Floral Co., Ltd., 152 Roselawn avenue, has been granted a charter with a capital stock of $75,000, to conduct business as wholesale and retail florists and market gardeners.

Plant Supply for Fall.

Can the almost complete cessation of plant exports from Europe be met and overcome by American growers, many of whom, while large importers in the past, are now inclined to view the situation as merely inconvenient, and will they, as they seem to believe at present, be able to supply all reasonable demands? There will be some azaleas, as at least half of the stock imported last fall came through in good condition but did not flower; this can be summered here very nicely and will find a good market next spring.

In trying to get a line on this important situation the writer visited a number of the prominent growers in the vicinity of Philadelphia, Pa., the first being the great establishment of Henry A. Dreer, Inc., Riverton, N. J., and where J. G. Eisele, the director-in-chief of this great nursery and without doubt one of the greatest palm specialists in America, gave assurance that there was nothing alarming in the situation. This firm is well prepared to take care of all of its customers, having a full line of everything in palms, ferns and other decorative plants. When asked if he expected any importations during the coming fall, he replied that one man's guess was as good as another's.

OTHER GROWERS OPTIMISTIC.

The Jos. Heacock Co., Philadelphia, is as well stocked as usual at this season, although they have enjoyed an unusually good spring trade. Their stock, all home-grown, is in hand to supply their usual demands for the next three years. There is also an allowance to meet the increasing demand. This firm has always sold out, notwithstanding the foreign competition, and feels that it is now in a better condition than ever.

Mark Mills, of W. K. Harris, Philadelphia, reports no importations this fall. No azaleas or other European stock had been ordered. This firm felt that they could fill their houses with American grown stock, nearly all of it their own production. Hydrangeas had sold very well the past season, being taken in preference to the poorly flowered azaleas. He felt sure the florists of this country could stand alone.

A. Leuthy & Co., of Boston, Mass., the senior member of which firm has been visiting growers in this city recently, is positive that shipments from abroad will be made this fall. There are lots of palms in Belgium, as, where they are grown, in Ghent and Bruges, there has been no fighting. He is sure they will take advantage of whatever opportunity presents to turn them into money.

The firm of Godfrey Aschmann, Philadelphia, had a large order of araucarias, aspidistras and palms to have landed this spring, but has received word not to expect them. Foreign salesmen are taking conditional orders, but Mr. Aschmann thinks it will be well not to count on much this fall.

The Robert Craig Co., Philadelphia, feels it will be able to take care of the trade as usual, their home-grown stock here being larger than ordinarily grown. As to foreign importations, the azalea and bulb men promise deliveries, but whether they can make good or not is anybody's guess.

Flower Show Innovation.

An innovation in the way of flower shows, which met with considerable success, was tried in New Brunswick, N. J., April 12-15, 1917. Instead of having the flowers all grouped together in one large building or room, according to the conventional method of holding flower shows, exhibits were placed in various store windows along George street, the main business street of the city. The purpose of employing this new and very novel method of displaying the flowers was to attract the notice not only of those who would be willing to take the trouble to visit a show held in a special building, but also of those who are not interested in flowers or their cultivation and whose attention could be gotten only by placing the flowers where their eyes could not fail to fall upon them often during the walk to and from business or at other times during the day.

Judging from the number of people who might be seen gathered around the windows in which the different exhibits were placed, this original method of displaying flowers was very successfully introduced. And besides the success attending it as a flower show, another phase of it is worthy of note —its advertising value. No difficulty was experienced in obtaining the use of store windows in which to place the exhibits, and it is certain that should another such event take place many more merchants would be willing and anxious to offer the use of their windows.

Another advantage of this method was that it gave one the opportunity of appreciating the beauty and attractiveness of the individual blooms. After visiting a flower show of the kind usually held one retains but an impression of a riot of confused and mingled beauty, with no distinct and vivid remembrance of individual flowers or plants. Seeing the various exhibits one at a time, however, with the name of each bloom plainly written on a card attached to it, one is able to remember those which appear most attractive for reference when planning a home garden.

Boston Yellow Daisies.

Boston is noted for many things, not the least of which is the excellence of its yellow daisies. James Wheeler, whose greenhouses are near Natick Junction, on the Worcester trolley road, 17 miles from Boston, has long made a specialty of the yellow daisy, and his product always commands the top price in the market. He has always received first prize at the exhibitions for the great excellence of his perfected strain. At present his stock consists of about 10,000 plants, 6,500 of which are in one-half of a large house, 60x300 feet, and were set out last fall and are now four feet in height. They are in beds on the ground about six inches in depth with board sides.

The cuttings are rooted through the late winter and spring months, those for his own use being grown during the summer in a shaded house kept as cool as possible. These are planted in the beds in early September and encouraged to make as much growth as possible. There is no drying off to throw them into flower. They are kept on the go all the time. As they get up they are staked much the same as carnations, except that the wires are farther apart. The house is very light with continuous sun from early until late. Some plants grow much stronger than others, which latter, while apparently coming blind, will take on a new growth and bloom profusely. Mr. Wheeler is very particular in the selection of his cuttings and this continued for a period of years has resulted in a perfected strain of giant flowers with long stems that seem like another variety.

A house just commencing to come in, which was planted during the last week of November, contains 3,500 plants. As the days lengthen and the sun gets stronger, every shoot produces perfect flowers. Last year, during the week preceding Memorial day, he picked 60,000 flowers from 6,500 plants. This year, with two houses, he expects his crop to be 100,000. They are graded in four sizes. He has often had flowers with stems 24 inches in length. They are grown at a carnation temperature; in fact, half of one end of the house is planted to carnations, which are as wonderful as the daisies. Benora has never been done better anywhere, the flowers being wonderfully fine. Alice has flowered freely, averaging up to 12 flowers to a plant up to March 15. Nancy is a favored sort, better than Delight and much easier to root. 6,000 cuttings having been taken and rooted from 500 plants this winter. Mr. Wheeler plants his carnations seven inches apart each way in the bed; they were the picture of health.

About 50,000 rooted daisy cuttings are now in stock. The illustration close up is of one large plant four feet in height, showing 25 open flowers. The general view is of a house planted with rooted cuttings January 1, the photo taken May 6.

Providence, R. I.

WEEK'S BUSINESS VERY SATISFACTORY.

With graduations and numerous weddings the trade has been quite busy during the past week. There seem to have been more flowers used at graduations this year than in several years. Stock is plentiful and of good quality, with the exception of carnations. A number of growers are commencing to clean out their houses as the flowers are not worth growing, and at this writing are bringing very low prices. Sweet peas are poor and bachelor buttons, which are now very good, are selling well. Peonies have started to come in and the quality is excellent. The season for them in this vicinity this year is extremely late, but all growers seem to have good crops. The outdoor men report a good season, all having been kept busy.

NOTES.

The flower show of the Rhode Island Horticultural Society has been postponed to a later date on account of the backward season, there being no outdoor stock worthy of display.

T. O'Connor had orders for quantities of good stock at an elaborate wedding during the past week.

John F. Wood, now located on Empire street, reports excellent business.

H. A. T.

PORTLAND, ORE.—The Mountain View Floral Co. reports the largest business in its history.

REGINA, SASK.—The Regina Florist Co., Ltd., has been incorporated with a capital stock of $10,000.

HARRISBURG, PA.—F. E. Reidenour, Third street florist, has been elected director of the Keystone bank.

TERRE HAUTE, IND.—The work of repairs on greenhouses damaged in the recent hail storm here is proceeding slowly on account of heavy rains.

HOUSTON, TEX.—The business of the Cotney Floral Co. has been purchased by Miss Enla Atwood, who will conduct it in connection with her wholesale establishment.

Cincinnati.

SUPPLY SHORTENS; BUSINESS FAIR.

The supply of stock in this market is not nearly as large as it was a fortnight ago, but still it is large enough to take care of all present needs. Business is fair. Roses are in heavy supply. Generally the offerings are of a good quality, but sometimes considerable mildewed stock comes into the wholesale houses. The carnation supply has slackened very considerably. Easter lilies are fairly plentiful, and as the supply lets up, will be good property. Some excellent gladioli are arriving. Lily of the valley has been meeting with a good, but at times, unsteady demand. Other offerings are sweet peas, snapdragons, cornflowers, and coreopsis.

NOTES.

C. J. Ohmer, wife and son, James, of West Palm Beach, Fla., are visiting E. G. Gillett and wife. They will leave for Conway, Mich., the first of next week. Mr. Gillett has become a member of Company R of the home guards.

Wm. Mayhall and party left on an auto trip to St. Louis, Mo., June 28.

C. E. Critchell has been receiving excellent long American Beauties.

Visitors: Mrs. Krumholz and daughter, Detroit, Mich.; H. Crismore, Chicago, and S. A. Gregg, Charleston, W. Va.

H.

Nassau County Horticultural Society.

The regular meeting of the above society was held at Glen Cove, N. Y., June 13, with a good attendance. President James McCarthy occupied the chair. One application for membership was received. James Holloway, Samuel J. Trepass and P. Charbonnia were appointed judges and awards were as follows: Bunch of asparagus — Thos. Henderson, first. Three heads of cauliflower—Harry Goodband, first. Vase of gladioli—J. W. Everitt, first. Cultural certificate to J. W. Everitt for well grown pot of calceolaria. Honorable mention to J. Mastroain for collection of vegetables. George Ford was appointed manager of the rose show. It was decided to cooperate with the local committee of the Red Cross and the gross receipts of the dahlia show, October 9, and the chrysanthemum show, November 1-2, will be donated to that organization. All exhibitors will compete for prize cards only; no money prizes will be awarded. Competition for the next meeting, July 11, will be for 12 sprays of white sweet peas, 12 pink and 12 any other color.

HARRY GOODBAND, Cor. Sec'y.

HARRISBURG, PA.—Charles Uttley, of the House of Flowers, has completely remodeled his establishment, adding an adjoining store.

CLEVELAND, O.—Charles F. Hanna, florist, committed suicide at his home, 9421 Union avenue, June 15. He was 51 years old and had been in ill health.

INDIANAPOLIS, IND.—Secretary Steinkamp of the state florists' association has issued a call for a special meeting of that body to consider the formation of a windstorm insurance company.

READING, PA.—The local florists' club will hold its annual outing at Kuechler's Roost July 13. Members of the Allentown Florists' Club and the Lancaster County Florists' Association will be guests.

SADDLE RIVER, N. J.—John G. Esler, well-known secretary of the Florists' Hail Association of America, and Mrs. Esler announce the marriage of their daughter, Marie, to James Marshall Willey, June 12.

THE AMERICAN FLORIST

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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COAL supplies for next winter should be secured now. A prominent dealer says June 15 to July 15 is the best time for florists to buy.

STREET PEDDLERS.—Acting upon protests of florists of Wilmington, Del., the chief of police will stop street merchants from Philadelphia, who pay no licenses, from selling on the streets.

JULY FOURTH.

As the American Florist will go to press next week one day earlier than usual on account of the holiday, advertisers and correspondents will oblige by sending in their copy as early as possible.

Tornado Victim Aid.

In an editorial under the above caption in our issue of June 16, page 1162, we called attention to a letter from Secretary J. F. Ammann of the Illinois State Florists' Association, who asked for aid for A. D. King of Mattoon, Ill., whose range was completely destroyed by a tornado on May 26, details of which were reported in these columns. In a more recent communication Secretary Ammann writes as follows:

"After further communication with A. D. King of Mattoon, Ill., he writes me that he has no stock left. So, if any florist can spare him some chrysanthemum or carnation plants, or any other stock, I would suggest that they write to Mr. King what can be spared, so that he can select what he can use best. Many, I am sure, who cannot contribute cash will cheerfully give a few plants to a fellow craftsman in distress."

Woman's National Gardening Association.

The Mid-West branch of the Woman's National Farm and Gardening Association is encouraging women interested in rural life to take the summer courses in farm and garden work at the state universities in Illinois, Indiana, Iowa, Michigan or Wisconsin, or at such centers as the School for Horticulture at Lake Forest, Ill.

A short course in practical gardening at a state university is valuable. In the middle Atlantic states the following offer practical instruction in gardening: Columbia University, New York; New York Botanical Garden, Bronx park; the woman's section of the Navy League, co-operating with the New York School of Agriculture, Farmingdale, L. I.; New York College of Agriculture, Ithaca; Alfred University, Alfred, N. Y.; Connecticut Agricultural College, Sorrs; Delaware College, Newark; Massachusetts Agricultural College, Amherst, and the School of Horticulture, Ambler, Pa. Many of the courses are extensive in the branches of farming, animal husbandry and farm home canning, preserving vegetables, fruits, etc.

Miss Lena M. McCauley, of the publicity committee, 1653 Monadnock building, Chicago, states that during the past month that office has had over 50 letters from women asking for work on farms. Iowa has thousands of women earning a living on farms and Illinois and the middle west invites them to their opportunities.

A meeting of the association will be held at the Art Institute, Chicago, July 7, at 2 p. m., at which the subject, "Direct Marketing—From Producer to Consumer," will be discussed. Arrangements are being made for the first national conference to be held in Chicago October 4-5.

Fowler-Palmer.

A very pretty home wedding took place at the residence of W. J. Palmer, the well-known florist of Buffalo, N. Y., June 16, the occasion being the marriage of Mildred Lucille, only daughter of Mr. and Mrs. Palmer, to Raymond P. Fowler, a member of the American ambulance corps in France. The conservatory where the ceremony was performed was resplendent with bloom, and the stairway which the bridal party descended, had been transformed into a bower of June flowers leading to the chancel. The glass walls were curtained with smilax, while from the ceiling many beautiful orchids were suspended.

The Girl With the Hoe.

Girls and young women are taking the war in earnest. At Farmingdale, L. I., the state farming school is attended by 40 young women, who do all the work there is to be done about the farm. They are learning to operate tractors, handle horses, care for livestock and chickens, and to rise early in the morning.

Miss Virginia Gildersleeve, dean of Barnard College, who attended the opening exercises of the school, stated that she believed there is an urgent need for an employment bureau where farmers may apply for capable woman farm hands. Miss Gildersleeve was frank. "I am ashamed to confess that I don't know a carrot from a turnip," she said, "but I do think that women can and will make a success of this work. Comprising intellectual, scientific and muscular exertion, it should be ideal work."

But the girls have the Liberty Spirit of 1917. They sing at their work to the tune of "Tipperary":

It's a hard job to plant potatoes—
  It's a darn sight worse to hoe;
It's a hard job to weed tomatoes,
  When the pesky things do grow;
Farewell to all the bright lights,
  Good-bye, old Broadway—
We are all out here to serve our country,
  And you bet we'll stay.

Coal Situation at Chicago.

There is a slight possibility that the approaching warm weather may cause a weakness in some coals. General warnings have been issued however that a coal famine is a possibility, the keynote to the situation being the car shortage. In central Illinois, many mines are sold up a month ahead. In smokeless not enough can be taken out to fill contract orders. In the Indiana field, there was a slight drop for a few days, but prices rallied quickly on heavy buying. Quotations in effect June 23 were as follows:

	F. O. B. Chicago	F. O. B. Mines
Franklin County—		
Lump	$4.60@5.10	$3.50@4.00
Mine run	4.10@4.60	3.00@3.50
Screenings	4.10@4.35	3.00@3.25
Williamson County—		
Lump	4.35@4.85	3.25@3.75
Egg	4.35@4.85	3.25@3.75
No. 1 washed	4.35@4.85	3.25@3.75
No. 2 washed	4.35@4.85	3.25@3.75
Screenings	3.85@4.10	2.75@3.00
Saline County—		
Lump	4.85@5.10	3.75@4.00
Mine run	4.60	3.50
Screenings	4.35	3.25
Central Illinois—		
Lump	4.11	3.25
Egg	4.11	3.25
Mine run	3.86	3.00
Screenings	3.11	2.25
Clinton—		
No. 4 domestic lump	4.32	3.50
No. 4 mine run	3.82	3.00
No. 4 screenings	3.57@3.82	2.75@3.00
No. 5 and 6 mine run	3.32	2.50
No. 5 and 6 screenings	3.12@3.32	2.30@2.50
Smokeless—		
Mine run	7.05	5.00
Lump and egg	7.55	5.50
Hocking—		
Dom. lump	6.15	4.50
Kanawha—		
Dom. lump	6.40	4.50
Eastern Kentucky—		
Dom. lump	6.90@7.65	5.00@5.75
Egg	6.90@7.40	5.00@5.50

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

July 4, Newport, R. I.—Outdoor exhibition of the American Rose Society. Benjamin Hammond, secretary, Beacon, N. Y.

July 7-8, Boston, Mass.—Annual exhibition of the American Sweet Pea Society under the auspices of the Massachusetts Horticultural Society. Wm. Gray, Bellevue road, Newport, R. I., secretary.

August 23-26, New York.—Annual exhibition of the American Gladiolus Society, Museum building, Bronx park. Henry Youell, secretary, 538 Cedar street, Syracuse, N. Y.

September 25-27, New York.—Dahlia exhibition of the American Dahlia Society and the American Institute of the City of New York. Wm. A. Eagleson, secretary board of managers, 322 West 23rd street, New York.

November 7-9, Newport, R. I.—Annual fall show of the Newport Horticultural Society. Fred P. Webber, secretary, Newport.

November 8-11, Cleveland, O.—Cleveland flower show, including annual meeting of the Chrysanthemum Society of America and fall shows of the American Rose Society and the American Carnation Society. M. A. Vinson, manager, 402 Leader-News building, Cleveland.

March 14-21, 1918, New York.—Spring flower show in Grand Central Palace.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—As florist and landscape gardener on private place. Address
CHARLES FROHLICH, care Mr. Brooks,
23 Eleventh St., Anderson, Ind.

Situation Wanted—Young lady, with 10 years experience in florist stores, wants position with first class firm only.
R. SCHWAGER,
411 Spring St., Independence, Mo.

Help Wanted—Experienced store salesman, must be past 31 years of age, one able to manage in absence of owner.
Key 794, care American Florist.

Help Wanted—Man experienced in commercial carnation growing. Institution 20 miles from Chicago. Address
Key 798, care American Florist.

Help Wanted—A large, well known seed house has an opening for an experienced, thoroughly competent executive, familiar with all the details pertaining to the line. Address, with full particulars. Key 792, care American Florist.

Help Wanted—Florist to take full charge of greenhouse at institution; permanent position; single man preferred. Salary at start, $[illegible]0 per month, room, board and laundry included. Address at once.
Key 797, care American Florist.

Help Wanted—Practical, experienced man to take charge of agricultural implements, insecticides, etc., department, by a long established, large seed house of repute; must be thoroughly competent in every respect. Address, with full particulars, giving age, experience, references, salary wanted, etc.,
Key 793, care American Florist.

For Sale—On account poor health greenhouses 27,000 ft. of glass in good condition with dwelling and etc. Eight acres of land in the best location for this business. A first class opportunity for live florist with some cash. Possession at once. Write for particulars. Address
Key 796, care American Florist.

Situation Wanted

Expert grower now in charge of a large commercial place near Chicago will be open for engagement as superintendent and manager in the near future. Well versed in general line of cut flowers, particularly carnations, chrysanthemums, etc. State salary, location and full particulars in first letter.

Key 783, care American Florist.

SITUATION WANTED

As working foreman by expert grower of roses, carnations and chrysanthemums; Russell roses a specialty. Many years scientific practice and experience.

Key 795, care American Florist.

Business Opportunity

To an active man (married or single) who has some knowledge of ornamental plants and floral design work, I have an attractive proposition in one of the most prosperous communities in Southern California.

Pacific Ornamental Plant Gardens,
Orange, California.

WANTED CEMETERY LOCATIONS.

Cemetery Sales Experts—Specializing in cemetery organization, advertising and selling campaigns, will organize and manage lot selling campaigns; outline and plan organization and business management for new cemetries and organize new stock companies or reorganize old cemeteries. If there is an opportunity for a new cemetery in your locality let us help you.

GEO. P. GARIN & CO.
R 510, 117 N. Dearborn St. Chicago, Ill.

Will Trade

Modern Chicago apartment buildings, valued at $25,000 to $50,000, for cleared greenhouses or farms. State full particulars in first letter to command attention.

Key 784, care American Florist.

GREENHOUSES FOR SALE.

I have three houses under glass, 35x175, all cement wall and iron and steel supports all through; one of the finest steam-heat plants, with a first-class pumping station; has large water tank inside of work-rooms, with ten acres of soil; fine steam-heated house, with good barn, one-half mile from coaling station and close to Grand Rapids; only $9 000 00.

This bargain will interest you if you are looking for a greenhouse proposition. Address

Key 790, care American Florist.

FOR SALE

One, used, 80 h. p., horizontal return tubular steam boiler, 60 inchesx16 feet; 44 four-inch tubes, in good condition. Hartford Insurance Co. will issue a policy for 70 lbs. pressure.

POEHLMANN BROS. CO.
MORTON GROVE, ILL.

SITUATION WANTED

Good all around storeman is open for engagement. Expert salesman and designer. Ready to start work at once. Chicago preferred. Address

KEY 791, CARE AMERICAN FLORIST.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000 $5.00. Samples on request. Electro of leaf, postpaid, $1.50. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price $3.00, Postpaid.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO.

San Francisco.

WARM WEATHER DEPRESSES BUSINESS.

The weather during the past week has been unusually warm and it has had a rather depressing effect on business. The forepart of the week there was quite a call for stock for graduation exercises, but otherwise trade may be said to be quiet. Very large quantities of stock are coming along and prices change from day to day, but the wholesalers, as a rule, do not turn down any reasonable offer made for stock. The quality of most stock, especially roses, has suffered considerably from the effects of the heat. Carnations are much inferior in quality to those offered a few weeks ago. The demand for them is light. Roses can be had in any quantity desired and at low figures. Sweet peas are deteriorating rapidly these warm days, the red varieties and the different shades of orange in particular showing their inability to stand the sun's rays, except where protected by cheese cloth. The street venders are showing a great variety of stock just now and a large part of the daily cut finds its way to them. Large quantities of gladioli are being sent in, particularly Mrs. Francis King, America and Panama. They all give a very bright appearance to the various stores. The quality is particularly good this year, owing to the cool growing season. Peonies are gone and so is Spanish iris. Large quantities of delphiniums, gaillardias and coreopsis are seen, all of which may be had at bargain prices. Quite a few watsonias are on hand. They are of excellent quality and are proving very popular. There are sufficient orchids and gardenias to meet all requirements.

NOTES.

The Menlo Park Horticultural Society has turned over approximately $500 to the American Red Cross, same being the proceeds of the sweet pea show. The exhibition committee was instructed to make inquiries as to the advisability of holdng their annual chrysanthemum show in this city at either the St. Francis or Palace hotel. They are to report at the next meeting. The society appointed a committee to take charge of the arrangments for the annual picnic, which will be held very shortly.

With three dahlia shows already under way in this city, it would seem that the fanciers of this popular flower will be very much in evidence this season. President T. A. Burns of the Dahlia Society of California is leaving nothing undone to make the two shows his society will give, successful. Two splendid managers have been selected in Angelo J. Rossi and Leslie Doolittle. This society is affiliated with the American Dahlia Society and will receive an annual A. D. S. medal for competition.

The American Florist flower shop, Chas. Haffenbach, proprietor, always has a very attractive window display. Mr. Haffenbach has a very desirable trade in this section of the city and reports himself as well pleased with his season's business. He is an enthusiastic motorist and when his business affairs permit is often on trips throughout the state.

The chrysanthemum growers are much pleased with the warm spell and are now busily engaged in covering all their stock with cheese cloth houses. Stock in general is in very good shape. The acreage planted is somewhat larger than that of last season. The greater part of the chrysanthemum cut will find its way to northern and eastern points.

Albert Brownell, president and general manager of the Portland Wholesale Nursery Company, is spending some time in this city on a visit. His firm is one of the well-known northern growers of fruit and ornamental trees doing a large business in this state.

Julius Eppstein says he is gratified at the way business has held up at his store. While not one of the largest, it is always stocked with the very best of everything in the cut flower line, particular attention being paid to orchids, gardenias and lily of the valley.

Owing to the uncertainty of the coal supply the Lynch Nursery Company at Menlo Park is changing its heating system to fuel oil instead of coal. This is expected to prove a much more economical way than by using coal.

W. Snyders, representing P. Van Nes, of Boskoop, Holland, has been calling on the nurserymen in this vicinity on his annual trip. He left for home during the week.

G. N.

Detroit.

BUSINESS DURING JUNE VERY GOOD.

Unusual activity in retail circles marks the fast approaching close of the fiscal season with florists. Weddings and the school commencements are, as heretofore, requiring a great many flowers, but while weddings are perhaps more numerous than during the same period a year ago, it is noted that elaborate decorations are unusual this year because of unusual conditions. Happily, in other branches of the business this curtailment is not so perceptible and some dealers claim a marked increase, notably in outdoor planting, which has consumed all the available stock locally grown, and in some items outside markets were reached to meet the demand. Local grown peonies are now with us in great quantities and yet no surplus is noted on the market. Lilies, gladioli, roses and an improvement in the quality of carnations coming in is the substance of the seasonable supply, which gives promise to continue for some time yet with favorable weather.

NOTES.

On June 22 members of the florists' club to the number of 27 enjoyed a fishing outing at Algonac, Mich., on the St. Clair river. A special car on the Rapid Railway was engaged and destination was reached about noon, when under the guidance of Wm. Dilger several row boats were launched with the party and the lines baited for the fine fish the river at this point is noted for. At the conclusion of the day's effort and pleasure a fish supper was served at the Park hotel and the return to the city made at a late hour. Varying were the results with the would-be fishermen, but John Klang, J. K. Stock and Jos. Streit were able to make quite a showing of their catch on the return trip, but some of the less fortunate declare that the Indians of Walpole Island, near the fishing scene, who convoyed the trio named, were responsible for their apparent good luck, but the whole party enjoyed themselves immensely and another similar outing is planned for early in July. This time, however, the boys will be the guests of A. H. Plumb, who early in the season extended the invitation. Mr. Plumb has a summer home on the river, near Algonac, and a most enjoyable time is contemplated by the visitors.

A new floral store will be opened in the Hodges building on Griswald street July 1. The enterprise will be conducted by a New York man and a local partner.

The seedsmen's convention, held here last week, brought many visitors who had friends among the local florists, who aided in their entertainment while here.

Philip Breitmeyer and wife left June 17 for an extended visit with their married daughter at Lewiston, Mont.

J. A. Bissinger, Lansing, Mich., who is a member of the local club, joined the fishing party here last week.

J. F. S.

Fort Wayne, Ind.

BIG SUPPLY AND SLACK DEMAND.

Market conditions were very slow during the past week, owing to an oversupply of nearly every kind of greenhouse grown stock, and a slack demand that was unable to keep the large supply moving. The latter part of the week, conditions improved somewhat, owing to the large high school dance which called for numerous corsages, and the Red Cross campaign, which ended June 23, and for which several florists had orders for hundreds of carnations. Counter trade has been only moderately good ,and there is a lull in funeral work.

NOTES.

W. J. & M. S. Vesey are using part of their glass for the cultivation of vegetables this season, and are devoting two houses to tomato plants. These are from five to six feet high, and the fruit is wholesaling at 15 cents per pound. They are also growing several hundred muskmelon plants. This firm is replanting roses, and their carnation cut is very large. Some excellent gloxinias were noted here.

The Doswell Floral Co. is receiving quantities of roses and carnations from their greenhouses. Weddings have been numerous here, and counter trade holds up well. Miss Bon Silene Doswell will leave soon for St. Louis, Mo., for a visit of some weeks with her sister, Mrs. H. J. Wickman, who was formerly Miss Rhoda Doswell.

Markey Bros. are displaying some fine plants, including begonias, gloxinias, and fuchsias in their show window. They report a good trade this month, with weddings taking the lead.

A. J. Lanternier & Co. sold several hundred carnations for the Red Cross campaign here on last Saturday. They report trade as very good, with weddings creating an excellent demand.

Some fine hydrangeas were noted at the store of Edgar Wenninghoff. He reports trade good in wedding work and corsages. A good variety of cut flowers was on display here.

Mrs. Mary Patten, of this city, is spending several weeks in Toledo, O., where she is the guest of her daughter, Miss Helen Patten, of the Patten Flower Shop.

Miss Marguerite Flick, of the Flick Flower Shop, is spending several days at a house party at Sylvan lake, Rome City, Ind.

H. K.

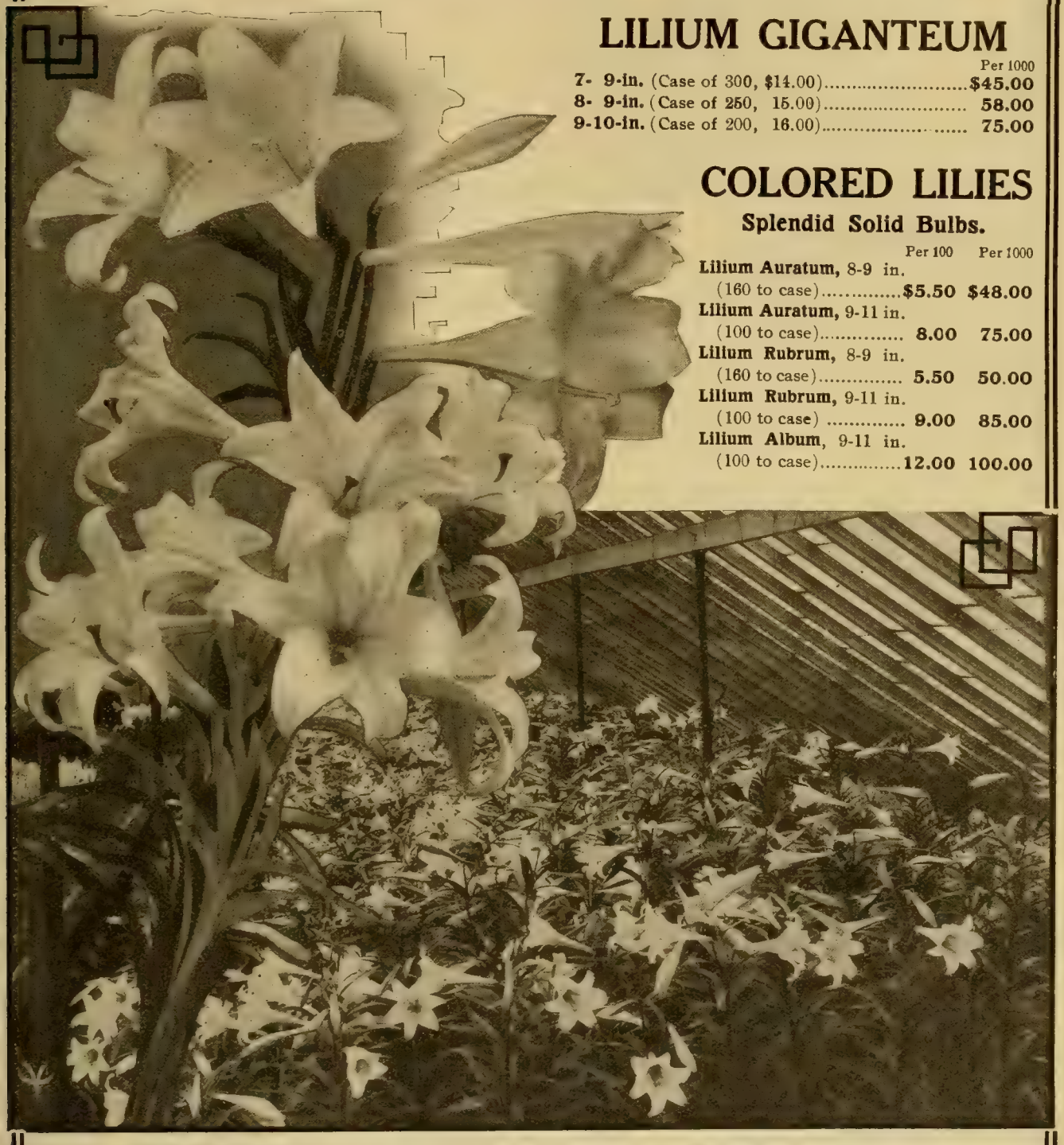
Fredericton, N. B.

This locality is experiencing the worst weather conditions in 40 years. Sunless, wet weather has been the rule and crops are three weeks behind. Farmers cannot get on their land except in very dry positions. The prospects are certainly gloomy. The only thing that looks well is the grass. With the weeks divided into two days of fair weather and five days of rain, the gardens are growing up with weeds and little can be done. Unless an open, dry, warm period comes soon there will be no normal harvest. The demand for funeral work and cut flowers has been about as usual.

J. B.

LILIES LILIES

Don't have Lilies some of the time—Have them all the time. Plant Vaughan's Cold Storage Bulbs every week. We can ship such quantities as your space will accommodate.



LILIUM GIGANTEUM

	Per 1000
7- 9-in. (Case of 300, $14.00)	**$45.00**
8- 9-in. (Case of 250, 15.00)	**58.00**
9-10-in. (Case of 200, 16.00)	**75.00**

COLORED LILIES

Splendid Solid Bulbs.

	Per 100	Per 1000
Lilium Auratum, 8-9 in. (160 to case)	**$5.50**	**$48.00**
Lilium Auratum, 9-11 in. (100 to case)	**8.00**	**75.00**
Lilium Rubrum, 8-9 in. (160 to case)	**5.50**	**50.00**
Lilium Rubrum, 9-11 in. (100 to case)	**9.00**	**85.00**
Lilium Album, 9-11 in. (100 to case)	**12.00**	**100.00**

NEW YORK **Vaughan's Seed Store** CHICAGO

Large Supply Fine Summer Flowe

Particularly Russell and American Beauty Roses as well as all other stock. This stock grown purposely for use during the hot weather months and will surely please your trad

OUR VALLEY, ORCHIDS AND EASTER LIL

Are Favorably Known and Recognized as the Best.

We have at bargain prices Good Roses and Carnations that we can supply in large quantities. Write or wire for special quotations. Our Roses are cut specially for shipment in hot weather. Home Grown Peonies are now arriving in large quantities and are in heavy supply with us.

Cecile Brunner **Hoosier Beauty** **Ophelia** **White Killa**
Richmond **Sunburst** **Killarney Brillian**
Milady **Aaron Wards** **Killarney**

Our Roses consist of all grades, Short, Medium, Long and Special.

We are now supplying New Ferns, Adiantum, Smilax, Plumosus, Galax, Mexican Ivy, Sprengerii.

Price List mailed weekly; if you are not on our list, let us kn

SUPPLY DEPARTMENT.

Pre-Inventory Sal

Before taking stock we offer a lot of our merchandise at prices that should appeal to any florist desirous of saving money. Let us estimate for you on your accessories. Prices will not be any lower on goods that have been advancing right along, so buy now.

If you should happen not to receive one of our price is send us a postal and we will mail one to you by return mail.

POEHLMA

72-74 E. Randolph St.,

ISE PLANTS, GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

)—2½-inch Aaron Ward, Milady, Brilliant, Cecile
, Richmond, Sunburst and Ophelia.....$120.00 per 1000
5000 or more..... 110.00 per 1000
Killarney and Pink Killarney..... 100.00 per 1000
ED—3½-INCH WHITE KILLARNEY AND PINK KILLARNEY.
½-inch stock an additional $50.00 per 1000 will be charged.
These prices are absolutely net cash.

OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady,
Richmond, Cecile Brunner.....$7.00 per 100; $65.00 per 1000
Lots of 5000 or more..... 62.50 per 1000
Sunburst, 2½-inch ..... 80.00 per 1000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

GRAFTED DORMANT ROSE PLANTS.

	Per 100	Per 1000
: Killarney, Gold ar	.....$6.00	$50.00

3½-INCH OWN ROOT DORMANT ROSE PLANTS.

		Per 1000
1300	Richmond	
165	Old Gold	
3000	Pink Killarney	..... 50.00
200	Elgar	

2½-INCH OWN ROOT DORMANT ROSE PLANTS.

		Per 1000
2500	Pink Killarney	
350	White Killarney	.....$30.00

CHRYSANTHEMUMS

V—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
low.....	October 1....	$2.30	$20.00	$3.00	$27.00
.....	October 14....	2.30	20.00	3.00	27.00
an (Improved Eaton)	October 25....	6.00	.....	7.00	.....
.....	October 24....	2.30	20.00	3.00	27.00
.....	November 2....	2.30	20.00	3.00	27.00
.....	November 13....	2:30	20.00	3.00	27.00
t	November 2....	2.30	20.00	3.00	27.00
te Pink....	November 7....	2.30	20.00	3.00	27.00

Rooted Cuttings and 2½-Inch Stock.

WHITE—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
Early Frost	October 26....	$2.30	$20.00	$3.00	$27.00
Oconto.....	October 19....	2.30	20.00	3.00	27.00
Smith's Ideal	November 2....	2.30	20.00	3.00	27.00
White Chieftain	October 24....	2.30	20.00	3.00	27.00
Eaton	November 1....	2.30	20.00	3.00	27.00
W. H. Chadwick.....	November 7....	2.30	20.00	3.00	27.00
Chas. Razer	October 29....	2.30	20.00	3.00	27.00
Elise Papworth	November 2....	2.30	20.00	3.00	27.00
BRONZE—					
O. H. Kahn.....	November 2....	2.30	20.00	3.00	27.00

POMPONS

V—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
l	October 16....	$3.00	$27.00	$3.50	$32.00
.....	November 1....	3.00	27.00	3.50	32.00
.....	November 9....	3.00	27.00	3.50	32.00
.....	November 16....	3.00	27.00	3.50	32.00
.....		3.00	27.00	3.50	32.00

Rooted Cuttings and 2½-Inch Stock.

WHITE—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
Helen Newberry	November 16....	3.00	27.00	3.50	32.00
PINK —					
Queen Marie	October 25....	3.00	27.00	3.50	32.00
BRONZE—					
Madam La Porte.....	November 9....	3.00	27.00	3.50	32.00
Skibo—Bronze Button.	October 16....	3.00	27.00	3.50	32.00

PALMS

A FORSTERIANA SINGLE PLANTS

	Doz.	100	1,000
pots.....	$1.50	$12.00	$100.00
pots.....	2.50	18.00	150.00

A BELMOREANA SINGLE PLANTS.

Leaves	Doz.	100	1,000
ots	$1.50	$12.00	$100.00
ots, 5 10-12 in. high	2.50	18.00	150.00
ots, 5-6 leaves, 26-28 in. high, $1.50 each			

ARECA LUTESCENS.
, 4 plants.....per doz. $4.20

PHOENIX ROEBELENII

	Each
5 inch pots	$1.00

STEVENSONIA GRANDIFOLIA

4 inch pots	.50
5 inch pots	1.00

LIVISTONA ROTUNDIFOLIA

4 inch pots	.50
3 inch pots	$14.00 per 100

PTYCHOSPERMA ALEXANDRAE
3 inch pots, $1.75 per doz.....$14.00 per 100

COCOS WEDDELIANA
2 inch pots, $1.75 per doz.....$14.00 per 100

LATANIA BORBONICA
2 inch pots, 25c per doz.....$5.00 per 100

MARTINEZIA CARYOTAEFOLIA.
3 inch pots, 30c each.....$3.00 per doz.

CYCLAMEN

transplanted seedlings, $5.00 per 100; 3-inch plants, $10.00 per 100; 4-inch, $20.00 per 100

VINCAS

a strong 4-inch plants, $10.00 per 100.

	Size pots	Per 100
Plumosus, 3-in. pots, per 100....		$8.00
Plumosus, 6-in. pots, each.....		.35
minosa and Vernon...	2¼-in.	3.00
.....		27.50
atelaine	2½-in.	4.00
atelaine	3-in.	10.00
fancy leaved, each...	5-in.	50c- .75
fancy leaved, each...	6-in.	1.00
made up, each.....	7-in.	$1.50-2.00

SMILAX

Strong new stock, 2¼-inch, $3.00 per 100.

	Size pots	Per 100
Canna, King Humbert.....	4-in.	12.00
Coleus in variety	2½-in.	3.00
Per 1,000		27.50
Crotons, well colored, 5-inch, 60c and 75c each; 6-in., $1.25 each.		
Pandanus Veitchii, 4-in., per doz.....		4.20
Pandanus Veitchii, 5-in., per doz.....		7.20
Stocks 2½ in., $3.00 per 100.		

	Size pots	Per 100
Pandanus Veitchii, 7-in., per doz.		$18.00 to $24.00
Pandanus Veitchii, 8-in., per doz.....		30.00
Rubber Plants, 6-in. pots, per doz.....		9.00
Rubber Plants, 7-in. pots, each....		$1.50 to 2.00
Larger Plants, each		2.50 to 3.00
Table Ferns, 2½-in. pots, per 100.....		4.00
Table Ferns, 3-in. pots, per 100.....		8.00
Pteris Assorted, 4-in. pots, per 100.		$15.00 to 20.00
Holly Ferns, 4-in. pots, per 100...		15.00 to 20.00

A Nominal Charge is Made for Packing.

I BROS. CO.

ig Distance Phone, Randolph 35.

CHICAGO, ILL.

Flowers for Commencement Exercises

Beauties, Yellow Roses, Fancy Russell, Red and Pink Roses

HEAVY CUT OF EXTRA CHOICE OPHELIA ROSES—FINEST OBTAINABLE.

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

NEW FERNS We have them fresh picked from the woods every day . . . per 1000—$1.50 to $2.00.

CURRENT PRICE LIST

AMERICAN BEAUTIES	Per dozen
Specials, extra long stems	$4.00
Stems 30 to 36 inches	2.50 to 3.00
Stems 18 to 24 inches	1.50 to 2.00
Stems 12 to 15 inches	1.00
Shorter lengths	.50 to .75

RUSSELL—The best in this market.	Per doz.
Long	1.50
Good medium	1.00 to 1.25
Good short	.50 to .75

RED ROSES Rhea Reid, Richmond and Hoosier Beauty	Per 100
Long	$6.00 to $8.00
Good medium	5.00
Good short	3.00 to 4.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$6.00 to $8.00
Good medium stems	5.00
Good short stems	3.00 to 4.00

Pink and White Killarney, Brilliant	Per 100
Long	$6.00
Good medium	$4.00 to 5.00
Good short	3.00

OUR SELECTION: Assorted Roses, our selection, in lots of 300 or more, at the rate of $2.50 per 100.

VALLEY ..... $5.00 to $6.00

GREENS	
ASPARAGUS SPRENGERI	Per 100 $2.00 to $3.00
GALAX, Green or Bronze	Per 1000 1.25
NEW COMMON FERNS	Per 1000 1.50 to 2.00

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.
Greenhouses Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

PEONIES ARE IN LARGE SUPPLY.

Stock is very plentiful, especially home-grown peonies, which are arriving in larger numbers and are seen in quantity at all the stores. The quality of the peonies in general now offered in this market is good and choice stock can be had in quantity lots at very reasonable prices. American Beauty roses are in good supply and so are Mrs. Chas. Russell. Ophelia, Sunburst, My Maryland, Champ Weiland, Killarney, White Killarney, Killarney Brilliant, Milady, Richmond, Rhea Reid and all the other varieties grown for this market are to be had in quantity and there is hardly ever a scarcity in any one item. Carnations are plentiful and are moving fairly well, considering the present market conditions. Orchids continue to be in good demand and clean up nicely every day. Lily of the valley is holding its own at the advertised quotations. Lilies are seen in large supply at several of the stores, but the receipts of callas are nothing to speak of. Sweet peas are still arriving in good supply and at times clean up nicely. Snapdragons, daisies, feverfews, statice, calendulas, gladioli, candytufts, gypsophilas, coreopsis, pond lilies and other miscellaneous indoor and outdoor stock is included in the daily shipments. New ferns are more plentiful and have dropped considerably in price. Business has been good the past week and the majority of the wholesalers report that the total sales for June will show a great increase over those of the same month of last year. The cold weather has helped business considerably and it is surprising how well the out-of-town demand is holding up.

PEONIES! ROSES!

Large Supply. Write for prices.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 CHICAGO

Mention the American Florist when writing

NOTES.

Poehlmann Bros. Co. is manufacturing a line of art trellis boxes at its factory somewhere in America which is attracting the attention of all the buyers at the store. Earl Poehlmann, son of August Poehlmann, who is a members of the officers' reserve corps, is the shortest man at Fort Sheridan.

Ed Schultz, formerly of the Weiland & Risch force, who recently joined the colors, writes from Fort Russell, Wyo., that he is in the best of health and wishes to be remembered to all of his friends in the wholesale market.

T. J. Munzing, 6101 Broadway, and wife will spend their vacation in Montana, leaving this week. They shipped their auto by train and will spend a couple of weeks in touring the western country.

Miss Ester Olson, of the Zech & Mann office force, is spending a two weeks' vacation at Lake Geneva, Wis. Tony Adamiter, of the cut flower department, is spending his vacation at Springfield.

The John C. Moninger Co. has just issued an attractive catalogue of "Personal Conservatories," showing many styles of greenhouses and conservatories for amateurs and the home.

Curtis Kindler, of the Raedlein Basket Co., is spending a well earned vacation in Colorado, visiting Denver, Colorado Springs and other places of interest.

One thousand children took part in the dedication last week of the playground of the Lyman A. Budlong school, 2701 West Foster avenue.

W. N. Rudd and wife have been at Ithaca, N. Y., the past week for the graduation of their youngest daughter, Phyllis, at Cornell University.

Vincent Neil, of the American Bulb Co., has the sympathy of the trade in the loss of his father-in-law, whose death occurred last week.

The Chicago Florists' Club will meet at the Briggs Hotel, 188 West Randolph street, next Thursday evening, July 5, at 8 p. m.

John Walsh, of the Chicago Flower Growers' Association, and wife are spending their vacation with relatives at Minonk.

A. T. Pyfer, of A. T. Pyfer & Co., and family leave this week to spend their vacation at Dixon with his folks.

Eric Johnson, J. A. Dlouhly and Charles Handle, of the A. L. Randall Co., spent June 24 at Fox lake fishing.

O. J. Friedman and family are in northern Michigan on their vacation.

BIG SUPPLY OF

ROSES

RUSSELL--SUNBURST

White Killarney, Killarney, Killarney Brilliant, Ophelia,
My Maryland, Richmond, Milady and Champ Weiland.

CARNATIONS

Lilies, Valley, Peonies. Complete Line of Greens.

Buy Direct From The Grower. CURRENT PRICE LIST **Subject to Change Without Notice.**

AMERICAN BEAUTIES	Per doz.
48 to 60-inch stems	$5.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

MRS. CHAS. RUSSELL	Per 100
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	4.00 to 8.00

RICHMOND	Per 100
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

MILADY	Per 100
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

Champ Weiland... Killarney... White Killarney... Killarney Brilliant. Sunburst ... My Maryland... Ophelia	Per 100
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

ROSES, OUR SELECTION	Per 100
	~~$4.00~~

CARNATIONS—Fancy ..... $2.00 to $3.00

Peonies, fancy	$ 6.00 to $ 8.00
Harrisii	12.50 to 15.00
Valley	6.00
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Galax, bronze and green, per 1,000	$1.25
Ferns, per 1,000	3.00
Leucothoe Sprays	.75 to 1.00
Smilax	per doz. strings 2.00 to 2.50

OWN ROOT ROSES

2½-INCH STOCK	Per 100	Per 1000
Richmond	$3.50	$30.00
White Killarney	3.50	30.00

2½-INCH STOCK	Per 100	Per 1000
Maryland	$4.50	$40.00
Sunburst	4.50	40.00
Champ Weiland	4.50	40.00

3-INCH PLANTS	Per 100	Per 1000
White Killarney	$4.50	$40.00
Richmond	4.50	40.00

SPECIFY PLANTS WHEN ORDERING.

2½-inch Chrysanthemum Plants

Extra large plants, $2.00 per 100; $18.00 per 1000.
Harvard, red; Early Frost, white; Chrysolora, large yellow.

2½-inch Pompon Plants

Extra fine plants, $2.00 per 100; $18.00 per 1000.
Baby Yellow, Westlake (pink), Lillia, Diana, Prince of Ance.

PETER REINBERG

WHOLESALE FflorIST

30 East Randolph St., LONG DISTANCE PHONES: CENTRAL 601 and 2846. **CHICAGO**

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **Chicago**

HEAVY SUPPLY OF ROSES AND CARNATIONS FOR WEDDINGS AND SCHOOL CLOSINGS. ORDER HERE AND GET THE BEST.

CURRENT PRICE LIST— Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	$12.00 to $15.00
Good	8.00 to 10.00
MINIATURE ROSES.	Per 100
Baby Doll	$3.00
Elgar	3.00
WHITE AND PINK KILLARNEY, OPHELIA, SUNBURST AND RICHMOND.	Per 100
Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy	$3.00
Good	2.00
MISCELLANEOUS.	Per 100
Peonies	$ 6.00 to $ 8.00
Valley	6.00
Lilies	12.50 to 15.00
Ferns, per 1,000	3.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.25
OTHER GREEN GOODS AT MARKET RATES.	

Our Range of Greenhouses is one of the Three Largest in America.

John Fuhrmann, 3164 North Clark street, his son Carl, twelve, and daughter Martha, thirteen; Miss Alice Schnauder, 4722 Greenleaf avenue, and Charles A. Wiedman were seriously injured last Sunday, June 24, when their auto overturned near Three Oaks, Mich. Mr. Fuhrmann's son Robert was also in the car, but was the only one to escape with hardly any injuries. Mr. Fuhrmann had several ribs broken, his daughter had her knee broken and is suffering from internal injuries. Carl was also badly hurt and Miss Alice Schnauder had a limb, ankle and shoulder broken. Charles A. Wiedman was badly bruised and shaken up, but has since been discharged from the Augustana Hospital, where the rest of the party are still confined. The latest news from the hospital is to the effect that they are getting along very nicely and will all recover.

C. L. Washburn, of Bassett & Washburn, and wife leave Saturday evening, June 30, for Pasadena, Calif., to visit O. P. Bassett and E. B. Washburn and families. Miss Ruth Schrieber, of Bassett & Washburn's office force, starts on her vacation on the same day, which will be spent at Palm Beach, Fla.

Wietor Bros. are shipping out a large number of chrysanthemum and pompon plants every day, and judging from the size of the many orders that have been booked, they will be grown on a heavier scale than ever throughout the country this season.

Walter J. Young, of St. Louis, Mo., has enlisted in the aviation corps of the United States Army, having successfully passed the examination here this week.

A. E. Turner, of Rosin & Turner, Mosinee, Wis., is calling on the trade here this week. His firm is now shipping a large quantity of ferns to this market.

A. L. Vaughan & Co. report business as good this month, with the total sales so far showing a remarkable increase over the same period of 1916.

Peter Baumann, of the Peter Reinberg store force, and family will spend their vacation at Brown Deer, Wis., this year, leaving June 30.

J. A. Budlong is cutting from a splendid crop of summer roses, especially Mrs. Chas. Russell, Ophelia and Double White Killarney.

Percy Jones is handling a large quantity of fancy orchids from which he has been able to fill all his orders complete the past week.

J. E. Pollworth, of Kennicott Bros. Co., is planning on attending the New York convention.

Visitors: Thos. Heaven, St. Joseph, Mich.; J. W. Goree and wife, Paris, Tex.; — Chapin, Lincoln, Neb.: A. Leedle, of the Leedle Rosary, Springfield, O.; Art Leidiger, Milwaukee, Wis.; J. Staack, Moline, Ill.

Extra Fancy PEONIES Local Stock

$3.00 to $6.00 per 100. Large Supply of Red.

Roses, Snapdragons, Carnations, Sweet Peas, Calendulas, Daisies, Greens and all Other Miscellaneous Seasonable Stock.

SUPPLIES

Fancy line of Cut Flowers and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies 30 E. Randolph St., Chicago, Ill.

Rustic Hanging Baskets

NATURAL GROWTH CYPRESS.

Price list and sample postpaid 25c and 50c.

Also Rustic Stands. Style B

Florida Gray Moss, 20-lb. sack, $1.00; 7 sacks, $5.00.

Order a $10.00 assortment by freight and have a display that will attract.

VICTOR SCHMELZ & SON, Route A. **Sanford, Fla.**

Wichita, Kan.

JUNE BUSINESS SHOWS USUAL AVERAGE.

Business for June will show about the average total for the month, the cool late spring probably accounting for a little more than usual of belated June planting of flower beds and veranda boxes. Funeral work has kept up well and has been the mainstay for business, with fair local supplies to take care of the demand. June weddings have probably been more numerous than usual, but few of them meant much for the florist. The instances where the contracting parties have surprised their friends by announcement of their wedding, have been so numerous as to call for newspaper comment. War influence, most likely. The weather for June has been genuine summer and undesirably dry. A steadily accumulating deficiency of rainfall since last autumn makes the condition a really serious one, affecting both farming interests and florists. The prospects for summer trade are problematic. The war's various influences will probably shorten up the casual social demand, while the funeral demand will likely be unaffected. Summer flower crops are still in fair condition, ample in quantity planted, but much depends upon moderate summer temperature. Even artificial watering does not avail much against continued high temperature and hot winds. Indoor plantings of chrysanthemums are looking well—and about the usual quantities are being provided. C.

GREAT FALLS, MONT.—The spring trade has been excellent this year, with all florists enjoying capacity business, according to the Electric City Conservatory. Sales at this establishment are reported 54 per cent better than in May, 1916, Memorial day trade showing a gain of 10 per cent.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 CHICAGO

HEAVY SUPPLY

Russell-Ophelia-Milady-Killarney Brilliant Killarney-White Killarney-Hoosier Beauty Sunburst-Ward and all the other roses.

Peonies, Lilies, Carnations, Etc.

Write for prices on quantity lots for your special summer sales.

We handle the output of nearly 100 of the best and leading growers consigning their stock to the World's Largest Wholesale Cut Flower Market, enabling us to fill all orders to your satisfaction at all times.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good.

Mention the American Florist when writing

ZECH & MANN

SUMMER SPECIALS

LILIES

RUSSELL--OPHELIA

SUNBURST-KILLARNEY-WHITE KILLARNEY MILADY AND ALL OTHER LEADING ROSES.

We have a regular supply of Lilium Giganteums the year round. This stock, grown by Damm Bros., well-known expert growers, is noted for its supreme quality in the Chicago Market. Our supply of this and all other seasonable stock is so large that we can conveniently supply a number of more reliable florists. It will pay you to become one of our regular customers.

CARNATIONS-LILY OF THE VALLEY-PEONIES-ETC.

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

30 E. Randolph St., L. D. Phones Central 3283 3284 Automatic, 42-965 Chicago

Kansas City, Mo.

LOW PRICES RULED BY OVERSUPPLY.

Weather conditions during the past few weeks have caused stocks of all kinds to come into this market in great quantities, much of it selling at very low prices and the street peddlers were well supplied. Roses are very plentiful and in most cases wide open, especially the Killarneys; Ophelia and Russell, however, are seen in good form. Home-grown carnations do not amount to much, but the Colorado stock is excellent with fine stems and big flowers. Lilies are plentiful. Other stocks of cheaper grade, such as larkspurs, delphiniums, gypsophilas, bachelor buttons, sweet peas and calendulas, make up the balance of the offerings.

NOTES.

H. Kusik & Co. are handling an immense supply of roses and report prices the lowest ever. The stock of Colorado carnations here is of very fine quality. They are arranging for a new line of supplies and a carload of sphagnum moss is being received.

A. F. Barbe reports a season of excellent business in bedding stock, much of the surplus cleaning up nicely.

Biederman & Son report bedding stock about cleaned up. Orders for weddings have been numerous.

FOR SHIPPING STOCK

Try us. Our supply of summer flowers is complete in every respect. Out-of-town buyers have learned from experience that our 100% "Service" is an asset to their business and relieves them of a lot of unnecessary worry.

CURRENT PRICE LIST.

ROSES.	Per 100
Russell	$ 4.00 to $15.00
Richmond	2.00 to 8.00
Milady	2.00 to 8.00
Brilliant	2.00 to 8.00
Ophelia	2.00 to 8.00
White Killarney	2.00 to 8.00
Killarney	2.00 to 8.00
Ward	2.00 to 8.00
Sunburst	2.00 to 8.00

Extra Special billed accordingly.

MISCELLANEOUS	Per 100
Carnations	$ 1.00 to $ 2.00
Peonies	4.00 to 8.00
Orchids per dozen	9.00
Lilies	6.00
Valley	4.00 to 6.00
Daisies	.50 to 2.00
Callas	1.00 to 1.50

GREENS.	
Asp. plumosus sprays...bunch	$0.25 to $0.50
New Ferns.....per 1,000	2.50
Sprengeri .....per bunch	.25 to .50
Adiantum .....per 100	.50 to 1.00
Green Galax.....per 1,000	1.00
Wild Smilax .....per case	5.00
Mexican Ivy	.75

My Friend Bill Says:

You get best value from

PERCY JONES, Inc.

100% "Service"

CHICAGO'S LARGEST DEALERS IN DECORATIVE GREENS.

Wholesale Commission Florists

56 East Randolph Street, CHICAGO

W. J. Barnes had an exceptionally good week of bedding plant business. The demand for porch boxes is coming along nicely. Funeral work and wedding orders are also up to standard.

Wm. L. Rock Flower Co. reports stock cheap and plentiful. A fine showing of hydrangeas is being made at the store. The chrysanthemum houses are all planted.

T. J. Noll & Co. report a glutted market, and even at the lowest prices on record much stock is going to waste.

Ed Humfeld has his chrysanthemums all planted. He reports the best spring business he ever had.

A. Newell has all the trade that can be expected with a heavy run on funeral orders.

August Luther has purchased a new Ford auto. E. J. B.

Milwaukee.

TRADE BETTER THAN FOR SOME TIME.

Business conditions for the past week were good and considerable better than for some time past. Beginning about the middle of the month a shortage of roses had a tendency to give the other lines of cut flowers a better show, and with an increased demand for weddings, funerals, and especially school closing exercises, the market was kept in a healthy condition the best part of the time. Good sweet peas were not overplentiful and brought good prices. Due to the continual cool weather, especially at night, the supply in most lines was held in check for the time being. Now that the schools are closed, the exodus of those fortunate enough to have summer homes will again have its effects in that business will shortly assume its regular summer gait, and as the outdoor planting season of bedding stock is practically over, one must admit that either the demand was not ahead of last year or that more of that line of stock was produced, for everyone has just a little more left than in former seasons. This can be blamed partially to the backward season, which is fully two to three weeks behind, plus the uncertain business conditions and higher cost of most everything you look at or touch. But it is not nearly so bad but what it might be a good deal worse.

NOTES.

We regret to announce that Harrison E. Mann, better known among the craft as "Harry," for four years previous to last fall an employe of Gust. Rusch & Co., died June 18, at the age of 28 years. About eight years ago, he entered the employ of Nic Zweifel, then at North Milwaukee, where he remained for about three years, later joining the Rusch Co.'s force. Early last summer he opened a retail store at 2440 Vliet street, but by fall, due to ill health, was forced to abandon all work. The funeral was held June 20, with interment at Union cemetery. He is survived by his mother and a brother, his wife having died about a year ago. Harry was a good natured lad, always smiling and trying to help everyone be happy, and in his parting we lose a friend.

The worst rain and electrical storm since the establishment of the local weather bureau swept over this city and the surrounding country from 11:45 p. m. to 4 a. m. June 22-23, doing damage which will run up into the hundred thousands of dollars. The official report states that 5.8 inches of water fell, and consequently all low lands are under water, bridges washed away, railway tracks and beds damaged so as to hinder proper transportation and putting a good many telephones out of commission. While many a florist's cellar was flooded, we have not up to this time heard of serious loss among the local craft.

C. C. Pollworth returned June 24 from a pleasant and successful week's fishing trip, spent at Pelican Lake, with several large muskelonge and pike as evidence. He returned after the severe storm and reports that one of their boiler pits contained so much water that it nearly extinguished the fires.

The Wauwatosa Floral Co. found a wooden bridge and plenty of timber on their premises after the storm on Saturday last; the owner has not claimed it to date.

The Holton & Hunkel Co. reports shipping to date very satisfactory; June 25 was an exceptionally good day, everything cleaning up fine.

Emil Schmitz & Sons, florists, on the south side, report all their outdoor vegetable crops under water at this time.

Natural Prepared
GREEN LYCOPODIUM
MAKE YOUR OWN MOSS WREATHS—START THEM NOW.
Our lycopodium is guaranteed not to become brittle. It is fire-proof, put up in 11 lb. net cartons. Try a sample carton—price $3.20.
Pittsburgh Cut Flower Co.
116-118 SEVENTH ST., PITTSBURGH, PA.

Mention the American Florist when writing

—THE—
Cleveland Florists' Exchange
Wholesale Commission Florists and Florists' Supplies.
606 HURON RD., CLEVELAND, O.
Mention the American Florist when writing

AUTOMOBILE SUPPLIES
Have you received our catalogue? Mailed upon request.
CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.
1349-51-53 S. Michigan Ave., CHICAGO, ILL.

The regular meeting of the florists' club will be held July 5 at Kurtz Bros., Eleventh and Prairie streets. E. O.

TERRE HAUTE, IND.—The Dinkle Gardens have been incorporated with capital stock of $10,000 by William, Herbert and Gertrude Dinkel.

BIRMINGHAM, ALA.—A committee on the affairs of the estate of the late John L. Parker, says the executrix, offers another dividend of 35 per cent, making a total of 40 per cent, and closes up the business.

THE BEST

PEONIES-ROSES
LILIES-GLADIOLI
All Other Seasonable Cut Flowers. ORDER HERE.

CURRENT PRICE LIST— Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	$1.00 to 1.50
Short stems	per 100, 4.00 to 6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$20.00
Select	$12.50 to 15.00
Medium	$6.00 to 10.00
Short	4.00

ROSES.	
Richmond, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	3.00 to 4.00
Milady, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	3.00 to 4.00
Killarney Brilliant, special	$10.00
" " select	8.00
" " medium	$5.00 to 6.00
" " short	3.00 to 4.00
Ophelia, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	3.00 to 4.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	$5.00 to 6.00
" " short	3.00 to 4.00
Killarney, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	3.00 to 4.00
Mrs. Ward, special	$10.00
" " select	8.00
" " medium	$5.00 to 6.00
" " short	4.00
Sunburst, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	3.00 to 4.00
Cecile Brunner	2.00
Elgar	2.00
Baby Doll	2.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Fancy	$3.00
Red and pink	2.00

ORCHIDS.	Per doz.
Cattleyas	$9.00

EASTER LILIES.	Per 100
Select	$10.00 to $12.50

PEONIES.	
Fancy	$8.00
Special	6.00
Good	4.00

MISCELLANEOUS.	Per 100
Valley	$5.00 to $6.00
Calendulas	2.00
Daisies	.50 to 2.00
Snapdragons....per bunch	.50 to 1.00
Callas ....per doz.	1.50 to 2.00
Sweet Peas	.50 to 1.50
Gladioli (indoor grown)	6.00 to 8.00
Gladioli (miniature)	2.00 to 4.00

GREENS.	
Asp. plumosus.....per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri .....per bunch	.35 to .50
Adiantum .....per 100	1.00
Smilax, choice.....per doz.	1.50 to 2.00
Fancy Ferns.....per 1,000	4.00
Galax leaves.....per 1,000	1.25
Wild Smilax.....per case	5.00
Boxwood —per lb., 25c; 50-lb. case.	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.
NOT INC.

PHONES:
CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

Mention the American Florist when writing.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

St. Louis.

GOOD SUPPLY, GOOD QUALITY, PRICES LOW.

The market during the past week was quiet. Everything in flowers was in good supply and of good seasonable quality. Sweet peas are the only real glut. Outdoor stock to date has been very fine and plenty of it, but on account of the oversupply, cleans up only in large bargain sales. Carnations are just about holding their own on account of the heat. Roses, such as Russell, Ophelia, Sunburst and Hoosier Beauty, are extra fine, but the Killarneys are very poor. American Beauties are also poor, with a light demand. Callas and lilies are plentiful and the price low. All outdoor stock, such as coreopsis, larkspurs, gaillardias, cornflowers, etc., is beginning to suffer from the continued heat. New fancy ferns have arrived on the market and still command the high water mark price. Other green are good and equal to requirements.

NOTES.

Oscar May, of Kirkwood, has announced a "big party" for some Saturday night in the near future at his place. He says he decided to have an evening party in preference to Sunday afternoon, because so many of the boys have sore arms on Monday from playing ball. Our opinion is, he is only looking for an alibi, because he can't play ball—but can he dance? Ask him.

W. A. Rowe, of Kirkwood, is going to discontinue his retail business entirely, beginning July 1, as it takes too much of his time from his ever-increasing greenhouse trade. Kirkwood would be a good location for some up-to-date retail man, as the business is there, and it just needs some one to get it.

Geo. H. Angermueller has been getting in some very fine carnations, which would be a great credit to a grower in midwinter. They have a ready sale. Mr. Angermueller intends to go East to attend the S. A. F. convention and buy new novelties in the supply line, which he goes into so heavily.

Some fine window displays are seen here these days, with the great variety of outdoor stock to be had. These displays of outdoor flowers create quite a demand, and aside from this, also make a big demand for the plantsmen to furnish perennials for old-fashioned gardens.

The downtown florists are featuring special sales on sweet peas at five cents per bunch, and from reports they are disposing of tremendous quantities.

Nice Cut of Summer Roses

RUSSELL-OPHELIA-KILLARNEY-WHITE KILLARNEY
KILLARNEY BRILLIANT--RICHMOND--SUNBURST.

PEONIES-DAISIES-CARNATIONS-LILIES-ETC.

Also large quantity of Ferns—New Crop.

A. T. PYFER & COMPANY

30 East Randolph Street, CHICAGO, ILL.

Long Distance Telephone—Central 3373.

The new roadhouse, called Bevo Mill, on the Gravois road, was formally opened last week, and Geo. B. Windler and Mullanphy Florists had a number of large baskets.

Geo. B. Windler has worked up a nice retail trade at his greenhouses on Delore avenue the past few years, and he states it is improving by leaps and bounds.

The St. Louis spring flower show committee is working hard to get the affairs of the spring show wound up before the next florists' club meeting in July.

J. J. W.

Nashville, Tenn.

BUSINESS GOOD DESPITE SUMMER EXODUS.

With the approach of summer the annual hegira to the cooler spots has already commenced, but that has not affected good business among the local florists, and dealers have had all they could do to furnish an adequate supply of flowers. Roses and carnations are getting very small, but they answer their purpose very well, especially in funeral designs, but in this line of work there is little doing. Ophelia is about the best rose in this market at present, with Russell a good second. There are some Killarneys, both pink and white, but they are small in size. Sweet peas are plentiful and Japanese iris finds a place in funeral work. Bermuda lilies, hardy white hydrangeas, as well as candytuft and like small flowers, are numerous. Bedding plants are still plentiful and the demand is good, although the best selling is over.

NOTES.

During the recent canvass for the Red Cross fund a young couple said they had no money, but would gladly give a beautiful hydrangea which they prized very highly. This was accepted and was put up at auction. It was "knocked down" at $40 and the purchaser promptly donated it back, and then, following a brisk period of bidding, it was finally sold for $140. It was a fine plant, with about 15 well-developed blooms.

The Joy Floral Co. opened its Chattanooga branch with a splendid showing and good business from the start. Three thousand roses and carnations were distributed as souvenirs. Mrs. Thomas C. Joy and Miss Lilian Joy are visiting in that city.

M. C. D.

Boston.

MARKET CONDITIONS MUCH BRIGHTER.

Market conditions have greatly improved over last week. Roses are scarce and command good prices. Carnations are plentiful and bring $1.50 a hundred, with the exception of where large quantities are sold, and then $10 a thousand is big money. The local crop of peonies is just coming in, and has the preference over southern grown stock and sells for $6 to $12 a hundred. Sweet peas are moving well and holding at $1 a hundred. Plenty of outdoor lily of the valley is arriving and selling as high as $4 a hundred. Francis King and America gladioli are coming in slowly and call for good prices.

NOTES.

Ernest Borowski last reported improving very slowly. The doctors say four months more before he will be able to get out of the hospital. They are to have an X-ray examination to find out just how badly he is hurt. The autoist who ran into his machine was sent to jail for three months.

The attendance for the outdoor flower show was booked as 10,000 paid admissions. This does not include the first day, which was given over to the Red Cross, which receipts were far greater than the remainder.

Paul Richwagon still ships to market his wonderful pink snapdragon, Virginia, and it is the best he has ever grown—wonderful strong stems, large head and heavily flowered.

H. M. Robinson & Co. report very good business, with orders coming in for the summer trade very good—in fact, Charles Robinson says, better than last year.

William Stickle is shipping to his salesman, Nate Learned, large quantities of carnations. His best are Pink Delight, Alice, Benora, White Wonder and Matchless.

Charles Evans is cutting good Francis King gladioli and plenty of swainsonas. This flower is used quite extensively for bridal bouquets.

B. A. Snyder & Co. are remodeling their store, it being too small for the present trade. Everything looks good and business still continues.

Welch Bros. Co. reports very good business and finds plenty of stock of all descriptions for numerous customers.

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches..	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,

Wholesale Florist

1324 Pine St., ST. LOUIS, MO.

Wax Bros. are having a very good season and report a heavy demand for flower seeds as well as cut flowers.

John J. Fee is cutting his last batch of Gigantum lilies. He has had a remarkably good season.

Galvin's two stores report good business, and the last week was a banner one for funeral work.

George Noyes, salesman for Samuel Goddard, is back again after a 10 weeks' illness.

S. K. G.

Pittsburgh, Pa.

DEMAND SHOWS SLIGHT IMPROVEMENT.

Much stock of various kinds continues to arrive on the market, but business seems to be a trifle more active than last week and stock cleans up fairly well except carnations of which it is impossible to move all that come to the wholesale houses. Home-grown stock is the only kind that meets with any sale, as the shipped in flowers are hardly worth handling. Roses are still coming good and are still in good demand, as weddings are quite numerous and there are a number of commencements. Peonies are also used for these occasions. All kinds of garden flowers are seen in the store windows and make attractive displays. Lilies are being replaced to a great extent by peonies. Some very good iris is arriving and sells well. This week may wind up the glut and then the dealers and employes will have a few weeks to enjoy vacations and get in fresh condition for the fall trade, which if at all like that of 1916, will be a banner one. Nearly all the local stores are now closing at 5 p. m.

M.

Summer Roses A1 Quality None Better on the Chicago Market

If you want good stock and good treatment

Send Your Orders to us for

Roses, Carnations, Peonies

Valley, Sweet Peas, Harrissi, Callas, Snapdragons, Stocks, Calendulas, Daisies, Feverfew, Gladioli, Baby Gladioli, Gypsophila, Coreopsis and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Adiantum, Mexican Ivy and Boxwood. **We have home grown Asparagus**—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Mention the American Florist when writing.

Lancaster County Florists' Association.

The June meeting of the club was not a meeting—it was a picnic held at Hershey, Pa. A special car took a party of 38 via trolley. This car was met by Harry G. Havertack, the efficient manager of the Hershey greenhouses, home grounds and the great park system connected with the Hershey chocolate establishment. Mr. Haverstack piloted the party over the estate through the greenhouses and gave them a social half-hour in the Italian gardens, after which they enjoyed the many special features of the Hershey amusement park. Unfortunately, many of the automobilists did not have this pleasure of Mr. Haverstack's company, as they arrived too late in the day.

That the club turned out loyally is shown by the fact that there were about 125 in attendance; the H. D. Rohrer contingent alone had 12 in their party. Three machines came from Chester county, among whom were Mr. and Mrs. Ed. Marshal, senior and junior; Mr. and Mrs. Percy Bernard and Percy Bernard, Jr., the latter being perhaps the most important of the party; Mr. and Mrs. Bailey and others; one machine from Harrisburg and Mr. and Mrs. Rupp from Shiremanstown. Then of course we had with us T. J. Nolan and Fred Cowperthwaite of the King Construction Co. and Dennis Connor of the Lord & Burnham Co.

About noon an aching void in the vicinity of the belt line took quite a number to the Hershey cafe, others to the lunch rooms in the park, and some to a quiet, shady spot with a basket of their own, with sure florists' appetites. This occupied something over an hour and was followed by a delightful band concert.

At 3 p. m. the games started promptly and came off in front of the baseball grandstand. These were of course for the children exclusively, with prizes for the winners. Unfortunately, not being there, their names are not available, but one thing worthy of special mention was a blindfold test to reach a certain point 60 feet from the start. Chas. B. Herr of Strasburg and Rutter Hess of Gap, with true sportsmanship, challenged each other, and Mr. Herr reached the goal with 99 per cent efficiency, while Mr. Hess failed to get there. This defeat by Mr. Hess will no doubt make him work that much the harder when the croquet games come off a little later in the season between Strasburg and Gap. Many of the party indulged in the bathing, which is one of the features of Hershey, and the children had the time of their lives on the various toboggans, etc., throughout the park.

A very tired but happy party left on the trolley at 7:10 p. m., getting back to Lancaster at 9:15, and the picnic was voted a decided success, in spite

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IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

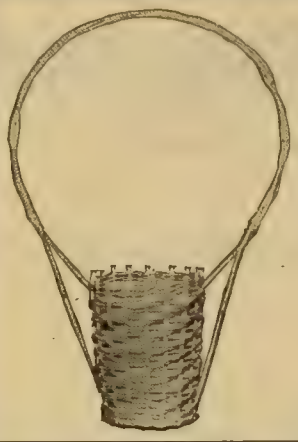
H. B. KENNICOTT, President.
J. E. POLLWORTH, Sec'y and Gen'l Mgr.

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.



Special Summer Offer

25 Tumbler Baskets $8.75

25 Medium Cut Flower Baskets $14.75

Finished in Two-Tone Colors. Each Offer Includes Liners.

Write for Descriptive Circular of Porch and Sun Parlor Baskets. Also Wedding Baskets.

RAEDLEIN BASKET COMPANY

713-717 Milwaukee Avenue, CHICAGO, ILL.

of the fact that the city schools were not closed, barring some from going, and that the spring work was not cleaned up. Those who went deserve credit for their loyalty in disregarding these drawbacks, and will look forward to the one next summer with pleasurable anticipation. The president, H. A. Schroyer, was too busy getting out tax notices to attend and the writer was waiting for aster orders to be shipped on short notice and could not be there; neither did he care to take our two youngsters out of high school just in examination time. We hope for a later date next summer.

ALBERT M. HERR.

Los Angeles.

BRIDES AND GRADUATES CLEAN UP MARKET

June brides and the girl graduate worked well together in creating a demand that kept the local market well cleaned up. Outdoor carnations are seen in great supply and are selling on the street at four dozen for 15 cents. Gladioli are coming into prominence now and the quality is good. The first dahlias of the season have arrived. Sweet peas of the Spencer type are still looking well.

NOTES.

Wolfskill Bros. & Morris Goldenson showed the first of the dahlias this season. This firm has been very busy with graduation orders and have considerable decorating. Their stock was well cleaned up daily.

Wright's Flower Shop, Inc., has been very busy with June bride orders. Funeral work has also been making a good demand for stock, which is hard to get.

The Broadway Florists continue to enjoy the usual good trade. Carnations and sweet peas were in great supply here.

O. C. Saake has been featuring very good gladioli as well as extra good values in all the seasonable offerings.

Howard & Smith are receiving America and Mrs. King gladioli in 5,000 lots. They report good trade in general.

J. W. Wolters has been showing excellent schizanthus; also a good stock of maiden hair fern. G. H. H.

Cleveland, O.

PEONIES LEAD HEAVY SUPPLY.

Stock continues to arrive in enormously large quantities, with peonies leading, but in another week all the local peonies from outdoors will be over and then we will have storage stock. Larkspurs have been in good demand and in plentiful supply, as also are gladioli. Easter lilies drag and callas are about done. Sweet peas are still

New Crop Plumosus Sprays

Now Ready

Write for special prices.

L. A. FLORAL CO.

407 So. Los Angeles St., Los Angeles, Calif.

arriving in quantity, but their keeping qualities this kind of weather are none too good. A fine lot of lily of the valley is now arriving. Some of the roses coming in lately have a bad case of mildew; they also arrive more or less open, which makes it difficult to fill orders without selecting and picking them over. Carnations are in full supply, but owing to the overloaded market the price has dropped accordingly. Much business is being done by the "street fakir" these days. Greens are plentiful. Business has continued good, average sales equaling and better than the same time last year, but stock is more plentiful than last June.

NOTES.

H. P. Knoble, of Knoble Bros., is busy these days cutting and sending in his peonies; it keeps his entire force, besides extra help, busy every minute. He says the flowers will all be cut in a few days now.

Walter Rokosek, of the Cleveland Florists' Exchange, has moved to his cottage near Berea, O., on the banks of Rocky River. C. F. B.

Baltimore, Md.

MARKET CODITIONS SHOW IMPROVEMENT.

The wholesale cut flower trade has shown some improvement during the past week. Peonies are out of season, and the northern grown stock has stopped coming in. Carnations are not arriving in very large numbers and the demand is absorbing them daily at prices ranging from $1.50 to $2.50, with exceptionally fine stock bringing $3. Roses are a trifle scarce and prices are very satisfactory for this season of the year. Lily of the valley is off the market, the last received being of very poor quality. Some fine gladioli have been seen in the wholesale houses recently with a good dmand at from five to six cents. Other offerings include antirrhinums, calendulas, daisies, irises, stocks and sweet peas. Feverfews brought in by amateurs are plentiful.

NOTES.

The Baltimore Wholesale Florists' Supply Co. has been showing very good white sweet peas for this time of the year.

RAPID WRAPPER

Pat. May, 1916—Trade Mark Registered.

The Pedestal—a beautiful ornament for any store, is invaluable for decorative purposes, and has a range in height from 26 to 52 inches. It is also a part of the Rapid Rapper, the fastest plant wrapping device known to the Florists' Trade. Write for free illustrated booklet entitled "The Art of Wrapping Potted Plants and Floral Baskets."

California orders filled direct from branch office 448 Bush St., San Francisco, Calif.

THE RAPID WRAPPER CO.

56 E. Randolph St., Chicago.

The S. S. Pennock-Meehan Co. has handled quantities of fine Lilium candidum recently.

Charles E. Smith & Co. are featuring excellent sweet peas and carnations.

The Leo Niessen Co. is receiving regular shipments of water lilies.

C. S.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

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160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

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Wire Designs and Wholesale Florists' Supplies

MILLER & MUSSER

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WHOLESALE FLORISTS

Long Distance Phone, Randolph 1975

173 N. Wabash Ave., CHICAGO

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

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30 East Randolph St., - - Chicago

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E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$5 00
" " 36-in.	4 00
" " 30-in.	3 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short.....per 100,	6 00@ 8 00
" Mrs. Chas. Russell..	1 00@ 3 00
	100
" Hoosier Beauty	4 00@12 00
" Killarney Brilliant	3 00@10 00
" Killarney	3 00@10 00
" White Killarney	3 00@10 00
" Richmond	3 00@10 00
" Prince de Bulgarie	3 00@10 00
" Rhea Reid	3 00@10 00
" My Maryland	3 00@10 00
" Mrs. Geo. Shawyer	3 00@10 00
" Milady	3 00@10 00
" Sunburst	3 00@10 00
" Mrs. Aaron Ward	3 00@10 00
" Hadley	4 00@12 00
" Ophelia	3 00@10 00
" Double White Killarney	3 00@10 00
" Mrs. Moorfield Storey	3 00@10 00
" Champ Weiland	3 00@10 00
" Stanley	3 00@10 00
" Tipperary	3 00@10 00
" Francis Scott Key	3 00@10 00
" Bayard Thayer	3 00@10 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	1 00@ 3 00
Cattleyas.....per doz.,	$9 00
Sweet Peas	50@ 1 50
Daisies	1 00@ 2 00
Snapdragons, $0.50@$0.75 per bu.	
Lilium Harrisii	12 50@15 00
Valley	4 00@ 6 00
Peonies	4 00@ 8 00
Spanish Iris	4 00@ 8 00
Ferns....per 1000,	$2 00@ $3 00
Galax	1 00@ 1 25
Leucothoe	75
Mexican Ivy...per 1000,	5 00@6 00
Plumosus Strings..each,	60@ 75
Smilax.....per doz.,	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case,	8.00
Wild Smilax.....per case,	$5 00

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

HUCKLEBERRY FOLIAGE

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.

Evergreen, Ala.

Huckleberry Foliage

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

D. E. FRERES R. J. WINDLER

THE FRERES-WINDLER CO.

30 E. Randolph St., Chicago

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Long Distance Phone, Majestic 7175

WEILAND & RISCH

SHIPMENTS EVERYWHERE — GROWERS AND SHIPPERS — IMMEDIATE DELIVERIES

CUT FLOWERS

154 NO. WABASH AVE. CHICAGO

PHONE CENTRAL 879

Rose Plants

Beauties, $60.00 per 1000. 250 at 1000 rate.

Carnation Plants

Send for complete list and prices.

1000 Prima Donna Rose Plants, 3-inch, $90.00.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

SUPPLY SHORTENS, BUT DEMAND IS WEAK.

The season is waning fast, and hot weather has set in, which affects all indoor stock unfavorably. Roses show the wear and tear of this long winter campaign, nearly all varieties having bad outside petals, scorched by the hot sun. American Beauties are getting smaller, with soft fringed petals that are a great handicap. Some excellent stock of this rose is now being received from eastern growers. The quantity of stock coming to the market has been almost cut in half over that of last week, but the ratio of demand continues about the same and there is nothing that can be said to be in demand. Carnations are very draggy, as are snapdragons. Greenhouse gladioli are fine, but the competition of the southern stock keeps the prices down. Led by Larkspur Belladonna, which is fine, there are quantities of outside flowers, which are surely offered cheap enough. Sweet peas are now in from the field rows—very good stock, as the cool, damp season has greatly favored them. There is enough lily of the valley, while most cattleyas seem to find purchasers at fair prices. The June weddings are about over, as are also the commencements. Business in the stores is rapidly getting down to a summer basis, with pond lilies and rock work decorations in the windows.

WARETOWN ROD AND GUN CLUB OPENING.

Commodore Westcott was favored with fine weather for the annual opening of his club house at Waretown, on Barnegat Bay, which took place June 21-22. It is a great pleasure to receive an invitation and be present at this annual gathering as a guest of the commodore. Generally the guests include men from distant cities—Chicago, Cleveland, Boston, New York, etc. This year, however, on account of press of business the only representatives outside of Philadelphia were W. F. Gude and his son Ernst of Washington, D. C. Other guests were Robert Craig, Dr. Lane, Geo. C. Watson, A. B. Cartledge, S. S. Pennock, David Rust, George Craig, James McHutchison, Charles Einerman, D. T. Connor, J. C. Trainor and Robert Kift. A number of letters of regret were received. One from J. C. Vaughan of Chicago was accompanied by two handsome silk flags, which were presented to the commodore by Robert Craig in his best style. Boating and fishing, which included delightful motor boat trips, and an inspection of the four hundred-acre farm, made the time pass only too quickly. The commodore is in fine health and never seems happier than when administering to the pleasure of his old friends. Long may he live.

NOTES.

The sale of Horticultural hall, which now seems assured, compels the florists' club to seek other quarters. The club room, with its bowling alleys, shuffle boards, pool and billiard tables, its large trophy case filled with some 50 bowling trophies, has been the home of the club for 23 years. In addition to space for all the amusement features, there was also a seating capacity for at least 150 persons. The room has been the scene of many fine club meetings, flower exhibitions and gala occasions that will long be remembered by the members. When bowling was at its height many spirited contests were fought out on its alleys. Each year there were trials to get the best men for the team to represent the club at the national tournaments of the S. A. F. Some want to continue this feature of the club life, while others say it is too expensive. A new location for future meetings is in the hands of the house committee.

The coal question is keeping to the front these days. Most growers are on the fence, not knowing whether to buy at top prices now or wait for better figures later. The Jos. Heacock Co.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

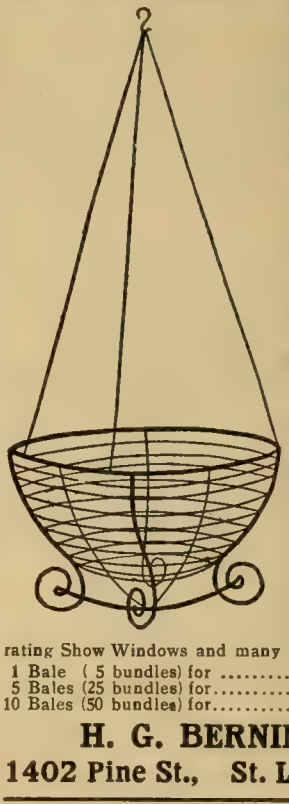
Wholesale Flower Markets

CINCINNATI, June 27.	Per 100
American Beauty, per doz...	75@ 3 00
Roses, Killarney	2 00@ 8 00
" Mrs. Chas. Russell	4 00@10 00
" Ophelia	4 00@ 8 00
" Richmond	2 00@ 8 00
" Sunburst	2 00@ 8 00
Carnations	1 50@ 2 00
Lilium Giganteum	6 00@10 00
Lily of the Valley	6 00@ 7 00
Orchids.....per doz	6 00@ 7 50
Sweet Peas	25@ 50
Gladiolus	3 00@ 6 00

BOSTON, June 27.	Per 100
Roses, Beauty	10 00@25 00
" Killarney Queen	2 00@ 8 00
" White and Pink Killarney	2 00@ 8 00
" Double White Killarney	2 00@ 8 00
" Killarney Brilliant	4 00@10 00
" Hadley	2 00@ 8 00
" Cardinal	2 00@ 8 00
" Mock	4 00@12 00
" Mrs. Chas. Russell	2 00@ 8 00
" Sunburst	2 00@ 8 00
" Taft	4 00@ 2 00
" Milady	2 00@ 8 00
" Ward and Hillingdon	2 00@ 8 00
" My Maryland	2 00@ 8 00
Cattleyas	35 00@50 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO. June 27.	Per 100
Beauty Special	20 00@25 00
" Fancy	15 00@20 00
" Extra	10 00@12 00
" 1st	6 00@10 00
Roses, Killarney	3 00@ 8 00
" My Maryland	3 00@ 6 00
" Sunburst	2 00@ 5 00
" Ward	2 00@ 5 00
" Ophelia	3 00@ 8 00
" Russell	8 00@12 00
" Stanley	3 00@ 6 00
" Mock	3 00@ 5 00
" Shawyer	3 00@ 8 00
Lily of the Valley	6 00@ 7 00
Lilies	6 00@10 00
Cattleyas	40 00@50 00
Carnations	1 25@ 2 50
Peonies	3 00@ 4 00
Asparagus Sprengeri	35@ 50
Ferns.....per 1000,	2 50
Smilax	15 00@20 00

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1 35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for ..... $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING,
1402 Pine St., St. Louis, Mo.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE STREET, BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RIGE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, PEONIES, EASTER LILIES and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

BEST QUALITY

Hanging Baskets

8 in.....	$0.90 doz.	14 in.....	$2.00 doz.
10 in.....	1.30 doz.	16 in.....	2.75 doz.
12 in.....	1.75 doz.	18 in.....	3.60 doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

Mention the American Florist when writing

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Philadelphia, Pa.

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

Seasonable Cut Flowers

FLORIST SUPPLIES
Green Sheet Moss and Spaghnum Moss.
MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN, Wholesale Florist. 1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, June 27.	Per 100
Roses, Beauty, special	20 00@25 00
" " fancy	10 00@20 00
" " extra	8 00@10 00
" " shorter grades	6 00@ 8 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	2 00@ 8 00
" White Killarney	2 00@ 8 00
" Liberty	6 00@15 00
" Hadley	6 00@30 00
" Sunburst	4 00@10 00
" Ophelia	4 00@10 00
" Hoosier Beauty	4 00@10 00
Carnations	1 00@ 3 00
Cattleyas.....each. $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	6 00@ 8 00
Calendulas	1 00@ 2 00
Daisies, yellow	1 00@ 2 00
Sweet Peas	50@ 1 00
Easter Lilies	6 00@ 8 00
Callas	6 00@ 8 00
Peonies	2 00@ 5 00

PITTSBURGH, June 27.	Per 100
Roses, Beauty, special	25 00
" " fancy	20 00
" " extra	12 00
" " No. 1	8 00
" Killarney	3 00@ 8 00
" My Maryland	3 00@ 8 00
" Sunburst	3 00@ 8 00
" Mrs. Aaron Ward	3 00@ 8 00
Cattleyas	50 00
Lilium Giganteum	6 00@ 8 00
Carnations	2 00
Lily of the Valley	5 00
Peonies	2 00@ 4 00
Spanish Iris	4 00
Adiantum	1 25
Asparagus Sprengeri, per bunch, 35@40	

MILWAUKEE, June 27.	Per 100
Roses, Killarney and W. Killarney	2 00@ 8 00
" Ward	2 00@ 6 00
" Mrs. Chas. Russell	5 00@20 00
" Ophelia	3 00@ 8 00
" Hoosier Beauty	2 00@ 8 00
Lilies	8 00@10 00
Cattleyas.....per doz., 6 00@ 9 00	
Carnations	1 00@ 2 00
Valley	4 00@ 6 00
Sweet Peas	50@ 75
Fancy Ferns	4 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16 inch	2.90
18-inch	3.70

THE McCALLUM CO.
INC.
Pittsburgh, - Pa.

Mention the American Florist when writing

ST. LOUIS, June 27.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	2 00@ 5 00
White Killarney	3 00@ 6 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	4 00@ 8 00
Mrs Russell	4 00@ 8 00
Ophelia	4 00@ 8 00
Carnations	1 50@ 1 50
Valley	4 00@ 6 00
Lillies	8 00@10 00
Orchids	50 00@ 60 00
Ferns.....per 1000.	3 00@ 4 00

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

is getting a supply in and it is coming in so rapidly that they find it difficult to prevent demurrage charges. Three dollars per ton at the mines for bituminous is considered a low price now, as against $1.65 per ton last year.

A fire supposedly caused by spontaneous combustion caused damage to the extent of about $500 in the paint room at H. Bayersdorfer & Co.'s establishment, June 27. The loss was fully covered by insurance.

A number of the craft have visited the rose gardens of Henry A. Dreer, Inc., at Riverton the past week. The roses, particularly the hybrid teas, have been exceptionally fine this season.

H. Bayersdorfer & Co. are having a run on their Princess baskets. The patriotic tri-colored baskets made a great hit and there are few first-class stores that do not carry the line.

Wax flowers and made-up work, with them, is a leading department of Jos. G. Niedinger's. All hands in the basket department are busy working up stock for the coming season.

Abraham L. Pennock, now in his ninetieth year, is in the Pennsylvania hospital. It is hoped that a rest and careful medical attendance will restore his accustomed vigor.

Orchid sweet peas, gladioli and Easter and calla lilies are features of the Berger Bros. A suitable building has not as yet been found for their new location.

Eugene Bernheimer finds business fairly good these June days. Sweet peas, carnations and roses are in good supply. September Morn is a good seller.

Eastern American Beauties, choice Marylands and carnations are specialties with Edward Reid. Mr. Reid is greatly interested in the Red Cross work.

The Leo Niessen Co. is featuring out-of-door flowers and has a large assortment. Russel roses, lily of the valley and cattleyas are also headliners.

The London Flower Shop windows have been gay with outdoor flowers the past week. The June wedding season gave them some good orders.

The Philadelphia Wholesale Florists' Exchange is featuring My Maryland and Ophelia roses. Choice sweet peas are seen in quantity.

K.

Oklahoma City.

Storemen report that business is getting into a very summery condition. The temperature was 100 degrees in the shade, June 22, so that the present situation is easily accounted for. Aside from all that, there is something doing every day, for warm weather affects the business here less than it does in most cities.

Visitors: Phil Foley, Chicago, who made a tour of the suburbs, going as far as Norman, with George Stiles in the latter's automobile; A. S. Gray, Chicasha, Okla., and his son, William, who is a student at the University of Illinois, at Urbana, and at the present time taking his vacation.

S. S. B.

New York.

SUPPLY INCREASES, BUT NO DEMAND.

If at the present time there is anything encouraging in the wholesale district, it is the reflection that the peonies cannot last much longer. Those that are in cold storage will not count for much after shipments cease. Hot weather during the past week brought an increased supply of nearly all stocks, but no increase in business. Special American Beauties, like "Darius Green and his flying machine," fell down, slap bang; They had previously been keeping up to 25 and 30 cents, wholesale, but a large supply from Newport, R. I., and many from nearer towns, with a very light demand, made them a drug. On Saturday, June 23, hundreds of American Beauties remained unsold. For that matter, hundreds and thousands of tea roses were left in the ice boxes, but many of the tea roses arrived too open, on account of the heat. Considering the time of year, there are good carnations on the market, though all are getting smaller, and selling cheap. In all other stocks there is a surplus, with no cleanups.

June 25.—Warm weather is bringing in an increased supply of stock, some of which is lost; a great quantity goes to the push cart men and other peddlers, and that which does move in the regular channel, sells slowly. Both American Beauties and orchids are slow, and there is an occasional lot of each that hangs on until they become unsalable. There are yet plenty of peonies and carnations, but if the hot weather keeps up, their finish will soon be at hand.

NOTES.

Peter Henderson, in his day, said or wrote something to the effect that he could make a good florist out of a good farmer. We are not aware that Hession, of 984 Madison avenue, ever practiced farming or market gardening, but he is a good florist and this year he has shown that he can combine beauty with utility. On a plot of land near his store he planted, for a customer, potatoes, beans, onions, corn, lettuce and other vegetables, bordering the plot with geraniums and button daisies. It is said by those who are taking an interest in vegetable production, to be the finest vegetable garden in this city.

Do not forget the outing of the Greek-American Florists' Association at Wetzel's Point View Grove, July 11. We can well afford to have some innocent amusement, for as James J. Montague says in the New York American:

Said the king of Greece to the king of Spain:
"Crowns are baubles and thrones are vain!"
Said the king of Spain to the king of Greece:
"I was about to speak that very same piece!"

The Washington Heights section of this city is largely residential and has a number of retail florists who have good stores. Of these, the Fort Washington Florist, Broadway and 181st street, is worthy of notice. His store is always well stocked with cut flowers, and recently he has been doing a good business in geraniums and other bedding plants.

August Bamberger, mentioned in our last issue as being under arrest for obtaining money by pretending to take funeral orders for florists, pleaded guilty, and on June 21 was sentenced to three years in the penitentiary. His mother paid into court a sum of money to be distributed as restitution to the victims of her son's rascality. He is 24 years old.

Gustav Herman, of 2014 Westchester avenue, is a good gardener as well as a florist. He has nearly two acres planted to a variety of stock. Several large beds of irises are in fine bloom, and he has many gladioli, Dahlias, asters and other flowering plants are coming on.

Calling recently on Cardasis Brothers, 4256 Broadway, we found them busy with funeral work and they stated that they had no complaint to make about business.

The Washington Heights Florists, 1402 St. Nicholas avenue, stated that June business had been good, exceeding their expectations.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

Orders taken now for 1917 crop
Valley
Chas. Schwake & Co., Inc.
90-92 W. Broadway, New York

—We are—
Wholesale Florists
Have twenty-two years' experience behind us, and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.
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WHOLESALE FLORIST
55-57 W. 26th Street
Telephone: 3864 Farragut. NEW YORK CITY

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115 West 28th Street, NEW YORK
Phones 5413 5891 Farragut
EVERYTHING IN CUT FLOWERS

Riedel & Meyer, Inc.
Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
PHONES—4024 and 4025 MADISON SQUARE

GEO. J. POLYKRANAS
Wholesale Commission Florist
Consignments Solicited
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

Walter F. Sheridan
Wholesale Florist
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
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Telephones: Farragut 300 and 301.
Mention the American Florist when writing

John Young & Co.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone 7362 Madison Square
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 W. 28th St., New York
Telephone 5335 Farragut.

Geo. C. Siebrecht
WHOLESALE FLORIST
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut.
CONSIGNMENTS SOLICITED

Telephone Farragut 9761.
Goldstein & Futterman
WHOLESALE FLORISTS
The Right People to Deal With.
102 West 28th St., New York

Telephone Farragut 634, 3066
HERMAN WEISS
Wholesale Florist
130 W. 28th St., NEW YORK

Wholesale Flower Markets

NEW YORK, June 27.	Per 100
Roses, Beauty, special	15 00@20 00
" " extra and fancy	5 00@10 00
" " No 1 and No 2	1 00@ 3 00
" Prima Donna	50@ 8 00
" Alice Stanley	50@ 4 00
" Mrs Geo. Shawyer	50@ 4 00
" Double White Killarney	2 00@ 8 00
" Killarney, Special	4 00
" " No 1 and No 2	50@ 1 00
" " Queen	50@ 5 00
" " Brilliant	50@ 5 00
" My Maryland	50@ 5 00
" Aaron Ward	1 00@ 5 00
" Sunburst	50@ 4 00
" J L Mock	1 00@ 6 00
" Ophelia	50@ 6 00
" Mrs. Chas. Russell	1 00@ 6 00
" Hadley	2 00@15 00
" Hoosier Beauty	50@ 4 00
Cattleya Orchids, special	40 00
" inferior grades	25 00@35 00
Rubrums	3 00@ 6 00
Lilies, Longiflorum and Formosum	3 00@ 4 00
Lily of the Valley	2 00@ 4 00
Carnations	50@ 1 25
Sweet Peas	25@ 50
Sweet Peas, Spencers	75
Stocks, double	3 00@ 4 00
Adiantum Croweanum and Hpyridum	75@ 1 00
Asparagus Plumosus....doz. bchs.	2 00@ 3 00
Smilax .....doz. strings,	2 00@ 3 00
Iris.....per doz	25@ 35
Peonies	50@ 3 00
Gladiolus .....per doz.,	25@ 40
Gladiolus, America	" 50
Yellow Daisies	50@ 75
Larkspur	3 00@ 5 00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, New York City
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
Consignments solicited.

Growers' Cut Flower Co., Inc.
E. J. VAN REYPER, Manager
Roses, Carnations, Violets
And all the NOVELTIES in the market.
LILIES AND VALLEY EVERY DAY IN THE YEAR
Consignments Solicited.
Phones: Farragut 6237 3563 129 W. 28th St., New York
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PHONE—FARRAGUT 8913
JAMES COYLE
WHOLESALE FLORIST
64 West 26th St., NEW YORK
(Opposite Coogan Building)
20 years experience
Consignments Solicited and Prompt RETURNS GUARANTEED.
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WM. KESSLER,
Successor to Kessler Bros.
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CUT FLOWERS
WHOLESALE PLANTSMEN AND FLORISTS
Phone 3336 Farragut. Shipments Everywhere
Prompt and satisfactory. Consignments solicited.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th av. and W. 26th St., New York
Open for Cut Flower Sales at 6 o'clock every morning.
Desirable well space to rent fo advertising.
V. S. DORVAL, Secretary.

The Kervan Company
FRESH CUT EVERGREENS
and Mosses. Decorating Material for Florist Trade at Wholesale.
Telephones: Farragut 2164-5893
119 West 28th St., NEW YORK

George B. Hart
Wholesale Florist
24-30 Stone St., Rochester, N.Y.

M. C. Ford
121 WEST 28th STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.

BADGLEY & BISHOP, Inc.
Phones 1664—1665 Madison Square
34 West 28th Street, NEW YORK
Receivers and Distributors of Choicest Cut Flowers

Trade Directory
Containing the Names and Addresses of Florists of the United States and Canada.
PRICE: $3.00 POSTPAID
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

1302-1308 W. Division St., CHICAGO

Gilbert C. Josephson, formerly with Max Schling, and also with Henry L. Bantelman, has given up the florist business for the duration of the war and is now connected with the organization of agricultural work on Staten Island. He has had a thorough training in scientific agriculture at St. Lawrence University, Canton, N. Y. The National Emergency Produce Association of Staten Island, with which he is connected, was organized under Mayor Mitchel's food commision, of which Wm. J. Wemple is chairman. Under the supervision of Mr. Josephson and A. G. Nellis, the association has undertaken the cultivation of over 300 acres of what was formerly farm land. It has been broken and planted to staple crops, such as corn, beans, cabbage, etc. Most of the work is being done by schoolboys of this city. In this connection it may be stated, that though Staten Island is a borough of Greater New York, there is, in the interior of the island, considerable land that has never been cultivated or has been abandoned. As a residential section it is not as popular as the other boroughs, though it is well located. The probable reason is that there is no rapid transit to the island. A tunnel under the Narrows from Brooklyn has long been talked of, but the project has never taken shape.

The wholesale firm of Badgley & Bishop, Inc., 34 W. 28th street, and their employes, will, on Saturday night, June 30, celebrate Sunday closing, which will be in force July 1, by holding a social gathering at the Old Mill in Chatham, N. J. W. G. Badgley is the mayor of Chatham and will entertain. Several prominent New York florists will be guests: "Shorty" Miller, of the Subway Arcade, St. Nicholas avenue and 181st street, who the boys call the "Millionaire Florist," will be the guest of honor. We have heard of dark and desperate deeds committed at old mills, and we once read a story of one that was haunted. If any of the boys see anything that squeaks and gibbers and then vanishes, it is here on record that we have warned them.

Over two-thirds of the stockholders having consented, the charter of the Cut Flower Exchange of this city has been renewed for another 25 years. The Cut Flower Exchange was first chartered in 1892 for 25 years; therefore the old charter was about to expire. This Exchange, which is a market at Sixth avenue and 26th street, is controlled, and the stands largely occupied by growers who sell their own stock. It is open for business every day in the year, and we understand that though several of the stand holders have signed the Sunday closing agreement, it will not affect the Exchange as an organization; the market will be open as usual on Sundays.

H. D. Darlington, who 25 years ago, established a growing business at Flushing, specializing in ericas, has retired, temporarily at least, from business. Five years ago he sold a controlling interest in the business to Knight & Struck, and until recently it has been known as the Knight & Struck Co. He held some stock in this company and remained as manager of the range until the first of this month, when he retired. He had previously disposed of his stock. H. D. Darlington is known as a specialist in the growing of ericas or heathers and in this line there are but few in this country.

On the morning of June 23, a man who later gave his name as Edward Haderach, staggered into the store of Traendly & Schenck and fell in a fit. Frank Traendly and William Bogert, of P. L. Bogart's Brothers, immediately took him in hand and administered first aid until an ambulance arrived, and it is believed they saved his life.

The next meeting of the New York Florists' Club will be held July 9. It has been the custom for the club to take a vacation during July and August, so this meeting will be held in view of the approaching convention of the S. A. F.

The Claremont Florists, Broadway and 127th street, have a neat store and report good business. They also have greenhouses at Morsemere, N. J., where they force bulbs and grow sweet peas, chrysanthemums and a variety of plants.

George Allen has recently removed his retail store from 80 Audubon avenue to 564 West 168th street, where he is well located near the Broadway subway. He is a son of J. K. Allen, the pioneer wholesaler of 118 W. 28th street.

Charles Matthews, who was a salesman for E. C. Koran for a number of years, was taken to a hospital, June 22, suffering from a general breakdown. He has been in poor health for several months.

Angelo Dentale, formerly with Young & Nugent, is now devoting all his time to the wholesale business, being located in the House of Ferns, 41 West 28th street.

John B. Nugent has bought a country home at Patchogue, L. I., and is improving his health by gardening.

Paul Meconi, the wholesaler of the Coogan building, is the proud father of a son, born June 23. All are reported doing well.

Herman Weiss, 130 W 28th street, is handling a good general stock of cut flowers, noteworthy being his yellow daisies.

The engagement is announced of Miss Mae Crimmins, of Astoria, to Maurice Koenig, of Young & Nugent's staff.

Henry Hart, of 1000 Madison avenue, is now devoting his time to his summer hotel on Long Island.

A. L. Young & Co., 54 W. 28th street, are handling good stock of the peony, Festiva Maxima.

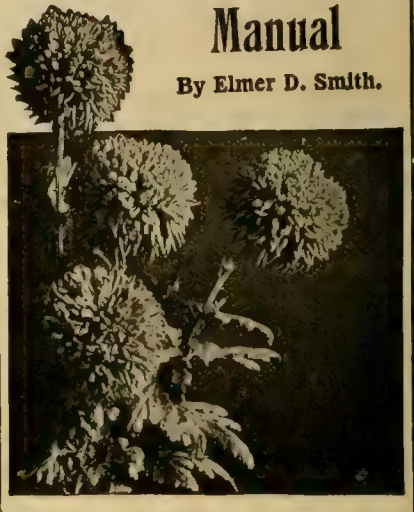
Visitors: A. Farenwald, Roslyn, Pa.; Louis J. Reuter, Westerly, R. I.; C. H. Totty, Madison, N. J. A. F. F.

SPHAGNUM MOSS
For Florists.
For Nurserymen.

Contract prices made now for your Fall and Winter Supply.

CHICAGO, 31-33 W. Randolph Street NEW YORK, 43 Barclay Street
VAUGHAN'S SEED STORE

The Chrysanthemum Manual
By Elmer D. Smith.



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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857.

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L. D. Phone, Graceland 1112.

Send us your retail orders.

WE HAVE THE BEST FACILITIES IN THE CITY

Mention the American Florist when writing

St. Louis, Mo.

Wm. A. Seeger
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Mullanphy Florists (INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co's STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

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Albany, N. Y.

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FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
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J. M. Fox & Son, Inc.

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BOSTON 1 Park Street, 799 Boylston Street

Deliveries to Steamers and All Eastern Points

Mention the American Florist when writing

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NEW YORK.
No. 22 West 59th Street
Adjoining Plaza Hotel
Member of the Florists' Telegraph Delivery

Original Decorations a Specialty.
Branch:
THE VANDERBILT HOTEL
Main Phone, Murray Hill, 783
Branch " " " 1808
Park Ave. and 34th St.

Kottmiller

Member F. T. D.
426 Madison Ave.
And 49th St., NEW YORK

Chicago.

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25 E. MADISON ST.

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J. J. Habermehl's Sons

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The Best the Market Affords.

We cover Eastern Pennsylvania, New Jersey and Maryland.

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And give special attention to steamer and theater orders. Prompt delivery and best stock in the market.

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Largest and most centrally located store in the city. All orders given prompt attention.

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Successor to Sievers & Boland
FLORIST
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H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or the Northwest.

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611 FIFTH AVE., COR. 49TH STREET.
NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.
Cable address: Alexconnell, Western Union Code.

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Adam Sekenger
FLORIST
No. 32 NEWBURY STREET
We cover all points in Maine.

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Wire and Mail Orders Our Specialty.

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Successors to Bragg's Flower Store.
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Member of Florists' Telegraph Delivery.

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Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association

Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

LARGEST FLOWER STORE IN THE CITY

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.

Established 1874.

DARDS

N. E. CORNER 44TH ST. AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Members of Florists' Telegraph Delivery.

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Holm & Olson,

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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET.

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America

Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop, Ltd.

1800 Chestnut Street

Members of Florists' Telegraph Delivery.

Syracuse, N. Y.

MILES S. HENCLE

FLORIST

536 SOUTH SALINA STREET

General designs—All flowers in season

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Amsterdam, N. Y.—John C. Hatcher.
Bangor, Me.—Sekenger, Adam, 32 Newbury St.
Boston, Mass.—Comley, Henry R.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Brooklyn Cut Flower Market.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Son, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, the Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—Edward A. Forter.
Cleveland, O.—A. Graham & Sons.
Cleveland, O.—Chas F. Kirchner.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Texas—Potter Floral Co.
Ft. Smith, Ark.—George Rye.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Palex.
Los Angeles, Calif.—Howard & Smith.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Quebec—The Dominion Floral Co.
Minneapolis, Minn.—Whitted Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—Philips Bros.
Newark, O.—Chas. A. Duerr.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New York—Dard's, 44th and Madison Ave.
New York—Hanft Bros.
New York—Hession.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Thos. F. Galvin, Inc.
New York—Max Schling, 22 W. 29th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
New York—The Boulevard Floral Co.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—M. J. Callahan.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia—The London Flower Shop, Ltd.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Providence, R. I.—T. J. Johnston & Co.
Rochester, Minn.—Rochester Floral Co.
Rochester, N. Y.—J. B. Keller's Sons.
Rockford, Ill.—H. W. Buckbee.
Sheboygan, Wis.—J. E. Matthewson.
St. Louis, Mo.—Foster, Fred.
St. Louis, Mo.—Mullanphy Florists.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Joseph's, 233-35 Grant Ave.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Sedalia, Mo.—Archias Floral Co.
Springfield, Mass.—N. F. Higgins.
Steubenville, O.—Huscroft's Flower Shop.
Syracuse, N. Y.—Miles S. Hencle.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington—Geo. H. Cooke, Conn. Ave. and L.
Washington—Gude Bros.
Wilmette, Ill.—Pyfer & Olsem.
Williamsport, Pa.—Evenden Bros. Co.
Worcester, Mass.—Randall's Flower Shop.

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Corner Broadway and Gratiot Avenues.

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High Grade Cut Blooms

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EUCLID AVENUE

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Canada's best known and most reliable florist

Only the Best **Dunlop's**

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We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

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Brooklyn Representative of National Florist Corporation.

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CHAS. F. KIRCHNER

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Orders filled for all points in Ohio. Satisfactory Service Assured.

Mention the American Florist when writing.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to

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2221-2223 W. Madison St. CHICAGO

All orders carefully filled under the supervision of

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Member of Florists' Telegraph Delivery.

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Both Phones, 527.

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Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Madison Ave. at 62nd Street NEW YORK

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2391 Broadway, New York

Telephone, Schuyler 6375

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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Quality Flowers

TWO GREENHOUSES ON PREMISES.

Plant Specialists Phones { 107 / 420 / 775 } Lenox

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Mail and Telegraph Orders carefully executed.

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Choice Cut Flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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WE SOLICIT TELEGRAPH ORDERS.
Regular Trade Discount.
215 W. FOURTH STREET.

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Cut Flower Merchants.

We solicit telegraph orders. Regular trade disct.
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Samuel Murray,

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All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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N. E. Cor. Taylor and Olive St.
Flowers delivered in city and state on short notice
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California Florists

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Wholesale and Retail Florist of GRAND RAPIDS.
Members of Florists' Telegraph Delivery.

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ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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Orders Carefully Executed

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Huscroft's Flower Shop

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All Orders Promptly Executed

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The Smith & Fetters Co.,

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735 Euclid Ave. CLEVELAND

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233-235 GRANT AVENUE

Members of Florists' Telegraph Delivery and National Florists for this District. A specialty made of "Welcoming" and "Bon Voyage" packages.

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Night and day service in all Central Pennsylvania.

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Covers all New England points.

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Will fill orders for the West on short notice
Trade discounts. First-class. stock.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

THE DOMINION FLORAL CO.

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Every order receives prompt and careful attention

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Every Order sure to receive prompt and careful attention.

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Largest Growers in Central Pa.

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50 years' experience in the florists business guarantees efficiency to take care of all orders. Twenty per cent allowed.

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Flower Shops: 50 E. Main St., Amsterdam, N. Y.
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132 North State Street, CHICAGO, ILL.
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Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

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200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

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TERRE HAUTE, IND.

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HARDESTY & CO.

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THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

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S. A. ANDERSON

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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NEW ENGLAND POINTS. 107 WASHINGTON ST., PROVIDENCE

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AMERICAN SEED TRADE ASSOCIATION.

Thirty-Fifth Annual Convention, Detroit, Mich., June 19-21.

The Officers Elect:

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

(Report Continued From Issue of June 23.)

Closing Days Full of Interest.

As stated in our issue of June 23, page 1234, the thirty-fifth annual convention of the American Seed Trade Association, which opened at the Hotel Pontchartrain, Detroit, Mich., June 19, the meeting extending over three days, was most successful both in interest and attendance. Continued arrivals after the opening day confirmed the prophecy that this convention would be the largest attended in the history of the organization. It was declared by many the most successful ever held. The convention visitors were greeted with unlimited hospitality at every turn —received into the homes of the Detroit members as intimate friends, not as strangers, the general atmosphere of cordiality communicating to all and making the occasion a most enjoyable one.

Wednesday's Programme.

Following the business sessions and the hospitalities of the opening day, including the reception at the residence of Lem W. Bowen, as reported in our last week's issue, the business meeting Wednesday morning opened with an address by W. A. Wheeler, specialist in charge of seed marketing investigations, office of markets, United States department of agriculture, Washington, D. C. The speaker said in part that it was not the purpose or intention of the department to do anything to upset the present channels of legitimate seed dealing, insofar as such are economic and efficient; but rather to study methods of obtaining greater economies and greater efficiency in the handling of seeds from the producer to the consumer, and that the legitimate seedsmen will be given every possible assistance and encouragement. He added that plans were being made to inaugerate a seed, grain and hay marketing reporting service for supplying to those interested, the commercial movements of such crops, which would be of particular value to dealers in these commodities in giving reliable information at all times relative to the surplus in various sections of the country and the amount available for prompt shipment. From information obtained, the department can determine where increased production should be encouraged and where further increase should be discouraged. The careful study of prices in both producing and consuming territory and the influence of all seasonal and other factors upon prices should give a basis for the correction of any evils that become apparent. The information which would be covered under the seeds section in this service includes seed grains, grass and clover seeds, beans, peas, and seeds of other legumes, forage and grain sorghums, millets, and seeds of other field and food crops. President White tendered the thanks of the convention to the speaker for his able address.

David Burpee, Philadelphia, Pa.
Second Vice-Pres.-elect Am. Seed Trade Ass'n.

Committee on War Councils.

On motion of Vice-President L. L. Olds, the following resolution was adopted:

Whereas, The governors' war councils in the various states have already taken action in many directions to insure a greater food production, among those activities, four subjects are being especially urged—Seeds, power, labor and money, and

Whereas, The seed trade is best equipped to give efficient service in the proper handling of seeds; and in order to do itself justice and to forestall ill-advised action in local seed campaigns, the following recommendations are presented at this time:

Resolved, That a special committee be appointed with the following duties —First, to keep in touch so far as possible with the activities of any special war councils and to promote by necessary publicity, the use of the established channels of seed distribution. Second, to do everything possible to encourage seedsmen to perfect and improve their business to more fully meet the present emergency.

Report of Committee on Resolutions.

H. W. Wood, chairman of the committee on resolutions, offered resolutions of condolence with the families of members, deceased during the year, which were adopted by a rising vote, viz.: Walter P. Stokes, ex-president of the association; Herbert W. Johnson, one of its founders; Henry A. Salzer, prominent and active member; W. C. Langbridge, also a valued and active member, and Henry Kirk White, vice-president of D. M. Ferry & Co., Detroit, from 1905 until his death, and director in the same company from 1879 to 1916.

Wednesday's Hospitalities.

On Wednesday afternoon members, guests and ladies were taken on an antomobile drive of 40 or 50 miles through the handsome residence portions of Detroit, through Palmer and Belle Isle parks, and on their return trip were entertained at the residence of D. M. Ferry, Jr., at Grosse Pointe. Here they were received by Mrs. D. M.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. Onion, Lettuce, Carrot, Parsnip, Parsley, Celery, Endive, Salsify, Named and Mixed Grandiflora and Spencer Sweet Peas, and Sunflower.
SAN JOSE, CALIFORNIA

SEEDSMEN'S CONVENTION AT DETROIT.
Snapshots on the Ferry Farm.

Ferry and Mr. and Mrs. Kirby B. White. Delicate refreshments were served, the following ladies assisting in the pouring: Mesdames L. W. Bowen, F. J. Sermiento, Edgar Bowen, Julian Bowen, Charles Denby, Theo. A. McGraw, W. S. Conant, E. Goodloe Edgar and Miss Edith Butler. Mr. Ferry's beautiful gardens were inspected, the rear of the premises bordering on Lake St. Clair. The visitors had had a taste of this intimate hospitality in the reception at the home of Lem W. Bowen the evening before, a home which is equaled by few in its elegant appointments. At Mr. Ferry's residence they again enjoyed the same hearty welcome.

On the return trip they passed the Water Works park and the Ford and Packard automobile plants and were taken in their automobiles direct to the steamer "Tashmoo" where the remainder of the evening was spent in a boat-ride and informal dinner, followed by an address by Dr. John Merle Coulter, Professor of Botany of the University of Chicago.

It is impossible to do justice to this address in a brief synopsis. It was considered by those capable of judging to be an extremely valuable contribution to the literature of the seed trade. The speaker held that we are not making the progress that we should make by improving varieties by mass selection, but that we are getting merely averages, whereas if we were to take individual types, following the Mendelian law, instead of getting averages which would include some minimums, some medium types, and some high types in exceptional cases, that we would get high types in every case. He discussed the law of mutation, which he illustrated by saying that the changes are so great as well as being so obscure, that this may be compared to a man falling asleep at night, and waking in the morning without any consciousness of what has taken place in the interval. With the mutation as to class you cannot account for the difference between the progeny and its parent. No one knows how to account for the changes that come by mutation. No one can make any great progress definitely except by following out individual selections in order to secure a type that is constant. The speaker admitted that most of the progress that had been made and most of the progress that would be made in the future would have to be made by mass selection. He discussed the relative influence of heredity and environment. He also pled for co-operation between growers and scientific botanists in order that further light might be thrown on the somewhat obscure and difficult subject and more definite conclusions thereby reached in the future.

Report of Committee on Customs and Tariff

Secretary Kendel read the report of the committee on customs and tariff, which, on motion, was ordered printed and referred to the incoming committee as follows:

Your committee on customs and tariff begs to report that no definite action has been taken by Congress toward changing the present tariff as affecting the seed trade. Considerable agitation, however, has been caused by the report that a war tax of 10 per cent ad valorem would be levied on all imports.

The latest information that your committee has received, however, through the chairman of the tariff committee of the American Association of Nurserymen is, that neither the democratic nor republican party is disposed to disturb the tariff at this time. Should any different information reach your committee, or any of its members, it is very important that we urge that such tax, if it be imposed, be as a specific duty. On any contrary proposition this association should record its protest in person at Washington.

Your committee desires to report that a general tariff commission has been appointed for suggesting to appropriate congressional committees desirable additions and revisions, and this commission has written us the following letter, which explains itself: (A similar letter we believe has been mailed to most American seedsmen.)

"The law charges the tariff commission with the duty of investigating the administration and operation of the customs laws. Accordingly the administrative laws are now being compiled and codified by the commission, for the purpose of suggesting to the appropriate committees of Congress desirable revisions and additions. This work has in view the removal of existing ambiguities, the elimination of obsolete and superfluous provisions, and the adjustment of the law to modern conditions.

"Your co-operation in this work is earnestly invited, and any specific suggestions which you may wish to make in the interest of simplifying the customs laws and facilitating their administration will be appreciated.

"Please make your reply to this communication to Vice-Chairman Daniel C. Roper in the inclosed official envelope (which does not require postage)."

(Signed) F. W. TAUSSIG, chairman.

It is now up to the American Seed Trade Association as a body and as individuals to formulate a clear and definite statement of any and all difficulties connected with the administration of the customs laws so far as it affects seed imports or exports, and it will be our own fault if we do not place before this body in an effective manner all our troubles so that they may be remedied in the new code.

J. C. VAUGHAN, Chairman,
E. L. PAGE.
WATSON S. WOODRUFF.
F. W. BOLGIANO.
A. E. REYNOLDS.
LEM W. BOWEN.

Visit to Oakview Farm.

On Thursday morning a trip was made by trolley to the Oakview farm and trial grounds of D. M. Ferry & Co., which occupy an area about one mile square located 22 miles from Detroit, where the visitors were given an opportunity to inspect everything that was to be seen at this modern establishment. On arrival the guests were asked to check their headgear, and after this had been replaced with unique hats, turbans and grotesque head-dresses of various descriptions which transformed them into Irish dukes, French peasants, English lords and Italian countesses, light refreshments were served, followed by a circuit of the farm in autos, each machine in charge of a guide, who explained all details in an interesting manner, among the points of interest being the water works equipped with a 66,000-gallon cistern, the fertilizer plant, the cement block factory, blacksmith shop, implement sheds, etc. At the dry house where seeds are dried by a forced hot air supply, outside weather conditions are of no consideration and the processes go on uninterruptedly day and night. After the tour of the farm the party returned to the clubhouse, where an appetizing luncheon was served in individual baskets, everything being carried out in excellent taste to the last detail. Music was furnished by a splendid orchestra and the guests were also entertained by four sprites, who on an improvised dancing floor, gave interpretive terpsichore.

At the close of the dinner, J. M. Lupton proposed a vote of thanks to D. M. Ferry & Co., which, at the suggestion of Watson S. Woodruff, was given in the form of three cheers and a tiger. A number of the gentlemen in the farther end of the pavilion about this time sang in honor of President Kirby B. White, "If You're a Friend of Mine," led by W. F. Therkildson. Mr. Therkildson next called on Theodore Cobb as the hard-working man in charge of the arrangements, who responded expressing his high appreciation of the compliment paid him, calling the attention of the company to the invitation on the menu to "Come Again." Dancing and other amusements followed.

Election of Officers.

In the election of officers, F. W. Bolgiano, of Washington, D. C., was nominated for president by David Burpee of Philadelphia, and the nomination eloquently seconded by Watson S. Woodruff, who at once moved that the rules be suspended and the election of Mr. Bolgiano be made by unanimous consent. The motion carried without a dissenting vote, and Mr. Bolganio was declared president for the ensuing year. C. C. Massie nominated for first vice-president William G. Scarlett, of Baltimore, and on motion of H. L. Holmes, seconded by J. M. Lupton, Mr. Scarlett's election was also made by unanimous consent. Wilbur Brotherton nominated David Burpee as second vice-president, seconded by Watson S. Woodruff, and on motion of E. L. Page, the rules were suspended and Mr. Burpee elected by unanimous vote. The chair named as nominating committee to propose members of the executive and membership committees, President-elect F. W. Bolgiano, Geo. S. Green and E. L. Page. On motion of J. C. Robinson, the rules were suspended and C. E. Kendel was unanimously elected to succeed himself as secretary-treasurer.

President White read a message of greeting from Charles N. Page: "Greetings to all. Wish you a successful and enjoyable convention." On motion, the incoming president was directed to suitably acknowledge the greetings of Mr. Page. On motion of C. E. Kendel, Kirby B. White was elected as assistant secretary-treasurer.

The nominating committee recommended the election of the following, and there being no other nominations, on motion these gentlemen were unanimously elected as members of the executive and membership committees, viz.: Executive committee—Kirby B. White, E. L. Page, Charles S. Burge, Leonard H. Vaughan, Howard M. Earl. Membership committee—J. C. Robinson, B. P. Corneli, H. G. Hastings. Mr. Robinson asked that he be relieved from duty as chairman of the membership committee, but his request was not granted, and in order to make his duties less onerous, President White suggested that he have additional assistants, and on motion of S. A. Wilson, the incoming president was authorized to appoint two additional members to aid the membership committee in their labors during the coming year.

Invitations for the next convention city were received from Cincinnati, Columbus, San Francisco, New York, and Cedar Point, Ohio.

Just previous to the appointment of J. M. Lupton and Watson S. Woodruff by President White to escort President-elect Bolgiano to the chair and install him in office, the retiring president said: "The chair wishes to express his appreciation of the very cordial co-operation which everybody has extended during the past year, and to say that he has enjoyed very much serving you as best he might, and that he shall always remember the courtesy and cordiality of your support. This extends to all the committees and to each member."

President-elect Bolgiano, who was then escorted to the chair, expressed his appreciation of what he considered one of the greatest honors that had ever come to him, and pledged his best efforts to the administration of the affairs of the association during the approaching period, which he felt would be a very strenuous one. Watson S. Woodruff then rose to a point of personal privilege and asked President Bolgiano that he use his vested power and have Kirby B. White called before the tribunal, either by moral suasion or force on the part of the sergeant-at-arms. When Mr. White appeared he was presented with a handsome gold watch and chain and a new one-dollar bill. In expressing his appreciation the retiring president said: "I accept the dollar bill with great pleasure, and the watch and chain with almost as great pleasure. I will now join the ranks of the illustrious ex-presidents. It is a little like the case of the old maids, who are said to be the happiest, after all, when once they have quit struggling. Again I thank you and bid you farewell."

On motion of J. M. Lupton, the convention adjourned sine die.

The Closing Session.

At the closing session of the convention on Thursday afternoon, on the suggestion of President White, a resolution of thanks was adopted to William G. Scarlett, chairman of the legislative committee, for his tactful, diplomatic and efficient services, also to the members of the legislative committee, who have so well discharged such arduous duties.

By unanimous vote the resolution recommended for adoption in his opening address by President White was, with a slight verbal change, adopted as follows:

"At the thirty-fifth annual convention of the American Seed Trade Association it was unanimously resolved: That the President of the United States and the Secretary of Agriculture be tendered the support of this association in all reasonable measures designed to prosecute the war with the utmost vigor.

"We count ourselves fortunate to be able to do our full share in supplying men and money, but our greatest service may well be in maintaining under extraordinary strain the machinery of producing and the distributing of seeds without which agriculture must fail.

"Because we realize in some measure the magnitude of the task to which our country is committed, we are the more earnest in pledging to it our entire resources."

On motion of G. J. Carpenter, seconded by A. H. Vogeler, David Burpee and others, the secretary was directed to communicate the passage of the above resolution to the President and the Secretary of Agriculture.

President White read the following telegram from H. G. Hastings: "Tell them I am sorry they cannot be with the 3,000 Rotarians here who are having a glorious time in the most inspiring convention ever held by Rotary."

The report of the committee on government charges, Charles D. Boyles, chairman, was read and made part of the record.

New Members Elected.

The following applicants, recommended by the membership committee, were elected, and such of them as were present were introduced to the convention by a special committee consisting of J. C. Robinson and Watson S. Woodruff:

American Seed Tape Co., New York.
W. E. Barrett & Co., Providence, R. I.
Blair-Harper & Co., Aurora, Ill.
The C. S. Brent Seed Co., Lexington, Ky.
J. G. Carpenter Seed Co., Provo, Utah.
Darling Seed Co., Petoskey, Mich.
Henry A. Dreer, Inc., Philadelphia, Pa.
Edgar F. Hurff, Swedesboro, N. J.
Girardeau Seed Co., Monticello, Fla.
Gunn Seed Co., Lincoln, Neb.
Hall Seed Co., Louisville, Ky.
Hayes-Thomas Grain Co., Little Rock, Ark.
Holmes-Letherman Seed Co., Canton, Ohio.
Kaercher-Schisler Seed Co., St. Louis, Mo.
The Lohrman Seed Co., Detroit, Mich.
The M. G. Madson Seed Co., Manitowoc, Wis.
The Marlow Seed Co., Wichita, Kan.
Robert Nicholson, Dallas, Tex.
The O'Bannon Co., Claremore, Okla.
Oshkosh Seed Co., Oshkosh, Wis.
Philadelphia Seed Co., Philadelphia, Pa.
Rumble & Wensel Co., Claremore, Okla.
Seattle Seed Co., Seattle, Wash.
Walter S. Schell, Harrisburg, Pa.
The I. W. Scott Co., Pittsburgh, Pa.
Sluis Seed Store, Chicago, Ill.
I. N. Simon & Son, Philadelphia, Pa.
The Templin-Crockett-Bradley Co., Cleveland.
H. R. Wilber Co., Jamestown, N. Y.

On motion of S. F. Willard and a similar motion by C. C. Massie, telegrams of sympathy were sent to Oscar

FLOWER SEEDS for SUMMER SOWING

VAUGHAN'S INTERNATIONAL PANSIES.

PANSY.

Vaughan's International Mixture, Trade Pkt., **50c;** ⅛ oz., **$1.50;** ¼ oz., **$5.00;** Oz. **$10.**
Vaughan's Giant Mixture, Trade Pkt. **25c;** ⅛ oz., **60c;** Oz., **$4.00;** ¼ lb., **$14.00.**
Vaughan's Cut Flower Mixture, Trade Pkt., **25c;** ⅛ oz., **60c;** Oz., **$4.00**
Vaughan's P. P., (Popular Price) **Mixture,** Trade Pkt., **20c;** ⅛ oz., **35c;** Oz., **$2;** 4 oz., **$7.**
Chicago Parks Bedding Mixture, Trade Pkt., **10c;** ¼ oz., **30c;** Oz., **$1.00;** ¼ lb., **$3.50.**

Write for list of Named Sorts with prices.

ASPARAGUS.

Plumosus Nanus. Northern Greenhouse Grown. Per 100 seeds, **50c;** 250 seeds, **$1.00;** 1000 seeds, **$3.50;** 5,000 to 10,000 seeds at **$3.00** per 1000.
Hatcherii. 100 seeds, **40c;** 1000 seeds, **$2.00.**
Sprengeri. 100 seeds, **15c;** 250 seeds, **25c;** 1000 seeds, **75c;** 5000 seeds, **$3.50;** Oz., **50c.**

BELLIS (Double Daisy).

		Trade Pkt.	Oz.
Monstrosa White, giant double	⅛ oz., 75c	$0.25	
Pink, giant double	⅛ oz., 75c	.25	
Longfellow, dark pink	⅛ oz., 30c	.15	$2.00
Snowball, double white	⅛ oz., 30c	.15	2.00
Vaughan's Mammoth Mixture	⅛ oz., 35c	.25	2.40

CALCEOLARIA HYBRIDA.

Mixed, extra choice. Price, trade pkt., (1000 seeds), **50c**; 3 trade packets for **$1.35.**

CINERARIA HYBRIDA.

Vaughan's Columbian Mixture	Trade pkt., (500 seeds),	$0.50
Large-Flowering White	500 seeds,	.35
Pompadour, blue striped on pink	500 seeds,	.50
James' Giant Mixture	500 seeds,	.50
Crimson	Each per trade pkt., (500 seeds) 35c	
Blue		
Blood-Red		
Flesh		
Matador, brilliant scarlet	Trade pkt., 500 seeds,	.50
Old Rose, pink to rich coppery red	500 seeds,	.50
Hybrida, fine large-flowering mixed	500 seeds,	.25
Grandiflora, semi-dwarf. Mixed		.35
New Miniature	500 seeds,	.50

DRACAENA.

		Trade Pkt.	Oz.
Indivisa Linea'a, striped		$0.10	$0.40
Indivisa, narrow green leaves	lb., $3.50	.10	.30
Indivisa Latifolia, broad green leaves		.10	.40
Australis, green and red colored leaves		.10	.50

PRIMULA.

Vaughan's Chinese International Mixture. Packet of 500 seeds, **50c;** 3 for **$1.40;** per 1-16 oz., **$3.50.**

		Trade Pkt.
Malacoides. An improved Forbesii	1-16 oz., 60c	$0.25
Alba		.25
Rosea		.50

Vaughan's Seed Store

43 Barclay Street
NEW YORK

31-33 W. Randolph Street
803 W. Randolph Street **CHICAGO**

Mention the American Florist when writing

H. Will, Bismarck, N. D., and L. L. May, Minneapolis, Minn., in their present illness. A floral offering was ordered sent to the former on motion of Charles D. Ross.

Convention Notes.

Joe Edmundson says the convention entertainment and scenic features were beyond words. This will surprise Joe's many friends, for he was an apt pupil of the grand master of seed crop description, the late lamented Charlie Braslan, and those who recall Joe's accounts of the struggles and triumphs of California seed growers must agree that the attractions of the Detroit meeting place Eden in the shade.

Ferry's mammoth pumpkin will be so well remembered and so vividly portrayed by those who were there that those who were not will burden the mails with requests for descriptive circulars and prices for many a day to come.

Four hundred and thirty-three sat down to the dinner on the steamer Wednesday evening and equally as many visited Ferry's Oakview trial grounds Thursday forenoon.

Theo. Cobbs' unique "Well of Mystery" proved quite popular, dispensing buttermilk, lemonade, grape juice and other beverages sufficient to satisfy the thirstiest visitor.

George C. Thompson, of Northrup, King & Co., Minneapolis, Minn., started on an extended eastern tour at the close of the convention.

John C. Bodger and wife, Los Angeles, Calif., left for New York after the meeting.

Convention members all seemed to be buyers, no sellers.

The Ladies Present.

Miss Jessie L. Anderson, Baltimore, Md.
Mrs. John C. Bodger, Los Angeles, Calif.
Mrs. H. W. Buckbee, Rockford, Ill.
Miss Dorothy Budd, Rochester, N. Y.
Mrs. T. H. Brown, Grand Rapids, Mich.
Mrs. T. E. Cashman, Owatonna, Minn.
Mrs. L. Coy, Valley, Neb.
Mrs. B. P. Corneli, St. Louis, Mo.
Mrs. B. W. Dulaney, Cincinnati, O.
Mrs. E. E. Dungan, Philadelphia, Pa.
Miss R. E. Evans, Buffalo, N. Y.
Mrs. A. H. Flannigan, Crawfordsville, Ind.
Miss E. J. Flood, Philadelphia, Pa.
Mrs. Edward J. Ford, Philadelphia, Pa.
Mrs. George S. Green, Chicago.
Miss G. M. Green, Chicago.
Mrs. E. O. Grenell, Saginaw, Mich.
Mrs. F. C. Herzog, Rochester, N. Y.
Miss Gertrude Hettinger, Portage, Wis.
Mrs. P. W. Hilton, Chicago.
Mrs. A. O. Hogg, Toronto, Ont.
Mrs. Chas. Hollenbach, Chicago.
Mrs. H. B. Johns, Millington, Mich.
Mrs. Herman R. Kinsey, Omaha, Neb.
Mrs. Wm. Kulker, Faribault, Minn.
Mrs. Lazarri, New York.
Mrs. E. L. Leonard, Chicago.
Mrs. John C. Leonard, Chicago.
Mrs. J. W. Luscombe, Jr., Toledo, O.
Mrs. E. A. McKenzie, Brandon, Man.
Mrs. Dean G. Martin, Honeoye Falls, N. Y.
Miss Ruth Massie, Minneapolis, Minn.
Mrs. F. W. Mayhew, Saginaw, Mich.
Mrs. J. L. Mitchell, Jr., Natchez, Miss.
Mrs. J. T. Moreland, Norfolk, Va.
Mrs. L. L. Olds, Madison, Wis.
Mrs. W. T. Phillips, Toledo, O.
Mrs. E. T. Pierce, Des Moines, Ia.
Mrs. F. E. Pigott, Rochester, N. Y.
Mrs. Percy C. Pratt, Jackson, Mich.
Mrs. A. L. Rogers, Alpena, Mich.
Mrs. Arthur Schisler, St. Louis, Mo.
Mrs. Ernest Sonderegger, Beatrice, Neb.
Mrs. C. J. Sperco, New York.
Mrs. L. J. Starret, La Crosse, Wis.
Mrs. R. P. Stechler, New Orleans, La.
Mrs. Walter A. Stewart, Baltimore, Md.
Miss L. J. Stowell, La Crosse, Wis.
Mrs. W. P. Stubbs, Louisville, Ky.
Mrs. G. Van Antwerp, Mobile, Ala.
Mrs. G. E. Weedey, La Crosse, Wis.
Miss Marguerite Windheim, Omaha, Neb.
Mrs. F. C. Woodruff, New Haven, Conn.
Mrs. H. Woodruff, New Haven, Conn.
Misses Julia and Jane Woodruff, Orange, Conn.
Mrs. Watson S. Woodruff, Orange, Conn.

The Patriotic Garden.

'Tis the first rose of summer
Left blooming alone;
All the other proud bushes
Potatoes have grown.
—New York Sun.

War-Time Mother Goose.

Joshua Jones all grief and groans,
What's wrong with your garden, Josh?
"Society buds are hoeing my spuds,
And they've ruined the crop, b'gosh!"

The Attendance.

The attendance at this meeting was among the largest on record, those present including the following:

Earl F. Adams, Milford, Conn.
J. M. Adams, Chicago.
L. Allen, Floral Park, N. Y.
Frank W. Annin, Toledo, O.
W. H. Annin, Toledo, O.

Burt Ball, Chicago.
Merton L. Bamer, Toledo, O.
C. G. Barnea, Rochester, N. Y.
A. J. Barnidge, St. Louis, Mo.
W. H. Barrett, Adrian, Mich.
F. W. Barteldes, Lawrence, Kan.
C. S. Barto, Painesville, O.
A. E. Bell, Fort, Worth, Tex.
N. Bentley, Detroit, Mich.
E. J. Bernet, La Crosse, Wis.
A. A. Berry, Clarinda, Ia.
H. A. Bertoli, Chicago.
E. A. Blakeslee, St. Joseph, Mich.
John C. Bodger, Los Angeles, Calif.
Chas. W. Bolgiano, Washington, D. C.
F. W. Bolgiano, Washington, D. C.
Geo. L. Born, Oshkosh, Wis.
Lem Bowen, Detroit, Mich.
G. P. Bradley, Cleveland, O.
Luther A. Breck, Boston, Mass.
C. S. Brent, Lexington, Ky.
Wilber Brotherton, Detroit, Mich.
Alfred J. Brown, Grand Rapids, Mich.
B. F. Brown, Fitchburg, Mass.
Douglas A. Brown, Cincinnati, O.
H. A. Brown, Chicago.
J. C. Brown, Fitchburg, Mass.
T. H. Brown, Grand Rapids, Mich.
E. S. Bryan, Norfolk, Va.
H. W. Buckbee, Rockford, Ill.
Chas. S. Burge, Toledo, O.
Jas. A. Burke, New York.
Richard Burn, Brandon, Man.
David Burpee, Philadelphia, Pa.
Wm. D. Burt, Dalton, N. Y.
D. I. Bushnell, St. Louis, Mo.

J. F. Carlton, Jackson, Mich.
D. Carmichael, Cincinnati, O.
G. J. Carpenter, Provo, Utah.
T. E. Cashman, Owatonna, Minn.
J. C. Caswell, Providence, R. I.
F. F. Caughey, Detroit, Mich.
K. L. Chambers, Louisville, Ky.
Horace P. Chapman, Seattle, Wash.
C. R. Chesmore, St. Joseph, Mo.
George H. Clark, Ottawa, Ont.
Theo. Cobb, Detroit, Mich.
C. B. Coe, Detroit, Mich.
John R. Condon, Rockford, Ill.
L. R. Condon, Rockford, Ill.
W. E. Cook, Cleveland, O.
Jas. R. Coon, Washington, D. C.
W. W. Cope, Chicago.
Adolph Cornell, St. Louis, Mo.
B. P. Corneli, St. Louis, Mo.
C. D. Coventry, Chicago.
Lawrence Coy, Valley, Neb.
P. J. Crockett, Cleveland, O.
W. H. Crossland, Milwaukee, Wis.
J. W. Crow, Ontario Agricultural College.
H. A. Cushing, Seattle, Wash.

John Davis, Delaware, O.
A. Percy Diggs, Richmond, Va.
W. H. Dildine, Rochester, N. Y.
A. Lee Don, New York.
Edward W. Dorey, New York.
Harry W. Doughten, New York.
B. W. Dulaney, Cincinnati.
E. E. Dungan, Philadelphia, Pa.
E. E. Dupuy, Pontiac, Mich.
H. E. Dupuy, Pontiac, Mich.

H. M. Earl, Philadelphia, Pa.
F. H. Ebeling, Syracuse, N. Y.
F. M. Eberle, Albany, N. Y.
L. S. Edgecomb, Buffalo, N. Y.
J. W. Edmundson, San Jose, Calif.
R. A. Edwards, Kansas City, Mo.

A. T. Ferrell, Saginaw, Mich.
H. Berrien Fish, Carpinteria, Calif.
H. E. Fiske, Boston, Mass.
Richard A. Flagg, Worcester, Mass.
A. H. Flanigan, Crawfordsville, Ind.
E. J. Flood, Philadelphia, Pa.
Edward J. Ford, Philadelphia, Pa.
J. H. Ford, Ravenna, O.

E. L. Geistman, Nashville, Tenn.
Robert George, Painesville, O.
J. Lee Gillespie, Detroit, Mich.
G. Clay Goodlow, Lexington, Ky.
J. W. Gow, Guelph, Ont.
George S. Green, Chicago.
Edgar Gregory, Marblehead, Mass.
Warren A. Gregory, Marblehead, Mass.
E. O. Grenell, Saginaw, Mich.
W. B. Griswold, Lincoln, Neb.
Chas. P. Guelf, Cambridge, N. Y.
A. Guitteau, Toledo, O.
K. Gunderstrup, Chicago.
E. S. Gunn, Lincoln, Neb.
Albert Guttman, Manitowoc, Wis.

W. K. Hager, Philadelphia, Pa.
Geo. Hall, Waterloo, Ia.
W. P. Hall, Louisville, Ky.
Walter L. Hamilton, Two Rivers, Wis.
R. V. Harris, Birmingham, Ala.
Charles C. Hart, Wethersfield, Conn.
Geo. E. Hays, Louisville, Ky.
N. C. Helms, Chicago.
F. C. Herzog, Rochester, N. Y.
M. C. Hettinger, Portage, Wis.
C. A. Hill, Nashville, Tenn.
W. H. Hill, Detroit, Mich.
Wilber P. Hilton, Chicago.
H. S. Hoard, Cambridge, N. Y.
A. O. Hogg, Toronto, Ont.
Chas. Hollenbach, Chicago.
H. L. Holmes, Harrisburg, Pa.
B. M. Holt, Caldwell, Ida.
W. K. Hover, Rochester, N. Y.
W. H. Huffman, Chicago.
F. W. Hull, Penn Yan, N. Y.
August Hummert, St. Louis, Mo.
J. L. Hunt, Cambridge, N. Y.
F. H. Huyck, Chicago.

Fred W. Jaeger, Toledo, O.
Wm. Jefferson, Louisville, Ky.
M. F. Jobes, Jamestown, N. Y.
H. A. Johns, Sioux City, Ia.
H. B. Johns, Millington, Mich.
Clarence K. Jones, Baltimore, Md.
Everett P. Jones, Hartford, Conn.
L. R. Jones, Madison, Wis.
W. Frank Jones, Hartford, Conn.
J. A. Jossman, Detroit, Mich.
Wm. R. Jossman, Detroit, Mich.

C. N. Keeney, LeRoy, N. Y.
Geo. A. Keith, Toronto, Ont.
F. W. Kellogg, Milwaukee, Wis.
A. C. Kendel, Cleveland, O.
C. E. Kendel, Cleveland, O.
R. E. Kerr, Fort Worth, Tex.
E. J. Kilknapp, Faribault, Minn.
J. E. Killen, Windsor, Ont.
Fred B. King, Rochester, N. Y.
John A. King, Toledo, O.
Herman R. Kinsey, Omaha, Neb.
L. A. Kipping, Sedalia, Mo.
F. C. Knecht, Cincinnati, O.
Lawrence Kroedel, Pittsburgh, Pa.
Wm. Kuehn, Faribault, Minn.
Wm. Kulker, Faribault, Minn.
Chas. L. Kunz, Manitowoc, Wis.

S. Phillips Landreth, Bristol, Pa.
W. E. Lear, Detroit, Mich.
Arthur G. Lee, Fort Smith, Ark.
Edward S. Leonard, Chicago.
John C. Leonard, Chicago.
S. F. Leonard, Chicago.
A. W. Livingston, Columbus, O.
Joseph Livingston, Columbus, O.
J. Loewith, New York.
W. A. Lohr, Milwaukee, Wis.
Charles F. Lohrman, Detroit, Mich.
W. B. Lucas, Sheboygan, Wis.
A. H. Luck, Jackson, Mich.
E. Chester Luck, Kansas City, Mo.
J. M. Lupton, Mattituck, N. Y.
J. W. Luscombe, Jr., Toledo, O.
D. F. Lyon, Atlanta, Ga.
R. F. Lyon, Atlanta, Ga.

Chas. H. Mackibbin, Philadelphia, Pa.
Donald Maclean, Toronto, Ont.
L. B. McCausland, Wichita, Kan.
H. B. McCullough, Cincinnati, O.
H. T. McCullough, Cincinnati, O.
J. Chas. McCullough, Cincinnati, O.
A. M. McKenney, Amherstburg, Ont.
A. E. McKenzie, Brandon, Man.
David McLees, Little Rock, Ark.
A. McMeans, Brantford, Ont.
Geo. B. McVay, Birmingham, Ala.

E. F. Mangelsdorf, Atchison, Kan.
Robert E. Mann, Washington, D. C.
Chas. Manthey, Jr., Cincinnati, O.
W. C. Marlow, Wichita, Kan.
Dean G. Martin, Honeoye Falls, N. Y.
C. C. Massie, Minneapolis, Minn.
Alex Mathers, Milford, Conn.
John W. May, Alexandria, Va.
E. B. Mayhew, Saginaw, Mich.
F. W. Mayhew, Saginaw, Mich.
Fred C. Maynard, Sheboygan, Wis.
Wm. Merscher, Pittsburgh, Pa.
J. S. Michael, Sioux City, Ia.
J. L. Mitchell, Jr., Natchez, Miss.
L. Harry Mixson, Charleston, S. C.
J. T. Moreland, Norfolk, Va.
R. L. Morrell, Chicago.
A. B. Morse, St. Joseph, Mo.
D. S. Moses, Two Rivers, Wis.

Clarence A. Neal, Philadelphia, Pa.
Fred Newhans, New York.
Robt. Nicholson, Dallas, Tex.
E. B. Northrup, Minneapolis, Minn.

Dick O'Bannon, Claremore, Okla.
Philip Ochs, Hoisington, Kan.
L. L. Olds, Madison, Wis.
W. L. Oswald, St. Paul, Minn.

E. L. Page, Greene, N. Y.
J. R. Page, Greene, N. Y.
D. A. Parks, Jackson, Mich.
E. R. Peacock, Chicago.
W. T. Phillips, Toledo, O.
E. H. Pieper, San Jose, Calif.
E. T. Pierce, Des Moines, Ia.
Francis E. Piggott, Rochester, N. Y.
Fred S. Plant, St. Louis, Mo.
Percy C. Pratt, Jackson, Mich.
Guy M. Purcell, Evansville, Ind.
Fred S. Radway, New York.
H. J. Rankin, Nashville, Tenn.
Walter A. Reed, Grand Rapids, Mich.
R. J. Rennie, Vancouver, B. C.
A. E. Reynolds, Crawfordsville, Ind.
S. L. Rice, Metamora, O.
E. R. Riethmiller, Jackson, Mich.
Dover Robbins, Ft. Collins, Colo.
J. C. Robinson, Waterloo, Neb.
H. Roewekamp, Oshkosh, Wis.
A. L. Rogers, Alpena, Mich.
Waldo Rohnert, Gilroy, Calif.
O. R. Rohr, Rochester, N. Y.
Chas. D. Ross, Louisville, Ky.
E. Fred Rowe, Harrisburg, Pa.
D. D. Rowland, Sheboygan, Wis.
F. H. Roy, Brantford, Ont.
T. H. Roy, Brantford, Ont.

Kenneth E. Salzer, La Crosse, Wis.
Wm. G. Scarlett, Baltimore, Md.
W. S. Schell, Harrisburg, Pa.
C. Fred Schermerhorn, Philadelphia, Pa.
Arthur W. Schisler, St. Louis, Mo.
E. G. Schoff, St. Joseph, Mich.
G. Edward Schultz, Washington, D. C.
D. G. Scott, Marysville, O.
H. H. Sculthorp, Port Hope, Ont.
H. B. Sefton, Ottawa, Ont.
H. A. Shepard, Chicago.
G. L. Shideler, Cambridge, N. Y.
M. R. Shumway, Rockford, Ill.
J. F. Sims, Clarinda, Ia.
Herman Simmers, Toronto, Ont.
Victor H. Simmers, Toronto, Ont.
W. C. Slate, South Boston, Va.
Jacob J. Sluis, Chicago.
A. Adair Smith, Windsor, Ont.
A. H. Smith, Jackson, Mich.
Curtis Nye Smith, Boston, Mass.
John A. Smith, Toledo, O.
L. M. Smith, Chicago.
Morris S. Smith, Chicago.
A. L. Sommer, Sheboygan, Wis.
J. F. Sommers, Chicago.
Ernest Sonderegger, Beatrice, Neb.
Constant J. Sperco, New York.
George E. Starr, Cambridge, N. Y.
R. P. Steckler, New Orleans, La.
R. C. Steele, Toronto, Ont.
Wm. A. Stein, Cincinnati, O.
George Stewart, Logan, Utah.
R. H. Stewart, Pittsburgh, Pa.
Walter A. Steward, Baltimore, Md.
F. C. Stokes, Morristown, N. J.
A. L. Stone, Madison, Wis.
Walter E. Stone, Toledo, O.
W. P. Stubbs, Louisville, Ky.
G. G. Stumpp, New York.
Thos. W. Suddord, Two Rivers, Wis.
J. F. Sullivan, Detroit, Mich.

J. R. Taber, Toronto, Ont.
O. A. Talbot, Keokuk, Ia.
H. W. Talbott, Keokuk, Ia.
K. W. Talbott, Osceola, Ia.
Daniel Taylor, Chicago
Hugo Teweles, Milwaukee, Wis.
W. F. Therkildson, Philadelphia, Pa.
Geo. C. Thompson, Minneapolis, Minn.
A. Tibbits, Chicago.
T. J. Tobin, Kansas City, Mo.
J. E. W. Tracy, Washington, D. C.

G. Van Antwerp, Mobile, Ala.
J. Vance, Tilsonburg, Ont.
Earl C. Vaughan, Lexington, Ky.
Leonard H. Vaughan, Chicago.
Edward C. Vick, New York.
A. H. Vogeler, Salt Lake City, Utah.

E. T. Walker, Penn Yan, N. Y.
Fred M. Warren, Rochester, N. Y.
G. Willett Warren, Alpena, Mich.
A. E. Washburn, Bloomington, Ill.
W. Watson, Chicago.
O. T. Watts, Louisville, Ky.
Wesley Webb, Dover, Del.
G. E. Weedey, La Crosse, Wis.
W. H. Weston, McGregor, Ia.
W. A. Wheeler, Washington, D. C.
Kirby B. White, Detroit, Mich.
J. S. Wiebens, Birmingham, Ala.
C. O. Wilcox, Chicago.
S. F. Willard, Wethersfield, Conn.
Lyon H. Williams, Norfolk, Va.
S. A. Wilson, Madison, Wis.
H. G. Windheim, Omaha, Neb.
Henry W. Wood, Richmond, Va.
A. Woodruff, New York.
Alling Woodruff, New Haven, Conn.
F. C. Woodruff, New Haven, Conn.
Frank T. Woodruff, Le Roy, N. Y.
Watson S. Woodruff, Orange, Conn.
F. J. Wright, Des Moines, Ia.

W. J. Yopp, Paducah, Ky.

Nothing the matter with living,
Everything humming and bright,
Tender and sweet and forgiving,
Hungry for beauty and light.
Old world shining with glory,
Meadows and mountains at rest,
And love with her wonderful story
Whispering dreams in our breast.

—Baltimore Sun.

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.
Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

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GILROY, CAL.
WHOLESALE SEED GROWER.
Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.
Correspondence Solicited.

The L. D. Waller Seed Co.
Guadalupe, California
Wholesale Growers of
FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS
Correspondence Solicited.

California Crop Conditions Precarious.

C. C. Morse & Co., San Francisco, write as follows, June 19: "We consider the present time one of the most precarious for the seed crops. At the time of writing we are having one of the hottest spells we have experienced for many years, the thermometer having registered temperatures, during the last six days, ranging from 96 to 106 degrees. We expect that radish, carrot, parsnip, parsley, salsify and some varieties of onion will be below normal.

"Sweet peas have been pretty badly attacked by the aphis again, and we look for a light crop. Should the aphis quit, the crop has still time to improve a little."

Pacific Coast Cabbage Seed.

The Chas. H. Lilly Co., Seattle, Wash., writes as follows, June 13: "Weather conditions in this section are not very favorable. The season is backward, not less than three weeks later than normal. Crop of cabbage at the present time is in fair condition and we anticipate a normal crop unless something develops during the next 30 days. The expense of harvesting and handling this crop this year will be much greater than ever before, owing to labor conditions."

NEW YORK.—A. M. van der Schoot, Hillegom, Holland, arrived in this city June 20.

J. C. ROBINSON, Waterloo, Neb., reached Chicago June 22, returning from the convention city, leaving the same night for Rocky Ford, Colo., where he is building a new warehouse, 60x70 feet, rendered necessary by the greatly increased demand for his well-known seed specialties.

VISITED CHICAGO: J. C. Robinson, of the J. C. Robinson Seed Co., Waterloo, Neb.; Ben P. Corneli, of the Shisler-Corneli Seed Co., and wife, St. Louis, Mo.; J. B. McCausland, of the Ross Brothers Seed House, Wichita, Kan.; J. W. Edmundson, representing the California Seed Growers' Association, San Jose, Calif.; L. L. Olds, of the L. L. Olds Seed Co., Madison, Wis.; L. A. Kipping, of the Archias Seed Store, Sedalia, Mo.; Theo. Cobb, of D. M. Ferry & Co., Detroit, Mich.; August H. Hummert, of the St. Louis Seed Co., St. Louis, Mo.; W. H. May, Alexandria, Va.

WRITE FOR OUR
SPECIAL OFFER
Crop 1917—Ready June 15th.
ASTER—All varieties including **AMERICAN BEAUTY** and our latest novelties.
PETUNIAS, STOCKS, ZINNIAS, PORTULACA, double and single; **SALPIGLOSSIS.**
SWEET PEAS—Early and late Spencers.
NASTURTIUMS—and other flower seeds.
JOHN BODGER & SONS CO.
STATION E. :-: :-: LOS ANGELES, CALIF.

Vick's Quality Flower Seeds
In All Leading Varieties.
JAMES VICK'S SONS, Rochester, N. Y.

We carry a reserve stock of all the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply.
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Henry Fish Seed Co.
Bean Growers for the Wholesale Seed Trade
CARPINTERIA, CALIF.

A. N. Pierson, Inc.
Wholesale Florists
CROMWELL, - CONN.

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners.

ONION SETS in the Chicago district the past few days have made wonderful progress with the favorable weather and moisture.

Dracaena Canes
FALL SHIPMENT
All Commercial Varieties
Write for Prices.
McHutchison & Co.
THE IMPORT HOUSE
95 Chambers St., NEW YORK

Mention the American Florist when writing

Thorburn's
SEEDS AND BULBS
For the Trade
J. M. THORBURN & CO.
Established 1802
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THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA.
Rocky Ford, Colorado.
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

ILLINOIS has doubled her area of potatoes planted.

As a result of speculative activity it is stated the public is paying for canned goods prices twice their cost.

BOWLING GREEN, O.—The H. J. Heinz Co., of Pittsburgh, Pa., has purchased the range of W. W. Milnor. It will be devoted to growing young plants.

SARNIA, ONT.—From all indications, the fall show of the Lamberton Fruit and Vegetable Association will excel all previous exhibitions of that organization.

FARMERS' BULLETIN 796, recently issued by the United States department of agriculture, entitled "Some Common Edible and Poisonous Mushrooms," contains 24 well illustrated pages.

HIGHLAND PARK, ILL.—To stimulate interest in vegetable growing as part of war service, a county fair will be held in September by the Garden Club in place of the annual flower show.

SAN ANTONIO, TEX.—A home garden contest under the auspices of the Wolf-Marx Co. proved very successful recently. There were about 100 exhibits, the prizes ranging from $10 to $60.

WATERMELON production for 1917, as forecast June 15 by the United States department of agriculture, was 39,904,200 from 113,400 acres to be harvested, as compared with 34,197,500 from 98,500 acres in 1916.

BOISE, IDA.—The agricultural extension department of the state university has made an investigation of the potato growing districts of the state and reports a large yield in sight. All crops in the southern part of the state are in good condition.

Ready for Farm Work.

Lansing, Mich.—That 10,000 men are card-indexed and ready to leave factories and return to farms in Michigan if their help is needed in harvesting the crops was revealed recently when the Michigan food preparedness committee made public compilations.

Prices of Indoor Fruits and Vegetables.

Chicago, June 26.—Mushrooms, home grown, No. 1, 50 to 75 cents per cartoon; lettuce, cases 5 cents; radishes, 75 cents per hundred bunches; celery, $2.50 per crate; tomatoes, per basket, $1; cucumbers, per crate, $1.25 to $1.50.

New York, June 26.—Celery, per crate, $1.25 to $2.50; cucumbers, 50 cents to $2.50 per basket; mushrooms, $1.00 to $4.00 per 4-lb. basket; tomatoes, 7 to 15 cents per pound; radishes, per hundred bunches, 50 cents to $1; lettuce, per basket, 25 cents to $1; rhubarb, per dozen bunches, 75 cents to $1.25.

Fruit and Vegetable Market Review.

During the week ending June 12-18, the weekly market review issued by the office of markets and rural organizations of the United States department of agriculture showed crop conditions as follows:

With increased shipments, new potatoes dropped about 10 cents per bushel in both producing sections and market centers, jobbing prices ranging from $3.25 to $3.60 per bushel. Shipments from South Carolina and Louisiana are falling of. The price of tomatoes rose abruptly, quotations at Jacksonville, Fla., June 18 ranging from $1.20 to $1.30 per crate, an advance of from 15 to 30 cents over the previous week. Jobbing prices of Texas and Mississippi tomatoes rose in about the same proportion. Texas onions continued to decline, the jobbing price being from $1.00 to $1.40, a decline of 35 cents.

Watermelon shipments from Georgia and Texas started heavy, with Florida shipments about over. Prices ranged about $25 per car less than previous week. Strawberry shipments were 1,955 cars, 200 less than the previous week. Delaware and Maryland berries advanced two cents over the price at this date last year. The peach movement from Georgia is increasing but is less than the corresponding week in 1916. Cantaloupe shipments amounted to 472 cars, 410 more than in the previous week, but only one-third as many as in the corresponding period last year. California 45's Standards were quoted June 18 at $4.50 to $7.00, about $3 higher than a year ago.

Marketing Vegetables.

A great deal of the finest quality of vegetables depends upon the manner of handling during the progress of gathering in the field, washing and trimming for market, and exposure when offered for sale. This is true to such an extent that the very best product can be reduced to a practically worthless one in a very short time. We can never improve the product; that is we cannot add to its intrinsic value, but we can conserve. To commence with, it is of the greatest importance when the material is cut, pulled or picked. There is no question that very early or late in the day is best for most subjects; especially those subject to wilt. However, tomatoes, melons and cucumbers are better handled during the warm hours, which is also true of potatoes. Beans and peas should be picked when the vines are dry. Peas should never be washed for market as they heat readily and are soon lost. Beans are generally improved by a plunge into cold water to prevent undue wilting. A careful operator can generally arrange his plans to fill in the hours of the day to best advantage. Lettuce will never recover after wilting; hence, never expose it. Cut when crisp and wash at once; when obliged to cut in hot sun, we often sprinkle before cutting to crisp it and then cut at once and wash. Spinach will recover in water to a wonderful degree, hence, some neglect is permissible. While radishes can be plumped up in water to a great extent, they are easily damaged in flavor by any undue soaking—15 minutes being the limit. Beets recover very poorly; hence, if they are sold bunched, they need careful handling. A poor practice is to throw vegetables into water over night, as they are then unfit for food. The kind of water used is very important; all vegetables absorb water, hence a stale condition should never be tolerated here no more than in a dairy. This is especially true of such goods as are eaten without cooking. In the warm months, water is quickly tainted, hence those salespeople who expose goods for sale standing in water, make a serious mistake. Even sprinkling fountains are a detriment, as the water finally extracts the soluble proportion and damages the goods.

MARKETMAN.

Miscellaneous Plants.

	2-in.		3-in.	
	100	1000	100	1000
Achyranthes	$2.00	$18.50	$3.00	$25.00
Alyssum	2.00	18.50	3.00	25.00
Ageratum, 6 varieties	2.00	18.50	3.00	25.00
Begonias, Erfordia	2.00	18.50	3.00	25.00
Cuphea	2.00	18.50	3.00	25.00
Coleus	2.00	18.50	3.00	25.00
Heliotrope	2.00	18.50	3.00	25.00
Lemon Verbenas	2.00	18.50	3.00	25.00
Lantanas, 10 vars.	2.00	18.50	.....	.....
Moonvine, White and Blue	2.00	18.50	3.00	25.00
Petunias, Double Fringed Mixed	2.00	18.50	.....	.....
Chrysanthemums	2.00	18.50	.....	.....
Scented Geraniums	2.00	18.50	3.00	25.00
Swainsona	2.00	18.50	3.00	25.00
Abutilon Savitzii	3.00	.....	4.00	.....

Send for Catalogue. Cash with Orders.

R. VINCENT Jr. & SONS CO.,
WHITE MARSH, MD.
GROWERS OF PLANTS FOR THE TRADE.

CHRYSANTHEMUMS

Novelties For 1917

The Best Of 1916 Introductions.

Standard varieties, both commercial and Exhibition.

NOW READY.

Also **Pompons, Anemones and Singles.**

Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.
Adrian, Mich.

1,000,000 ASTER PLANTS FOR SALE

All colors of Vick's Semples, Cregos, Invincibles and Rochesters.

Strong Field Grown Plants, $5.00 per 1000. Cash with order.

SENECA ASTER PLANT CO., LOCK BOX 94, BALDWINSVILLE, N. Y.

R. & M. GODINEAU
SEED GROWERS
Angers, - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

97th Year
J. BOLGIANO & SON,
Wholesale Garden and Field Seeds,
Onion Sets, Seed Potatoes
Growers of Pedigree Tomato Seeds
Baltimore, Md.

TOMATO SEED
Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.
EDGAR F. HURFF,
Correspondence Solicited.
SWEDESBORO, N. J.
Mention the American Florist when writing

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale Farm.
Bristol, Pa.

Lilium Giganteum
7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.
Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
CONTRACT GROWERS OF
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Contract Seed Growers
Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.
Correspondence Solicited.
George R. Pedrick & Son,
PEDRICKTOWN, N. J.
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Grass Mixtures
—FOR—
Golf-Tennis-Polo
MEET ALL REQUIREMENTS FOR ALL SOILS
The Albert Dickinson Co.,
CHICAGO, ILL.

JOHN H. ALLAN SEED CO.
Growers of Choice Varieties of
Peas and Beans
Sheboygan, Wis.
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ORDER SEED PACKETS NOW FOR 1918
Paper scarce. Requirements will be double.
THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

SEEDS Specially Prepared for Export
KELWAY'S
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free
KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**
Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH
AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write for prices.
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GROWERS FOR THE TRADE
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My Winter Orchid-Flowering
Sweet Pea Price List
Has Been Mailed.
It Contains Many Splendid Novelties.
If you have not received a copy, send postal to
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A. Miller, President.
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Bulbs, Seeds, Supplies, Etc.
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TOMATO SEED
Grown for the Wholesale Seed Trade.
HAVEN SEED CO.
SANTA ANA, CALIFORNIA
Mention the American Florist when writing

Arthur T. Boddington Co. Inc.
SEEDSMEN
128 Chambers St., New York
Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

John Watson, Newark, N. Y., President; Lloyd C. Stark, Louisiana, Mo., Vice-President; Curtis Nye Smith, 19 Congress Street, Boston, Mass., Secretary and Counsel.

Forty-second annual convention will be held at Philadelphia, Pa., June 27-29, 1917.

PAWTUCKET, R. I.—The city council has appropriated $3,600 for purchase of land for the extension of Slater park.

SYRACUSE, N. Y.—Plans are being made by the New York State College of Forestry for its annual camp in the Adirondacks.

PLATTE CITY, MO.—John Adam Durkes, well-known nurseryman and a resident here for 74 years, died June 9, aged 80 years.

EUREKA, CALIF.—G. Vanden Abeele has been appointed superintendent of Cottage Gardens Nurseries, succeeding K. Nyeland, resigned.

EAST LIVERPOOL, O.—A new shelter house 70x70 feet with kitchen attached, modern in every respect, is being erected in Thompson park.

NORTH YAKIMA, WASH.—The Yakima Horticultural Society has issued a circular to its members giving advice on storage, packing and blight of apples.

SPOKANE, WASH.—Among other plantings in Manito park there are nearly 800 dahlias, propagated at the city's greenhouses by Alex. Low, chief florist.

METHODS for the control of the grapeberry moth in the important Erie-Chautauqua grape belt of New York are described in Bulletin 550 of the United States department of agriculture.

VISITED CHICAGO: John M. Good, of Good & Reese Co., Springfield, O.; A. M. Brand, Fairbault, Minn.; Mrs. Wm. Crawford, La Porte, Ind.; C. B. Knickman, representing McHutchison & Co., New York.

EVERGREEN seedlings known as Taxus cuspidate and T. baccata are free of duty as coniferous evergreen seedlings, according to a recent ruling of the board of general appraisers, in the matter of protests filed by the International Forwarding Co.

WILKES-BARRE, PA.—Chas. L. Seybold, supervisor of parks, announces that half of the 115,000 bedding plants to be used in the park system have been planted. The bulbs were very fine. Special designs for the Third Pennsylvania artillery, Red Cross, and a United States shield, are among the bedding features. Several new parks are under construction.

PEONY LORD KITCHENER, the new French variety, is described as a good strong grower of medium height. The flowers are of good shape, full, purple amaranth and violaceous red with cherry red on the border of the petals, somewhat in the way of Edouard Andre. Madame Mechin or Armandine Mechin. Lord Kitchener, is it stated, blooms two weeks earlier than other sorts.

PEONIES

Our list is ready.
—Ask for it—

Jackson & Perkins Company.
NEWARK, NEW YORK STATE.

American Association of Nurserymen.

The forty-second annual convention of the American Association of Nurserymen is in session at the Adelphia hotel, Philadelphia, Pa., as we go to press, opening on June 27 and continuing until June 29. The opening meeting was called to order by President John Watson of Newark, N. Y. A committee of the chamber of commerce was present to welcome the delegates and J. A. Cattell, who presented the keys of the city in behalf of Mayor Smith, who was unable to be present, scored a great hit with the visitors. Powell Evans of the chamber of commerce also warmly greeted the delegates in a fine address. Vice-president Lloyd C. Stark, Louisiana, Mo., made a splendid response for the association, followed by President Watson, who presented his address, which was one of the ablest papers ever read before the organization. A recommendation for a national arboretum, to be planted and maintained by the association, was well received. The reports of the secretary and the treasurer were then presented. Hon. Champ Clark, who was to address the meeting, sent word that he would speak later in the week. The attendance was one of the most representative and best in the association's history. Among the early arrivals who registered were: P. Ouwerkerk, Weehawken Heights, N. J.; W. D. Griffing, Macclenny, Fla.; W. A. Harrison, York,

John Watson, Newark, N. Y.
President American Association of Nurserymen

California Privet

Largest and finest stock of **California Privet** of any nursery in the world.

Polish or Ironclad Privet
Amoor or Russian Privet
Berberis Thunbergii

Very Attractive Prices on Carload Lots.

J. T. LOVETT, INC.,
Little Silver, - New Jersey
The Original Growers of California Privet as a Hedge Plant

Mention the American Florist when writing

Reliably Hardy

Trees, Shrubs and Plants

for all purposes. Wholesale and Retail. Send for catalogs or special quotations.

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The Book of the Peony

The long and interesting history of the peony, charmingly written by Mrs. Edward Harding. Contains 259 pages with 44 illustrations in color and black and white. Handsome cloth binding.

PRICE, $6.00

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440 S. Dearborn St., CHICAGO

ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.

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BEGONIAS

MRS. J. A. PETERSON
2¼-inch pots.....$20.00 per 100; $180.00 per 1000

LORRAINE
2¼-inch pots.....$14.00 per 100; $120.00 per 1000

CYCLAMEN

Finest strain, separate colors or mixed, extra strong, 3-inch pots, $10.00 per 100; $90.00 per 1000.

JULIUS ROEHRS COMPANY, Rutherford, N. J.

Neb.; R. C. Stoner, Dayton, O.; Curtis Nye Smith, Boston, Mass.; John Davis, Newark, N. Y.; F. J. Atkins, Rutherford, N. J.; A. E. Robinson, Stanley, N. Y.; J. M. Pitkin, Newark, N. Y.; H. G. Bougher, Aspers, Pa.; W. B. Cole, Martin Kohankie, J. H. Dayton and Robert George, Painesville, O.; Lloyd C. Stark, Louisiana, Mo.; Peter Youngers, Geneva, Neb.; J. Horace McFarland, Harrisburg, Pa.; Robert Pyle, West Grove, Pa.; Abner Hoopes, West Chester, Pa.; Wm. P. Stark, Neosho, Mo.; G. H. Harrison, Berlin, Md.; J. B. Rice, Geneva, N. Y.; H. B. Morse, St. Joseph, Mich., and Carl Cropp, Chicago.

The visiting ladies were tendered a reception Tuesday evening in the Ivory room of the Adelphia hotel, which was well attended and thoroughly enjoyed. The hostesses were: Mesdames E. S. Welch, C. W. Reed, E. R. Taylor, F. W. Watson, E. E. May and John Watson.

TRADE EXHIBITS.

The trade exhibits, which were as follows, while not extensive, were interesting:

Thos. Meehan & Sons, Inc., Dresher, Pa., raffia, tree caliper and specimen hydrangeas.

Angier Mills, Ashland, Mass., wrapping papers.

Princeton Nursery Co., Princeton, N. J., tree and shrubbery samples.

M. Greenbaum, New York, sample plant tubs.

McFarland Publicity Service, Harrisburg, Pa., sample catalogues and literature.

Harrison Nurseries, Berlin, Md., sample trees and shrubbery.

Old Dominion Nurseries (W. T. Hood & Co.), Richmond, Va., sample trees and nursery stock.

A. B. Morse Co., St. Joseph, Mich., catalogues and trade literature.

Lester Levett, Milford, Del., photos of hedge plants and literature.

Christy Color Printing & Engraving Co., Rochester, N. Y., extensive display of three-color work.

Benton Review Shop, Fowler, Ind., sample catalogues and literature.

Rochester Lithographing Co., Rochester, N. Y., samples of colored plate catalogue work.

J. Van Lindley Nursery Co., Pomona, N. C., peach pits.

FRESNO, CALIF.—W. T. Kirkman, Jr., of the Kirkman Nurseries, was shot by an Italian laborer, June 9, following a dispute over wages. He was not seriously hurt as the shot was fired at long range.

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

F. O. FRANZEN 5319 N. Clark St. CHICAGO

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Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists — Largest Growers in America
Box 404. DUNDEE, ILL.

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Storrs & Harrison Co.
PAINESVILLE NURSERIES
Catalogues and Price Lists Free on Application.
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For the Best New and Standard
DAHLIAS
Address
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CHAS. H. TOTTY
MADISON, NEW JERSEY
Wholesale Florist
Chrysanthemum Novelties my Specialty

Robert Craig Co...
High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

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THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND

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If you are interested in Mid-Winter
Blooming Plants
—or anything in—
Soft Wooded Plants
—Write—
Geo. A. Kuhl, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

Jos. Heacock Co.,
Wyncote, Pa.
Grower of Kentias.

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Orchids
If you want **Orchids** for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but **Orchids.** Special lists on application.
LAGER & HURRELL, Summit, N. J

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300,000 Chrysanthemums
From 2¼ inch pots, 20 varieties, $2.50 per 100; $22.50 per 1000.
Also thousands of **Bedding Plants,** for list see our display adv. in American Florist June 9, Page 1140. Correspondence solicited.
ALONZO J. BRYAN, Wholesale Florist
WASHINGTON, NEW JERSEY

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford, and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

Madison, N. J.

Duckham & Pierson are pushing work on their new rose range, and as soon as the benches can be put up they are planted. Considerable planting has already been done and the entire range will be planted in good season. All the standard varieties of tea roses will be grown, with an exceptionally large area of Mrs. Charles Russell. When completed this will be an exceptionally fine range. The houses have concrete sides and the framework rests on iron sills. The range will be heated by three boilers of 200-horse power each. The land, which has been purchased by Duckham & Pierson, has been known as the Fuller tract and comprises 92 acres. It is quite probable that after they get the rose range in good order they will establish a nursery. The entire growing business will be superintended by William H. Duckham.

Charles H. Totty is yet somewhat lame from the recent attack of rheumatism, but goes to his office every day and gets about town in his automobile. His chrysanthemums are all planted and are making fine growth. He has a fine stock of roses, several of his new varieties of yellow being particularly promising. He has had an unprecedented demand for young stock for planting and is sold out.

Anthony Ruzicka, the well-known rose grower, who leased the Villa Lorraine Roseries and took possession May 1, has planted his houses almost exclusively with Ophelia, the exceptions being a few Mrs. Aaron Ward and Golden Gem. His stock is looking well. Workmen are engaged in remodeling a residence near the range for him and his family.

The range formerly conducted by Schultz Brothers, and later by Frank Abraham, has been taken over by Charles Dudley, Frank Abraham remaining with him as a grower.

We found our old friend Robert M. Schultz, who gave up the florist business several years ago on account of ill health, in Borough hall, where he holds a clerical position, and he is looking quite well. A. F. F.

Young Rose Stock

Choice—Ready to Bench.

KILLARNEY, PINK
KILLARNEY, WHITE
KILLARNEY BRILLIANT
HOOSIER BEAUTY
OPHELIA

Grafted, 2½ inch, $12.00 per 100.
Own Root, 2½ inch, 6.50 per 100.

Vaughan's Seed Store
CHICAGO 31-33 W. Randolph St.
NEW YORK 43 Barclay St.
Greenhouses, Nurseries and Trial Grounds, Western Springs, Ill.

Mention the American Florist when writing

Orchids-Colombian Orchids

WE can supply all varieties of Colombian Orchids. Careful packing, prompt and efficient service. All shipments made through our own house in Barranquilla. For prices and all particulars write New York office.

DREW ROCA & CO., Inc.
50 Broad Street, NEW YORK, N. Y.

Mention the American Florist when writing.

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

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POT-GROWN PLANTS

Hollyhocks, Aquilegias, Gaillardia, Boltonia, white and pink. **Foxglove, Platycodon, Stokesia, Rudbeckia Purpurea,** 4-in., pot-grown, at $8.00 per 100.

Bleeding Hearts, Oriental Poppies, Hardy Sweet Peas, 4-in., pot-grown, at $10.00 per 100.

A. L. MILLER, Jamaica, N. Y.

Mention the American Florist when writing.

Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.
CYCLAMEN, our own selected strain.
APLENIUM NIDUS AVIS (Bird's Nest Fern
Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

Mention the American Florist when writing

Dracæna Indivisa

2-in., $2.00 per 100; $18.00 per 1,000.

	Per 1,000
Vinca Variegata, 2-in, $2.00 per 100	$20.00
S. A. Nutt, 2-in	16.00
Rex Begonias, 3-in., per dozen, 1.00	

Satisfaction guaranteed.

ELMER RAWLINGS,
Wholesale Grower
ALLEGANY, NEW YORK

CARNATIONS

F. DORNER & SONS CO.,
Lafayette, - - Indiana

Vinca Variegated

8c and 10c.

GERANIUMS, S. A. Nutt and La Favorite, out of 3½ inch, at 5c.

Cash please.

LEONARD COUSINS, Jr., Concord Junction, Mass.

GERANIUMS

Rooted Cuttings	Per 1000
S. A. Nutt and Buchner	$10.00
Ricard and Poitevine	12.50

Grown right, rooted right, packed right. Quality is as important in summer as in winter. You get quality all the year buying my stock.

ALBERT M. HERR, LANCASTER, PA.

Ready Reference Section.

10 CENTS PER LINE, NET.

ASPARAGUS.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

ASPARAGUS Sprengeri and plumosus, 2-in. $3.00; 3-in., $5.00; 4-in., $12.50 per 100. HENRY SMITH, Grand Rapids, Mich.

3-in. Sprengeri at $5.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

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ASTERS. Extra fine stocky plants with plenty of fibre roots, $5.00 per 1,000. Queen White, King, White, Shell Pink and Lavender. Semple's Late Branching White, Shell Pink and Lavender.
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ASTERS. Thinly sown, strong field grown plants, fully as good as transplanted. Queen of the Market, Semple's Branching, Crego and Mikado. Separate colors, $3.50 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

1,000,000 Aster plants. All colors of Vick's Lemples, Crego's, Invincibles and Rochesters. Strong field-grown plants, $5 per 1,000. Cash with order. Seneca Aster Plant Co., Lock Box 94, Baldwinsville, N. Y.

ASTERS. All the best strain, separate colors, $5 per 1,000. PHILADELPHIA WHOLESALE FLORISTS' EXCHANGE, 1615 Ransted St., Philadelphia, Pa.

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AUCUBA JAPONICA.
Good substitute for boxwood. Fine for filling window boxes. 24 to 30 inches high, $1.50 each.
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745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

AZALEAS.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BEDDING PLANTS.

		Per 100
Dusty Miller, for border	2½-in.	3.00
Per 1,000		27.50
Dracaena Indivisa	4-in.	15.00
Dracaena Indivisa	5-in.	20.00
Extra strong, each		.25
Fuchsias	4-in.	15.00
Heliotrope	3-in.	7.00
German Ivy	2½-in.	3.00
Lobelia Speciosa	2¼-in.	3.00
Per 1,000		27.50
Lobelia Crystal Palace	2¼-in.	3.00
Per 1,000		27.50
Lobelia Bedding Queen	2¼-in.	3.00
Per 1,000		27.50
Pansies, best strain, in bloom		3.00
Per 1,000		25.00
Phlox Drummondi, all colors	2½-in.	3.00
Adiantum Cuneatum, Maiden Hair	3-in.	10.00
Adiantum Cuneatum, Maiden Hair	4-in.	$15.-20.00
Heliotrope	4-in.	$10-12.00
Torenia Fourneri, blue	2½-in.	3.00
Selaginella	2½-in.	3.50
Wandering Jew	2½-in.	3.00

POEHLMANN BROS. CO.,
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Geraniums, Fuchsias, Emeralds, Salvia, Marguerites, Cannas, Begonias, etc., 4-in. pots at $8 per 100. Fine large plants in bloom.
Coleus, Ageratum, Sweet Alyssum, Mignonette, Lobelia, Single Petunias, Candytuft, Phlox Drummondi, Cosmos, Salpiglosis, Snapdragons, Dusty Miller, Zinnia, Sultana, Lourenia, Verbenas, etc., $3.00 per 100.
HENRY SMITH,
Grand Rapids, Mich.

BEGONIAS.

Begonia Chatelaine, 2-in.	$4.00	per 100
Begonia Prima Donna, 2¼-in.	3.00	per 100
Begonia Erfordii, 2¼-in.	3.00	per 100
Begonia Xmas Red, 2¼-in.	6.00	per 100
Begonia Luminosa, 2¼-in.	3.00	per 100

Begonia seedlings, transplanted, Erfordii, Luminosa, Prima Donna, $1.50 per 100; $12.50 per 1,000.
ERNEST ROBER, Wilmette, Ill.

BEGONIA LORRAINE, 2¼-in. pots, $14.00 per 100, $120.00 per 1,000. Mrs. J. A. Peterson, 2¼-in. pots, $20.00 per 100, $180.00 per 1,000. JULIUS ROEHRS Co., Rutherford, N. J.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BOXWOOD.

Boxwoods. Most beautiful stock. For varieties and prices, see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

BULBS.

Bulbs. Cold storage. Giganteum and Magnificum. For sizes and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Cold storage and hardy lilies. For varieties, sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Dwarf double pearl tuberoses. Caladium Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Cold storage lilies for summer blooms. For varieties, sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALADIUMS.

Fancy leaved caladium plants. New and standard varieties. Pots and pans, 35c, 50c, 75c, $1.00, $1.50. Vaughan's Seed Store, Chicago and New York.

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CANNAS. 500 David Harum, 250 Egandale, 100 Florence Vaughan, 100 Charles Henderson, 50 Black Beauty, 250 Red flowering, assorted 3-in. bushy stock, $5.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

Cannas. 3-in. pot plants. Florence Vaughan, Mad. Crozy, Richard Wallace, etc., $3.00 per 100; 25.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

CENTAUREA.

CENTAUREAS. Dusty Miller, 1000 2-in., $2.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.
Plants out of soil—cut back stock.
Tremendous supply of fine, healthy stock, ready for immediate shipment. We have all the best commercial varieties and grow every one we have listed in quantity for wholesale purposes in the Chicago market. Our experience as chrysanthemum growers has taught us that the following varieties are the best money makers:

	Per 100	Per 1,000
Chrysolora	$2.00	$18.00
Maj. Bonnaffon	2.00	18.00
Roman Gold	2.00	18.00
Nogoya	2.00	18.00
Robt. Halliday	2.00	18.00
Bronze Touset	2.00	18.00
Col. Appleton	2.00	18.00
Golden Queen	2.50	20.00
Marigold	2.50	20.00
Chas. Razer	2.00	18.00
Lynwood Hall	2.00	18.00
Oconto	2.50	20.00
Clementine Touset	2.00	18.00
White Chieftain	2.00	18.00
Pink Chieftain	2.00	18.00
Dr. Enguehard	2.00	18.00
Intensity	2.00	18.00

CUT BACK PLANTS.

	100	1000
Chrysolora	$2.00	$18.00
Maj. Bonnaffon	2.00	18.00
Roman Gold	2.50	20.00
Nagoya	2.00	18.00
Rob. Halliday	2.00	18.00
Golden Queen	2.50	20.00
Buckbee	2.50	20.00
Chas. Razer	2.00	18.00
Lynwood Hall	2.00	18.00
Oconto	3.00	25.00
White Chieftain	2.50	20.00
Pink Chieftain	2.50	20.00
Dr. Enguehard	2.50	20.00

POMPONS.
Plants Out of Soil—Cut-back Stock.

	Per 100	Per 1,000
Baby Margaret	$2.00	$18.00
Diana	2.00	18.00
Lulu	2.00	18.00
Souv. Mellania	2.00	18.00
Mensa	2.00	18.00
Lillian Doty	2.00	18.00
Fairy Queen	2.00	18.00
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Fine Thanksgiving Pink Single.		
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Mrs. Buckingham	2.00	18.00
Leona, midseason fine pink	2.00	18.00
Golden Climax	2.00	18.00
Golden Wedding	2.00	18.00
Quinola	2.00	18.00
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Mrs. Aster	2.00	18.00
Sabey	2.00	18.00
Lillia red	2.00	18.00
Mary Richardson bronze	2.00	18.00
Tiber	2.00	18.00
Mrs. Beu	2.00	18.00
Croesus	2.00	18.00
Mrs. Julia	2.00	18.00

WIETOR BROS.,
162 N. Wabash Avenue. Chicago, Ill.

CHRYSANTHEMUMS. 200,000 2½-in.; send for list of 60 sorts, all money makers. Large stock of following sorts: Unaka, Early Frost, Pacific Supreme, Tints of Gold, Yellow Ivory, Oconto, Smith's Ideal, Pink and White Chieftain, Merry Jane, Maud Dean, Edw. Seidéwitz, Pink and White Frick, White and Yellow Jones, White Bonnaffon. Pompons: Tilia, red; Diana, best white; early Bronze Baby, tiny yellow; Mensa, best single. Price, $3.00 per 100; $25.00 per 1,000. Cash.
G. SCHNEIDER,
22 East High St., Springfield, O.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS

CHRYSANTHEMUM CUTTINGS!!
The Best That Money Can Buy!
ORDER NOW!

	100	1,000
White		
Oconto	$2.00	$18.00
C. Touset	2.00	18.00
White Bonnaffon	2.00	18.00
October Frost	2.00	18.00
White Chieftain	2.00	18.00
Chas. Razer	2.00	18.00
Polly Rose	2.00	18.00
Yellow		
Major Bonnaffon	2.00	18.00
Chrysolora	2.00	18.00
Robert Halliday	2.00	18.00
Golden Wedding	2.00	18.00
Col. Appleton	2.00	18.00
Nagoya	2.00	18.00
Pink		
Unaka	2.00	18.00
Pacific Supreme	2.00	18.00
Pink Chieftain	2.00	18.00
Dr. Enguehard	2.00	18.00
Pompons		
Mensa	2.00	18.00
Diana	2.00	18.00
Mrs. Beu	2.00	18.00
Lady Lou	2.00	18.00
Klondyke	2.00	18.00
Mary Richardson	2.00	18.00
Yellow Garza	2.00	18.00
White Garza	2.00	18.00
Lilla	2.00	18.00
Golden Climax	2.00	18.00

Strong, sturdy 2¼-in. plants of the above varieties, $3.00 per 100, $25.00 per 1,000.

M. C. GUNTERBERG,
Wholesale Florist.
156 N. Wabash Ave., Chicago.

Immediate delivery.
CHRYSANTHEMUMS—ROOTED CUTTINGS.
Varieties listed in order in which they bloom.

	100	1,000
White.		
Smith's Advance	$2.00	$15.00
Crystal Gem	2.50	20.00
Early Frost	2.50	20.00
Oconto	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00
Yellow.		
Golden Glow	2.00	15.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Nagoya	2.00	15.00
Pink.		
Amorita	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00

Twenty-five at the 100 rate.
250 or more at the 1,000 rate.

J. D. THOMPSON CARNATION CO.
Joliet, Illinois.

CHRYSANTHEMUMS. Rooted cuttings; good, healthy stock. Smith's Advance, Chrysolora, Maj. Bonnaffon, Dr. Enguehard, Chas. Razer, Chieftain, Robt. Halliday, $1.50 per 100; $12.00 per 1,000. Pompons, Zenobia, Diana, Yellow Garza, $1.50 per 100; $12.00 per 1,000. Cut back plants, well branched, of Maj. Bonnaffon, $2.00 per 100; $15.00 per 1,000. Cash with order. JAMES PSENICKA, Gross Point, Ill.

CHRYSANTHEMUMS. Strong, cut back 3-in. stock. Halliday, Diana, Ga. Snow, Chrysolora, Supreme, Dr. Enguehard, Alice Salomon, $3.00 per 100. DAVIDSON FLORAL CO., Holdrege, Neb.

Chrysanthemums. Novelties for 1917. The best of 1916 introductions. Also pompons, anemones and singles. Send for catalogue. Elmer D. Smith & Co., Adrian, Mich.

Chrysanthemums. 300,000 from 2¼-in. pots; 20 varieties, $2.50 per 100, $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

CHRYSANTHEMUMS. Leading commercial varieties, $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

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Clematis. W. & T. Smith Co., Geneva, N. Y.

COBAEAS.

COBAEA SCANDENS. 4-in., $1.00 per doz. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

COLEUS.

COLEUS. Assorted varities. 500 2½-in., $2.50; 500 2-in., $2.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

CROTONS.

Crotons. Best ever shown, assorted varieties, 4-in. pots, $40 per 100. Vaughan's Seed Store, Chicago and New York.

Crotons, well colored, 5-in., 60c and 75c each; 6-in., $1.25 each. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclamen giganteum; improved Wandsbek type, the finest in existence, our output 350,000 this season. We have many testimonials as to quality of strain and plants. Eight varieties equally divided.

	100	1,000
2½-in., extra select, strong	$7.50	$65.00
2½-in., strong	6.50	60.00
3-in., extra strong	10.00	90.00
3-in., strong	8.00	75.00

Transplanted seedlings, 4 leaves and up to 8, mostly fit for 3-in. pots, $5.00 per 100, $40.00 per 1,000; extra select, $6.00 per 100, $50.00 per 1,000; small seedlings for 2½-in. only, $4.00 per 100; $35.00 per 1,000. Careful packing assured. No extra charges on packing.
Ernest Rober, Wilmette, Ill.

CYCLAMEN.

Cyclamen. Finest strain, separate colors or mixed, extra strong, 3-in. pots, $10 per 100, $90 per 1,000. Julius Roehrs Co., Rutherford, N. J.
Begonias. Mrs. J. A. Peterson, 2¼-in., $20 per 100, $180 per 1,000. Lorraine, 2¼-in., $14 per 100, $120 per 1,000. Julius Roehrs Co., Rutherford, N. J.

CYCLAMENS. Best strain, separate colors or mixed, 3-in. pots, $10.00 per 100; $90.00 per 1,000. JULIUS ROEHRS CO., Rutherford, N. J.

CYCLAMEN. Best strain, separate colors or mixed, 2¼-in. pots, $7.50 per 100; $60.00 per 1,000. J. H. FIESSER, North Bergen, N. J.

DAHLIAS.

DAHLIAS. A beautiful lot including 25 of Dreer's fancy varieties, our selection, strong 2½-in. stock, $3.50 per 100; $30.00 per 1,000. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DRACAENAS.

DRACAENA INDIVISA, 4-in., 12c; 5-in., 20 and 25c; 6-in., 50c. ERNEST ROHER, Wilmette, Illinois.

Dracaena Indivisa, 3-in., 7c; 3½-in., 10c; 5-in., 35c. HARRY HEINL, West Toledo, O.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

ECHEVERIAS.

ECHEVERIAS.

	100	1,000
Large size	$5.00	$45.00
Small size	3.50	30.00

Cash, please.
W. H. KIDWELL & SON,
3806 Wentworth Ave., Chicago.

ECHEVERIAS. 350 2½-in., $3.00 per 100; 300 3-in., $4.00. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

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Ferns. Nephrolepis. Fine stock for immediate shipment. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson Co., Tarrytown, N. Y.

FREESIAS.

Freesia Refracta Alba, ½x¾, $6.00 per 1000; ¾ up, $9.00. Ready now. Express prepaid if cash is sent with order. HARRY BAILEY, Montebello, Calif.

GERANIUMS.

Geraniums, 2-in., $2 per 100, $18.50 per 1,000; 3-in., $3 per 100, $25 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

GERANIUMS.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GERANIUMS. S. A. Nutt in full bloom and bud from 4-in. pots, $8 per 100. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

Geraniums out of 3½-in. pots, 5c each. Cash. Leonard Cousins, Jr., Concord Junction, Mass.

GREENS.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

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GERMAN IVIES.
4-inch, $1.50 per dozen. Extra fine stock.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
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English Ivy, 3-in., 6c; extra strong, 3½-in., 8c; 2 to 3 vines, 2 to 3 ft., 4-in., 15c. HARRY HEINL, West Toledo, O.

GERMAN IVY. 250 3-in., 6c. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

German Ivy, 2½-in., 2½c each. ODOR GREENHOUSES, Iola, Kans.

LAUROCERASUS.

LAUROCERASUS.
24 to 30 inches high, $1.00 each.
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Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

Orchids. All varieties of Colombian Orchids. Careful packing, prompt and efficient services. Write for prices and all particulars. Drew Roca & Co., Inc., 50 Broad St., New York.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

KENTIA FORSTERIANA: SINGLE PLANTS.

	Doz.	100	1000
2¼-inch pots	$1.50	$12.00	$100.00
3 -inch pots	2.50	18.00	150.00

KENTIA BELMOREANA: SINGLE PLANTS

	Leaves.	Doz.	100	1000
2¼-inch pots		$1.50	$12	$100
3 -inch pots,	5	10-12 in. high. 2.50	18	150
6 -inch pots,	5-6	26-28 in. high	$1.50 each	

ARECA LUTESCENS.
4-inch pots, 4 plants .... $4.20 per doz.
PHOENIX ROEBELENII.
5-inch pots .... $1.00 each
STEVENSONIA GRANDIFOLIA.
4-inch pots .... 50c each
5-inch pots. .... $1.00 each
LIVISTONA ROTUNDIFOLIA.
4-inch .... 50c each
3-inch .... $14.00 per 100
PTYCHOSPERMA ALEXANDRAE.
3-inch .... $1.75 per doz., $14.00 per 100
COCOS WEDDELIANA.
2-inch pots .... $1.75 per doz., $14.00 per 100
LATANIA BORBONICA.
2-inch pots .... 75c per doz., $5.00 per 100
MARTINEZIA CARYOTÆFOLIA.
3-inch pots .... 30c each, $3.00 per doz.

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

PANDANUS.

Padanus Veitchii, 4-in., $4.20; 5-in., $7.20; 7-in., $18 to $24; 8-in., $30 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

PANSIES in bloom, $2.00 per 100. HENRY SMITH, Grand Rapils, Mich.

PELARGONIUMS.

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3-inch, $6.00 per 100.
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The Poehlmann Quality. Known Favorably Throughout the Land.
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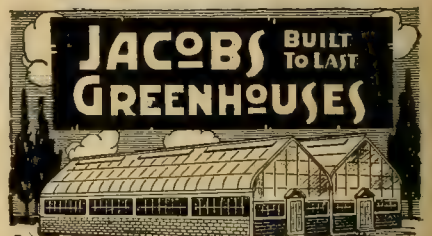

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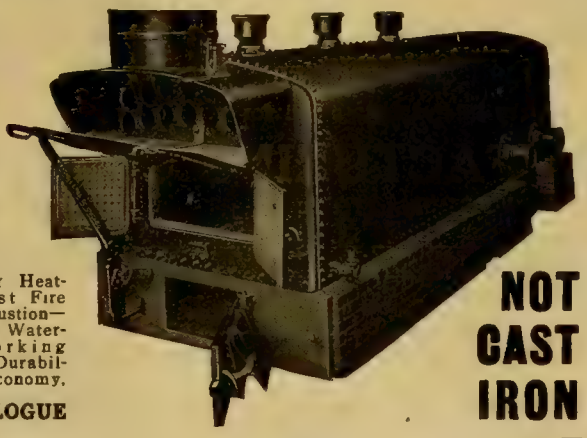

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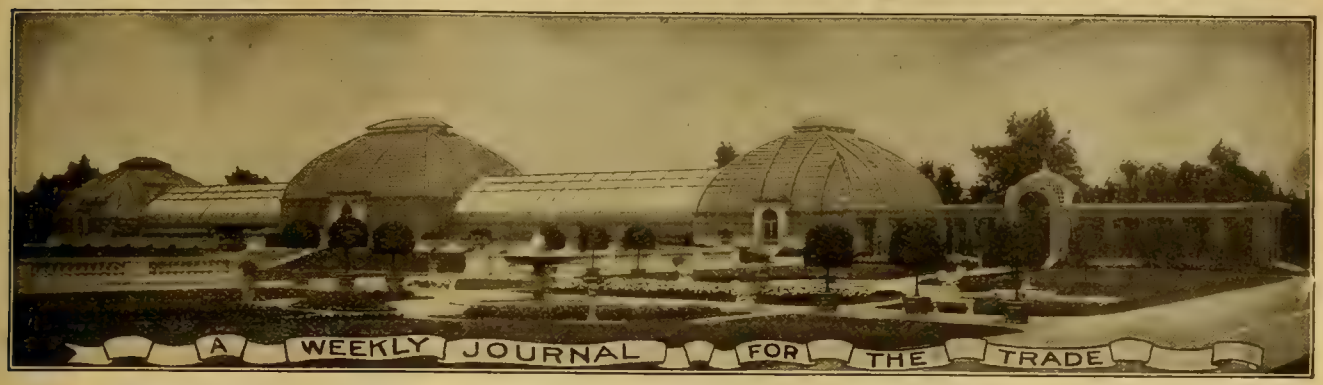

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR, Houston, Texas, President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., 1918. W. J. VESEY, JR., Ft. Wayne, Ind., President; CHAS. S. STROUT, Biddeford, Me., Vice-President; A. F. J. BAUR, Thirty-sighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition St. Louis, Mo., April 6-15, 1918. BENJAMIN HAMMOND, Beacon, N. Y., President; WM. L. ROCK, Kansas City, Mo., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN SWEET PEA SOCIETY.

Annual convention and exhibition at Boston, Mass., July 7, 1917. G. W. KERR, Doylestown, Pa. President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Cleveland, O., June 1918. JAMES BOYD, Haverford, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Hydrangeas.

The young stock that was propagated this spring can be grown either for Easter blooming with a single stem or for summer blooming with three or four heads. The plants should be now potted in 4-inch pots and plunged in a frame, where they will receive attention. They should have a good rich soil and a strong, sturdy growth encouraged. For those that are to be bloomed early, as soon as the pot becomes full of roots a little liquid manure will help the formation of a good strong bud. Those that are wanted for summer blooming, the tip can be rubbed out and branches will form. Leave the plants outside until the first light frost, which will harden off the wood, and they can then be stored in a cool house or pit, where they will not freeze. Those wanted for Easter will have to be placed in heat by the first of the year.

Begonia Glorie De Lorraine.

The early rooted Begonia Gloire de Lorraine will now need shifting into 3½-inch pots, and should be given a little stronger soil than the young stock was potted in, but the manure used should be well rotted, and, where obtainable, a generous addition of leaf-mold. As the plants grow, space them out so that they will not become drawn and so that there is a good circulation of air around each plant. They will need a little shade on the glass for a few weeks yet, but it should not be too heavy. As the nights become cool it is well to close the frames down if they are outside, or if in the greenhouse close the ventilators, leaving a small crack of air on, or the house will sweat, which is not at all beneficial to begonias, as it is very apt to cause spot on the leaf. If this occurs remove the leaf at once. Care should be taken in the watering not to wet the foliage any more than possible. The later rooted stock will not need potting up until later, but all the growth possible should be obtained by giving them the best of attention. If the grower has not stock enough on hand, now is the time to purchase before the plants are shifted into large pots, when the price will be higher and the transportation charges increased.

Pyrethrums.

An early summer flower that is very showy and beautiful, ranging in colors from white to the deepest scarlet, with all the intermediate shades, is the Pyrethrum roseum, and it is being much more grown every year for cut-flower purposes. The best flowers are to be obtained by buying named varieties, but good selected seed will give fair satisfaction and many handsome flowers. The greatest trouble in growing these plants in the north is the danger of winter killing and crown rot during extremely wet spells in hot weather. Seed sown during July and August and wintered in houses or cold frames will produce plants that will flower next summer. Obtain the best seed possible and sow in flats and as soon as large enough pot in 2½-inch pots. These can be grown on in a frame until cold weather comes on, when they can be securely covered or carried into a cool house and wintered under a bench, started in March and planted out as soon as secure from frost, and will flower in June and July.

Paper White Narcissi.

The Paper White narcissi are now being received and as soon as delivered should be unpacked and spread out in flats or on shelves in a cool, dry place. If they remain in the original cases, they are apt to become moist or heated when packed closely. They should be handled carefully and not thrown around so that they become bruised or the outer covering torn off. This covering is a great protection for the bulb, preventing it from drying. Plan how the bulbs are to be flowered, that is, how many are to be brought forward each week, and start at once to box up the first lot and then continue the plantings at the desired in-

tervals. The flats or boxes should be prepared at once, not only for these but for the other bulbs. It is the general custom to use any old box that can be obtained, and they are, therefore, of different sizes and different depths. They do not pack closely when placed outside, neither do they seem to fit on the bench in an economical manner. Our experience has been, rather than to buy a mixed lot of boxes of different sizes, it is better and cheaper to purchase stock at the lumber mill and saw it into the proper length. Get one-half inch stock, three inches wide, for the sides and bottom and one-inch stock the same width for the ends. Saw the ends 12 inches long and the sides 24 inches. This will make a flat 13x24 inches by using four pieecs for the bottom and will allow proper drainage. A flat of these dimensions will hold about 50 Paper White narcissi or 60 to 70 tulips, and will cost but little more in the price of the box and can be made with much less labor, and when the boxes are all of one size they can be placed upon the benches with much saving of room. As soon as the bulbs are planted in the flats they should be placed in a dark, cool place and covered with soil or ashes until rooted, when they can be brought into the houses. The early planted bulbs will require good heat to bloom them successfully, much warmer temperature than the later planted bulbs.

Sweet Scented Geraniums.

The grower who has a stock of rose or other sweet-scented geraniums can turn them to good account by planting them in a bench in the greenhouse and can obtain some fine sprays for winter cutting. The green is very much appreciated by the best trade and there is always a demand in the stores catering to that class for more of this than can be obtained. The sprays are cut 12 to 14 inches long and are used in the boxes of cut flowers. There is also a demand for the leaves, to be placed in the finger-bowls at luncheons. It is easily grown in a cool house and very rapidly makes long sprays fit to cut. The plants can be set about eight inches apart, which will give them plenty of room, provided the sprays are cut as soon as they are long enough for use.

Ivy Baskets.

The common hardy ivy is most useful as a basket plant. If never allowed to suffer for water, it presents at all times a well covered growth of glossy, star-shaped leaves. Its vines can, by pinching, be made any length or density desired to fit it for a high or low elevation. For a high ceiling, baskets should be balanced in pairs, by means of a rope over pulleys, it being very convenient to care for and water them in this way. As one is pushed up the other comes down to where it can be watered and elevated a little and allowed to drip into a bucket. Henry A. Dreer, Inc., Philadelphia, Pa., have been filling large ivy baskets for several years and find them salable and very satisfactory.

K.

OMAHA, NEB.—F. H. Swanson, florist, 1418 North 18th street, has been adjudged bankrupt. The final meeting of creditors has been set for July 30.

THE RETAIL TRADE

Conducted by Robt. Kift, Philadelphia, Pa.

The Telephone.

Year after year the use of the telephone has increased to such a degree that it is now almost universal. In all shops, except those that depend principally on transient trade, at least half of the orders are received over the phone. A shop that is making any bid for business needs a double phone service; to have the store number reported "busy" very often means a lost sale, as frequently it is a commission that requires immediate attention and a competitor gets the order. Many large stores have private exchanges which connect with phones conveniently placed, greatly increasing the efficiency of the service.

Single Peonies.
At the American Peony Society's Exhibition, Philadelphia, Pa., June 13-14, 1917.

A competent person should always receive the calls. It is very annoying to customers to have to talk to boys, who do not know or are indifferent or careless in calling the person desired. Much stock on hand can be sold by phone if its good qualities are extolled by the salesman. The call is for roses or flowers of a better grade than those in the case. Others of another variety, but of the quality desired, are then recommended and in many cases accepted.

When customers are not just certain what they want, the stock that is being featured or shows a good profit is suggested, and in most cases sold. Flowers for funerals, something in a hurry, is a very frequent phone order. The piece desired will require considerable time to make up or the stock is not on hand. The salesman will then state the need of haste and recommend a decorated galax or magnolia wreath or cluster of something that is ready.

To men who know their trade, many sales can be made over the phone. At times high grade or choice flowers are in full supply on a dull day. By calling up special customers at opportune times and speaking of this fine stock of the rose that has just been received and is such a favorite with them, an order for a dozen or two is secured. Choice orchids or something special in flowering stock are also good to present in this way.

Fundamentals.

Those who desire to learn the business of selling flowers, should commence at the bottom. The most successful men in the retail stores of today, many of them owners employing large forces, started as errand boys, where they made good. As they gained experience they were advanced from one position to another until finally they became full fledged storemen, occupying first places as salesmen and designers.

Taking advantage of opportunities, and confidence gained in the successful working of the business, placed them in line for more commanding positions, such as an interest in the firm, or perhaps entire charge of an establishment; or they make the plunge and open up for themselves.

A two or three years' course in an establishment where plants are grown in variety is a great help in getting a knowledge of plants and flowers which will be of the greatest assistance to the young man who intends to take up the selling of flowers at retail. The three years of errand-boy life spent as a helper in the greenhouse, will be of much more benefit than if spent in the messenger work of the store. The ideas of plant culture, their names and the practical experience that could never be gotten from books, will in later years be found almost invaluable.

The kind of schooling a young man gets is very important. Let him seek out a place where order and system are apparent; a grower who is noted for the quality of his stock. Here he will learn business methods that will be of the greatest assistance in after life. He may have to work hard for a very exacting master whose insistance on doing things along certain lines may seem unnecessary, but which experience will prove to have been the proper way. A man well grounded in the fundamental principles of plant growing, which are gained by actual experience under the guidance of a successful grower, is splendidly equipped for almost any branch of the service.

Special Sale Opportunity.

Another of the "full market" seasons of the year is here; everything is plentiful, and a buyer with nerve and nuggets can fill his store with fresh, salable stock at his own prices.

If there is anything in special sales, now is the time to try them out. Make disposal of this stock a special feature. The windows should have showy displays of the various leaders; today roses, tomorrow carnations or sweet peas. A good feature is boxes of cut flowers, another tumbler baskets, the price of everything marked in plain figures, or with larger window cards with prices answering for all the stock. The printed card, or announcement, is an important factor in all such displays. It is a silent salesman, always on duty, liable to secure orders when least thought possible. Publicity is also a necessity. Every customer should be notified. Selected lists of names should

be sent leaflets telling of the good things offered. Judicious advertising in the daily press that will tell of the great stock and the attractive prices is probably the best method. It should always have a story to tell, and be of such frequency as to get cumulative value, which is, after all, the greatest feature in advertising.

Gladioli for Cutting.

One of the most dependable of the summer flowers is the gladiolus. The indoor stock, available about the first of May, generally meets with a good reception, holding its place until the first of the summer or field flowers make their appearance. Perhaps the most popular variety is America, which, with its giant flowers and pleasing shade of pink, is a great favorite. Mrs. Francis King, with its gay showy spikes, is also much in demand, particularly for decorative work. When the summer flowers appear, there is no end to the variety of form and color—a number of pure or almost spotless white are among the most chaste flowers of the garden.

The gladiolus is most suitable for all kinds of decorative work. If properly cut, prepared and packed, they will carry long distances and arrive in good condition. The mainstay of the summer business in the retail store is the demand for funerals, and for this class of work, the gladiolus is most suitable. Sprays of pure white, pink or mixed, or used in connection with Easter lilies, or other flowers, they can be arranged into very showy and satisfactory sprays or clusters. An all-white cluster with spot of lavender sweet peas at the ribbon, is effective. Palm leaves are a great addition when something large is desired.

A small wreath of lavender pansies in the center of a double spray of America on palm leaves makes a very satisfactory piece for the top of a casket. Wreaths of the separate florets are handsome and sure of admiration. We would put a wreath of choice white gladioli against anything else at this season. The wreath, if large, can be made of all spikes, but if of medium size the separate florets should be stemmed and the frame made solid three-fourths of the way, with a raised cluster of selected short stemmed spikes, filling the balance.

As a dressing for magnolia wreaths they make a very showy piece—just a large cluster in the full part of a crescent form, or arranged in a spray to cover half the form from the narrow crescent section around to the center where a bow of ribbon makes a good finish. Choice white separate florets can be worked into a very unique bride's shower bouquet. Such selected flowers closely resemble the Dendrobium formosum, so popular for the bride's bunch. A bride's shower bouquet, made and exhibited by Max Schling, New York, at the exhibition of the American Gladiolus Society at Atlantic City, N. J., three years ago was much admired. He used small florets made from the larger ones, which, tied to the hanging ribbons, added much to the effect.

The vase baskets with high handles, now so popular, are just the thing for gladioli, very showy window decorations being made with a number of these baskets filled with choice varieties, the handles tied with appropriate ribbons.

DESIGN BY PENN, THE FLORIST, BOSTON, MASS.

CHRYSANTHEMUMS

Summer Treatment.

The plants in the benches that have been planted two or three weeks or more are now becoming well established and growing vigorously. When given close attention to their needs, it is wonderful the amount of growth chrysanthemums will make in a very short while at this season of the year. A bench of plants can be gone over, the plants supported, and their other needs attended to, and in a very few days they will need attention again; with every few joints of growth, there will be some more side shoots to pinch out and stems to support, but these parts of the work must not be neglected or they will quickly get beyond control.

The care of the soil in the benches is one of the important parts of the work; the syringing necessary to keep the plants in good shape creates ideal conditions for weed growth, and if there is any weed seed in the soil, it takes but a very little while to germinate and show itself. Remove any weeds as soon as large enough to handle before they get large enough to crowd the plants and cause them to lose their lower leaves. The hand scratcher should be kept going regularly so as to keep the surface of the beds open and allow the sun and air to penetrate the soil and prevent it from souring before the roots are able to get full control of it.

If there is one part of the work in caring for the plants in the benches that should receive first attention, it is that of attaching the supports so that the other routine of the plants' care can be more easily attended to. Every grower has his own idea of staking his plants according to the circumstances under which he has to work, but the method most generally used by growers of commercial cut chrysanthemums is the upright strings attached to wires overhead and at the bench. Stretch the overhead wire lengthways of the bench, the height above the top of the bench being determined according to the variety. Tall growers will need to have full six feet of support, while the dwarf varieties can get along with much less, but do not be too sparing with the supports; an extra foot will not do any harm. Very early planted stock being grown for extra fancy or exhibition purposes need stronger supports than string,

and the wire rods or cane stakes fastened to wires at the top, the same as for roses, are most generally used. Many of these plants will grow to a height of seven or eight feet, making it necessary to figure the supports accordingly.

Chrysanthemums take an abundance of water, both at the roots and by means of syringing, especially at this period when their growth is so active, but watering can be carried or neglected to the extreme the same as at any other time. The plants do very much better when as near natural conditions of culture as possible are followed. Allow the soil to become dry enough to need watering before applying it, but do not carry it to the extreme and let it get dry enough to cause any wilting of the plants. The main point to bear in mind is to keep the soil fresh and sweet for the roots to work freely all the time. An extreme dryness as well as excessive moisture will check the root action of the plants. Frequent syringings are necessary during very hot days to maintain a moist atmosphere and keep the foliage free from red spider, but the same caution should be used in this work as with the watering, especially where there is not a free circulation of air to properly dry out the plants, also during spells of cloudy, damp weather with extreme moisture in the atmosphere.

It is now time all the planting was finished up. This not only includes the early and midseason varieties, but the late varieties and the pompon and singles as well. There is nothing to be gained by holding back the planting of the late varieties any longer. As soon as the plants are ready, they should be put into their permanent quarters.

The topping of the pompon and single varieties is one of the important parts of their culture and should be carried out according to the number of sprays desired from each plant and might be figured out as follows: Three fancy sprays per plant or six high-grade sprays per plant, and for ordinary medium stem sprays, as many as the plants will carry, according to the space allowed them on the bench, but there is nothing gained by overloading or overcrowding the plants. They must have ample space for free circulation of air to properly develop the sprays or a great many of them will not amount to very much. The plants should be gone over and given a general topping now and then as the growth commences again. Figure out the number of sprays each plant is to carry and remove the rest.

Green and black aphis and thrips quickly make their appearance, and unless the nicotine spraying is kept going regularly, they very quickly cause lots of trouble. The best plan is to have stated afternoons for this work—and attend to it regularly.

The general routine of the work, such as pinching out the side-shoots, attending to the ventilation on time, and keeping the houses clean, should receive attention as needed. And also bear in mind that chrysanthemums growing under glass do not need any shading, but require the full sunlight to bring out their best growth.

C. W. JOHNSON.

Chrysanthemum Classification.

The compilers of fall flower show premium lists are considering a number of problems at this time and perhaps one of the most important is that touching chrysanthemum classification. A number of queries on the subject recently received at this office have been answered by Elmer D. Smith, of Adrian, Mich., as follows:

"The National Chrysanthemum Society of England was the first to take up the classification of chrysanthemums and is considered authority in such matters. Its findings are accepted by the Chrysanthemum Society of America, as well as the French society.

Sweet Peas at Fordhook Farms.
Top: Block Grown Under Boards and Glass During Winter—Center: Late flowering Orchid Varieties from Greenhouse Grown Stock —Bottom: Early-flowering Pedigreed Seedlings.

"If we speak correctly, we should say Japanese incurved when we are referring to the large-flowered or long-petaled incurving variety. The true incurved section are shorter petaled and were formerly known as the Chinese type and would include such varieties as Major Bonnaffon, White Bonnaffon, Smith's Ideal, Chieftain and White Chieftain. In designating the Japanese varieties, they include all of the long-petaled type without regard to the form of petals, how arranged or outline of the bloom, with the exception of those which have a decided incurved form. These are known as Japanese incurved. Wm. Turner is a fine example, being very regular in outline. Other examples are Odessa, Fatouma, Ongawa, Marigold, Nakota, Elberon, Nerissa and Kewanee. Such varieties as H. E. Converse, Christy Mathewson and Lenox, while of an incurved form, are more irregular and might be entered in classes calling for Japanese incurved, but the first mentioned varieties if equally well grown would have a decided advantage, owing to their smoother and more symetrical contour.

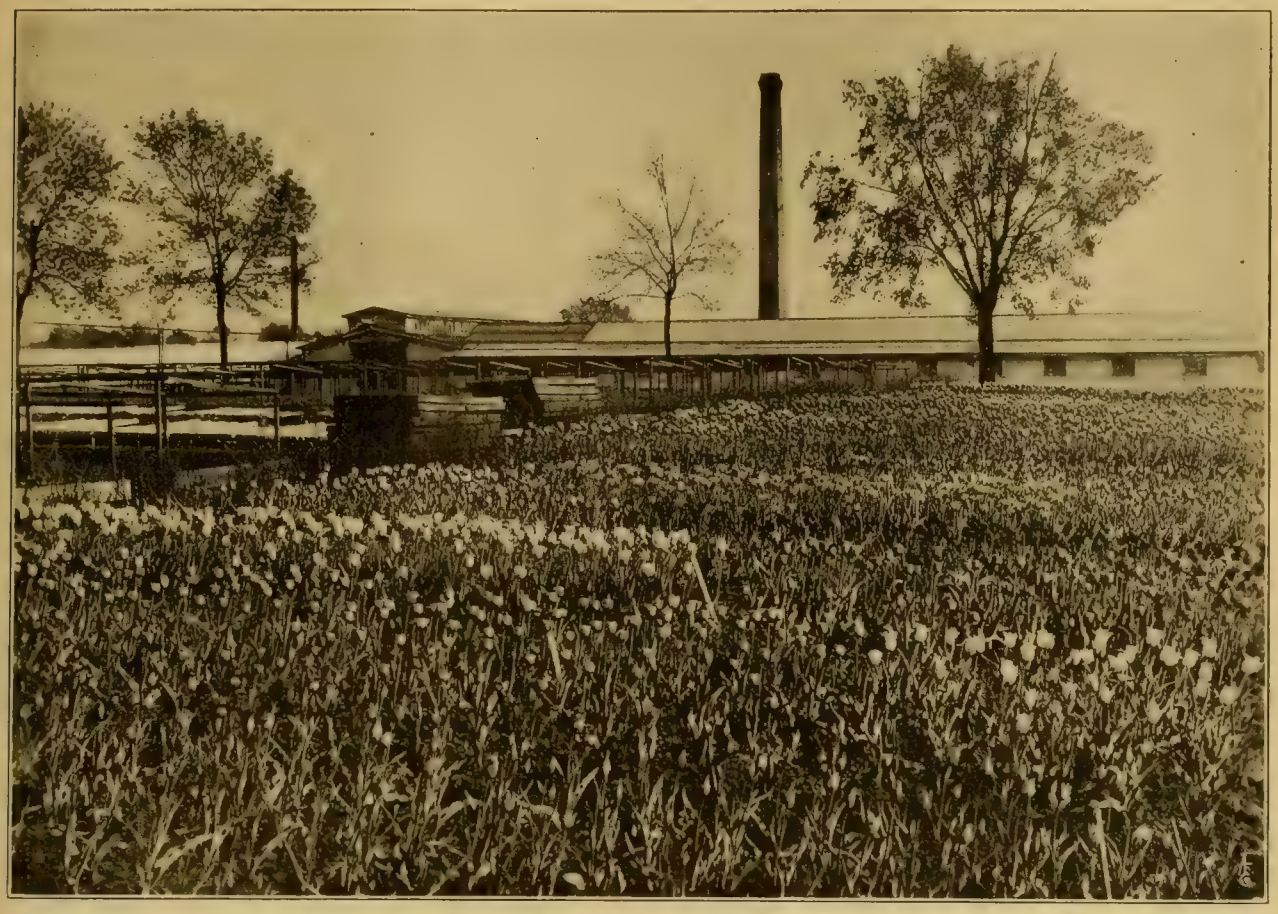
"There is no classification or division made for the large flowering reflexed. They are all grouped in with the Japanese. The true reflexed type, according to our authority, is a smaller flower, much the same in size as the incurved section referred to above; only the petals are decidedly reflexed and show the inner or upper surface of the petals only and should be as near ball shape as possible, the same as is required for the incurved. At present this type is very seldom grown. If you are familiar with the old variety Cullingfordii, you will have the type thoroughly fixed in your mind.

"I have exhibited chrysanthemums since 1887, and have had many schedules that were indefinite. For this reason permit me to suggest that in arranging your schedules, be very explicit. For instance, Class 399, for the best three vases, 10 blooms to the vase, for incurving Japanese, three distinct colors. You will notice I have made this incurving, rather than incurved, for the reason it is not always possible for the exhibitor to have a true incurved type, and many of the so-called Japanese do, more or less, at the center of the bloom, incurve, so that I have reversed these words, which would permit the exhibiting of any of the Japanese varieties in this class, providing they show an inclination to incurve. Then if you wish to make it easier for the exhibitors and judges, you could append the following: 'Size, finish and regular incurved form are the essential characteristics.' This would give the judges something to go by in making their decision.

"Should you desire to offer a premium for the Japanese that show an inclination to reflex, I would word the schedule much the same as the preceding, by using the word reflexing or recurving Japanese, and then put a note at the bottom that would govern the class. Why I so suggest is that there are really no true reflexed varieties grown. I am enclosing a copy of our catalogue, in which I have marked the types according to English classification. Therein you will notice Reginald Vallis, the petals of which are decidedly reflexed, is classed as a Japanese. In wording such a class, it is important that it be clothed in such form as to convey just the desired idea of what is required for the section.

"The other arrangement referred to is really optional with the management, either restricting to one entry or allowing more. Horticultural societies have always carried a general rule governing the exhibition, which reads: 'The number of entries to be made by one person for any competition shall not be limited, but no more than one prize shall be awarded to one exhibitor in the same competition for the same variety.' Should you prefer not to have the premiums go to one exhibitor, the last four words, 'for the same variety,' could be omitted. Then the exhibitor could receive only one prize in the competition.

"I hope to have made all points clear to you, but if not, please advise me and I will go into further detail. I have all of this data at my finger's end, and can tell you anything about classification that has been published regarding chrysanthemums.



TULIP TRIALS AT VAUGHAN'S GREENHOUSES, WESTERN SPRINGS, NEAR CHICAGO.

"In conclusion, let me again impress upon you the importance of having every class clothed in definite form; then the exhibitor knows just what to enter and the judges how to make the awards."

Vaughan's Tulips at Western Springs.

Vaughan's Seed Store conducted an extensive trial of tulips this spring at their trial grounds, Western Springs, Ill., as shown in the illustration herewith. About 15,000 bulbs of the Darwin and Cottage types were planted, about 60 varieties in all. The season was by no means an ideal one for these flowers, and though many reports of total and partial failures have been heard of this spring, these bulbs on the whole bloomed with less than two per cent failure, and were a magnificent sight when in full flower.

The bulbs were planted last October in beds five feet wide and 25 feet long, with six-inch spaces between the bulbs. The beds were separated by alleys eight inches deep and 18 inches wide, thus leaving the bulbs in raised beds, from which any surplus water could readily drain to the alleys. The result was that there were few or none of them rotted. Fertilizers used consisted of some old hotbed manure, dug in before planting, and a free dressing of bone meal at planting time.

The first variety to bloom was that beautiful salmon pink, Hobbema, or American Lac, a gem in Cottage tulips, which opened May 21. This was followed by the Crimson Elegans, with its peculiarly reflexed petals and vivid and lasting color. Then all the Darwins seemed to burst forth together within two or three days, the last of this class being Clara Butt. Unfortunately there was a sharp frost just as they all looked so well, and next day, as the sun opened up on them, there were many casualties, particularly Farncomb Sanders, Suzon, Nauticus and Pride of Haarlem, the outer petals of all being badly burnt. The light and very dark shades weathered it very well and the Cottage tulips seemed to be unharmed.

In the Darwin "Reds," Bartigon, Glow and Pride of Haarlem were best, both for color and lasting qualities. Clara Butt, in the pinks, stands out alone, and Gretchen is a delightful pale blush that should be planted largely. White Queen (La Candeur) is a blush changing to pure white, a unique color and splendid keeper. Zulu and Velvet King are both exquisite dark colors, the former being almost black; both kept unblemished until the petals dropped.

In the lilac and lavender shades, Dream and The Rev. H. Eubank were the favorites; the former is the taller, earlier and darker of the two, but Eubank has a perfect shape and a true pure lavender color. There were many varieties of that type of rose color with lighter edge, what might be termed the "Tonnaye" type. The two best were Massachusetts and Baron de la Tonnaye. Mme. Krelage very much resembles the former.

Coming to the Cottage or May-flowering class, here is where we get the preponderance of distinct colors, i. e., yellow, orange, crimson and scarlet, especially the first, a color which is absent in the Darwins. There are also many delightful delicate tints in this class. Mrs. Moon and Gesneriana Lutea stand out alone in true yellows; the former is the taller of the two and both are sweetly scented. Inglescombe Yellow is also an exquisite flower. Golden Spire and Sunset, with their golden and red blotched flowers, were among the most brilliant things in the whole trial. Illuminator (really the best of this Billietiana class) was the last of all to bloom, not opening until June 10.

Glare of the Garden was the finest crimson tulip in the whole trial. It is not very tall (16 inches), but for size, outline, color and lasting qualities, it is unequaled. Emerald Gem is really "a gem"—the color is a glistening orange scarlet, and it takes its name from the emerald green base, a very brilliant tulip. The Fawn and Inglescombe Pink are exquisite pink tulips, the former showing a little heliotrope and cream, while the latter is decidedly stained orange inside as it opens. Both should be largely grown and should do well under glass. One more that deserves special mention is Fairy Queen, a beautiful heliotrope and yellow that comes particularly rich and tall if planted in shade.

Sweet Peas at Fordhook.

Sweet peas were in their prime at W. Atlee Burpee & Co.'s Fordhook farms the third week in June. George W. Kerr, the sweet pea expert, who has charge of the trials, declared he had never seen them better. In a two-acre plot were planted all the choice varieties now in commerce, a number of the new English sorts, and several

long rows the length of the field, of Fordhook seedlings, crosses of selected early flowering varieties, many of them on Yarrawa, all made by Mr. Kerr. These latter were very interesting, comprising many that were exceptionally rich in coloring, of strong growth, with large flowers and quantities of them.

Some very promising varieties, seedling plants of last year, from which seed had been carefully saved, had come mixed in a discouraging manner. In a half dozen plants from seed of one plant, no two varieties were alike, and none of the same color as the parent. Mr. Kerr said that seed saved from these would be very apt to revert to the parent next year; that it took from three to six years, and even longer to fix a color. It was tedious work, but when once fixed, there was no further trouble. The seed for the stock in these trials was sown in pots about the middle of January in a sweet pea house. In about six weeks they were placed in a cold frame to harden off. Early in April they are planted in the field. Some flowers were seen early in May, quite a few by May 15, and a good show of bloom by June 1. They were planted in rows, three feet apart and supported by jute twine stretched each side the rows, attached to cedar poles.

Among those growing here and sent out this year, early flowering varieties, were the following: Lavender King, best early lavender; Early King, crimson scarlet; Early Beauty, soft pink, like Countess; Zephyr, light blue; Enchantress, a fine pink, like Hercules; Primrose Beauty, black seeded yellow; Snowstorm, white seeded white, the best so far; Lustre, deep rose pink, standard suffused with orange; Sunburst, medium pink in cream ground, fine large flower; Sweet Briar, light pink, suffused with amber, much like Elfrida Pierson; Mauve Beauty, a fine mauve color, large flower; Loveliness, a picotee, large flower, pink on white ground; Blue Bird, very distinct, medium blue; Exquisite, a picotee on a cream ground, a very beautiful variety.

Summer varieties are: Jan Hamilton, fine red; Lord Kirchener, scarlet; Annie Bonass, rich rose pink; Berge, pink on cream ground, strong grower; John Porter, very free, rich orange pink; President, flaming orange scarlet, very distinct; Mrs. Routzahn, a fine cream pink, one of the best; Sincerity, a fine cerise (English); Illuminator, salmon cerise; Burpee's Frilled Pink, a fine English sort, is a beauty. A white sport, developed here, should be a wonder.

Old favorites, among many others, growing here to perfection are: Helen Lewis, Hercules, Margaret Atlee, Wedgewood, Elfrida Pierson, Helen Grosvenor, Lilian, Margaret Madison, King Edward, Irish Belle, Royal Purple, George Herbert, Jack Tar, good blue; King Manuel, Fiery Cross, Queen Victoria, Black Seeded Yellow, Orchid, best lavender; Nubian, almost black; Vermilion Brilliant, Warrior, Floradale Fairy, King White, Charna, Rosy Carmine, Constance Hinton.

Mr. Kerr has just returned from the trial and seed grounds at Lompoc, Calif., where 100 acres are devoted to sweet peas, as much as an acre to a choice variety. The stock there he found very fine. They make a wonderful growth and are very floriferous. Several beautiful sorts have produced enough seed to permit of their being sent out next season.

NEW METHOD OF WINTERING STOCK.

A small block that will be of interest to the commercial grower of outside sweet peas was planted in October last. When about three inches in height and cold weather setting in, boards six to nine inches in width are set on edge either side of the row about eight inches apart. These are held upright with small stakes. On top of this woodwork lay panes of glass and tied with string running over the top from side to side, around tacks in the boards. This is not put on until severe weather, and then remains until the first of March, when it should be removed and the sweet peas will take care of themselves. They will flower from the middle of May on, and have a great advantage over the spring planted or unprotected stock of winter. Sweet pea growers, who will give this a trial, will find it greatly to their advantage. The accompanying illustration shows this small block, which was fairly in flower as early as May 15. Other illustrations show the luxuriance of growth at Fordhook.

Rochester Peony Show.

The peony show under the auspices of the Rochester Florists' Association was held June 29-30, with very favorable weather conditions, but owing to several counter attractions, the attendance was not up to expectations. The exhibition, however, was a beautiful one. The center of the hall was laid out in the form of a red cross, edged with white, the flowers being arranged in vases. The effect was striking. A square consisting of tables upon which were other vases of excellent blooms enclosed the cross. Other exhibits were staged at the sides of the building in the following order: J. B. Keller Sons, 50 large vases, handsome jardinieres and baskets, outstanding varieties being Edulis, Superba, Baroness Rothschild and Indispensible; Ellwanger & Barry Nursery Co., 65 fine varieties, all named, among those unusually good being Jules Elie; James Vick's Sons, a splendid display of 75 named sorts; John Charlton & Sons, 75 named varieties, among the finest here being Duke of Wellington and Couronne d'Or; Geo. B. Hart, unique arrangement in low pans, giving a pleasing garden effect; Geo. T. Boucher, 37 well displayed vases; H. E. Wilson, a number of handsome baskets, arranged with a splendid color scheme; Jacob Thoman & Son, 46 baskets, the showing of La France being the finest in the exhibition. Out-of-town exhibitors were: S. C. Harris, Tarrytown, N. Y.; Cottage Gardens Co., Queens, N. Y.; T. C. Thurlow, Westbury, Mass.; B. H. Farr, Wyomissing, Pa.; R. L. Longborough, Vick & Hill, Barnard, N. Y.; L. J. Bryant & Son, Newark, N. Y.; Babcock Peony Gardens, Sugar Grove, Pa.; N. A. Hallower, Fruitland, N. Y.; Jackson & Perkins Co., Newark, N. Y., all of the displays being excellent.

CHESTER.

WINFIELD, N. Y.—Alfred Fisher has assumed charge of the business of his father, Charles Fischer, recently deceased.

ALBUQUERQUE, N. M.—Byron H. Ives and wife are spending their summer vacation at Gouverneur, N. Y., the former's native place. Mr. Ives left home for the west in 1879, at the age of 20, establishing a highly successful business here.

COUNCIL BLUFFS, IA.—Owing to ill-health, Roy Wilcox has retired from the firm of J. F. Wilcox & Sons, Inc., his interest being purchased by Mrs. J. F. Wilcox, Blaine and Glen Wilcox. For the present he will devote his time to real estate and personal matters. Blaine Wilcox will succeed him as manager of the firm.

Pittsburgh, Pa.

CLOSE OF MOST SUCCESSFUL SEASON.

Taking the weather into consideration, business has kept up quite well. The past week has been very warm and some stock shows the effects of these conditions. Roses are still very good and find ready sale at from $2 to $8 per 100, especially Killarney, which are used mostly for weddings and commencements. Ophelia and Sunburst are very seldom called for. Richmond and American Beauty are almost off the market. Peonies are still arriving from New York in large numbers, some weeks later than the local crop. Lily of the valley has been quite plentiful, more so than in any previous year, and cleans up well each day. Carnations are plentiful and most of them are disposed of to the street merchants. Delphiniums and all other outdoor flowers are selling well. Greens are more plentiful and new crop Massachusetts ferns can now be had. Last week closed one of the most successful seasons every experienced by the florists of this city.

NOTES.

Edward Weaver of Randolph & McClements is glad June is over so that he can rest up after a heavy month of wedding decorations. He will soon leave for his summer camp in the mountains.

Wm. Lux, who conducts the flower stand in the William Penn hotel, is a regular baseball fan. He can be found at the game any afternoon the home team is playing.

Dave Hill left for Erie, Pa., to spend the balance of the summer. His two sisters accompanied him on the trip.

Several of the local florists are planning to attend the S. A. F. convention, making the trip by auto.

Jack Frampton, of the Zieger Co., is sojourning at Atlantic City for a few weeks.

Ross Adgate spent July 4 with his parents at Niles, O.

M.

Baltimore, Md.

CARNATIONS GLUT MARKET.

There is little business in the wholesale market this week, good flowers, especially roses and carnations, being on the shady side. Very few American Beauty roses are to be had. Long stemmed roses are very scare, but short and medium grades are plentiful. Orchids are coming in more freely now. The carnation situation is very poor. Thousands of them are being received for which sale cannot be found at any price, while the best bring from 1½ to 2½ cents each. Very little lily of the valley is obtainable and the quality is none too good. Lilies are in heavy supply, but move well at $8 per 100. There is a good demand for gladioli and the same is true of Delphinium Belladonna.

NOTES.

The Seidewitz Flower Shop on Charles street reports very satisfactory business, weddings and funeral work keeping the force busy.

The S. S. Pennock-Meehan Co. has been showing the best America gladioli the writer has seen here this year.

Albert Fiedler & Co. report brisk business. This firm has been enjoying a heavy demand for funeral work.

Chas. E. Smith & Co. have had a splendid season and are still busy with wedding flowers and funeral work.

The Hamilton Flower Store has been featuring water lilies during the past week.

The Leo Niessen Co. has been receiving daily shipments of water lilies.

C. S.

Fort Wayne, Ind.

WEATHER CONDITIONS UNFAVORABLE.

Weather conditions during the last week of June were very unsatisfactory; rain fell every day of the week and in most instances heavy electrical storms prevailed. Business was not as brisk as it might have been, and the out-door flowers were damaged to quite an extent. The demand has been mostly for wedding work, with an occasional funeral order. Business is expected to be slack for the next few months, but the majority of florists are glad of a rest and the opportunity to recuperate for the fall business.

NOTES.

Among the local florists who donated carnations and roses for the Red Cross sale of flowers on the street on Friday, June 29, were: A. J. Lanternier & Co., Markey Bros., Doswell Floral Co., Frank J. Knecht, and the Flick Floral Co. Miss Alice Flick was one of the young girls who were dressed in the Red Cross uniform, selling the flowers.

The Flick Floral Co. is showing some fine out-door stock, including gaillardias, coreopsis, and Japanese iris. Wedding orders have been numerous here during the last week of June. They report an excellent demand during the month for all kinds of flowers.

Markey Bros. had some good quality carnations on display in their window. They are also showing some excellent pink hydrangea plants. Business here has been splendid all during the month of June.

The Doswell Floral Co. had an attractive window display of Ophelia and Richmond roses. They have been busy with a large number of weddings, and report the June business as highly satisfactory.

A. J. Lanternier and wife celebrated their fifty-second wedding anniversary by having a large family reunion, June 29. There were handsome decorations of roses and sweet peas about the house.

H. K.

Columbus, O.

TRADE CONDITIONS VERY QUIET.

Dull trade and poverty of displays continue to characterize the retail flower market. The most pleasing feature, in points of novelty and color effect, is the gladioli, home-grown cuttings of which are beginning to appear. They are limited though, in quantity and variety, and are still too high in price for popular consumption. Roses, which are now the mainstay in cut flowers, are about equal to the demand. The present week will see about the last of the carnations. Those still in stock are of poor quality. There is an abundance of all the usual varieties of garden flowers, but flower-stands on the public markets do not find business up to old standards, owing to the absorbing interests in foodstuffs. Coreopsis, larkspurs, cornflowers, daisies and a few other garden flowers have a fair sale in florists' shops. Funeral work is erratic, but on the whole below the average in volume. This is proving a poor season for porch planting, as compared with last. The home-beautiful agitation of a year ago no longer prevails, planting enthusiasm having taken the practical form of backyard activities. Florists see little prospect of any immediate betterment in trade.

NOTES.

The work of dismantling the Woolman greenhouses, on the Hilltop, owing to the real estate having been sold for railroad purposes, is now in progress. The glass is being removed to the new plant of the Fairview Floral Company, on the river road.

Paul Hardesty, of the Hardesty Floral Company, was married June 26, to Miss Agnes Daoust, of Alpena, Mich., the ceremony having taken place at St. Bernard's church, of that city.

J.

Rhode Island Horticultural Society.

Roses and strawberries were the features of the annual June exhibition of the Rhode Island Horticultural Society, held in the ballroom of the Narragansett hotel, Providence, June 29. In addition there were many other varieties of flowers, fruits and vegetables, which attracted many visitors. One of the most striking displays was that of Roger William's park rose gardens, consisting of many varieties of outdoor roses. There was also an elaborate display of roses by amateurs.

Burke & Burns, in the professional class, attracted much attention with their exhibit of long stemmed roses, staged near the entrance, and a display of gladioli and a shower bouquet of yellow marguerites was also worthy of mention. Opposite the entrance, was a novelty table arranged by Macnair, consisting of glass dishes with figures posed on the edges, fishing and gazing into the water. Asparagus and a center of Pink Enchantress completed the pretty effect. Another table decoration by T. J. Johnston & Co. consisted of an electrical fountain with bowls of water lilies, masses of pyrethrums, snapdragons, pine boughs, and other green. This was also most cleverly done. A fine display of palms and plants, staged by Eugene Appleton, was also among the blue ribbon entries. Excellent showings of peonies by Jas. Dillon and sweet peas by Albert Holscher also attracted attention. In the vegetable section, one of the best entries was that of J. Gerard, of Exeter, who staged 15 varieties.

The exhibition committee, who deserve credit for an excellent show, both in number of entries and varieties, consisted of Eugene Appleton, chairman; Joshua Vose, Arthur Sellew, Cornelius Hartstra, Dr. H. H. Yorke, president of the society, and Ernest K. Thomas, secretary.

H. A. T.

Horticultural Society of New York.

An exhibtion of this society will be held July 14-15, in the Museum building, New York Botanical Garden, Bronx park. It will be open on the first day from 2 to 5 p. m. and on the second day from 10 a. m. to 5 p. m. Prizes are offered for hardy roses, flowers of herbaceous plants and those of shrubs and trees, Japanese irises, and other plants; also for vegetables. Schedules are now ready for distribution and will be sent on application to the secretary, George V. Nash, Mansion, New York Botanical Garden, Bronx park, New York City.

GEORGE V. NASH, Sec'y.

Ossining, N. Y.

Louis C. Pilat has a considerable glass area at Linden and Glen avenues and a good retail florist and seed store at 154 Main street. Near to the Pilat range are Thomas Cockburn & Sons, who have several good houses and grow a variety of stock.

C. H. Dunscomb has several houses of Lord & Burnham construction. He grows a variety of stock and seems to be prospering.

Mrs. Bradshaw, widow of H. N. Bradshaw, has decided to retire from the business.

Charles J. Weeks has recently opened a retail store at 20 Spring street.

A. F. F.

OBITUARY.

Abraham L. Pennock.

Philadelphia lost its oldest florist in the death of Abraham L. Pennock, which occurred June 29 at his home at Lansdowne, Pa., of infirmities due to his extreme age, he being in his ninetieth year. On June 5, Mr. and Mrs. Pennock celebrated their golden wedding anniversary, at which were 35 persons, all direct descendants, their wives and children. Mr. Pennock was an orthodox Friend and the dean of the Philadelphia florists, having established a retail business with his brother in 1861, which is now so successfully conducted by his son Lidden and A. B. Cartledge.

Abraham Pennock was the first to store lily of the valley pips for forcing the year round. He was also of an inventive mind, his hot water boiler, made in the early days of greenhouse heating, and a counter balance for ventilator shafts, being long in use. Of late years he spent his winters in southern Florida, which delightful climate he greatly enjoyed.

Mr. Pennock had a great love for flowers, and when active in the business kept well to the front. He had a large range of glass at Lansdowne, where roses and other flowers were grown for the city store. He was most cordial in his manner and always glad to give advice to others in the trade. The deceased is survived by a widow, Mrs. Anna C. Pennock; six sons, all engaged in the same calling, and three daughters. The children are: Herbert A., Casper, Samuel Sellers, J. Lidden, Henry Sellers, George L. Pennock, Mrs. Francis J. Laird, Mrs. Nathan P. Stauffer, and Mrs. Robert C. Folwell. Mr. Pennock's funeral, held July 2, was laregly attended by his old friends in the trade.

K.

Fred M. Kelly.

Fred M. Kelly, well-known florist of Kokomo, Ind., met death by drowning at Marion, Ind., June 28, the circumstances being surrounded with mystery. While the police are inclined to think that the death was an accident, they are also working on the assumption that he was waylaid and robbed, and arrests have already been made. The deceased was laid to rest in Crown Point cemetery after services at his late residence, which were largely attended. Members of the Kokomo craft were the pallbearers.

James Ivera Donlon.

James Ivera Donlon, well known to the New York trade, and employed in various branches of the business there for many years, died at the Manhattan state hospital June 27. The cause of death, like a large part of Mr. Donlon's life, is veiled in mystery. With an engaging disposition and ability of a high order in many directions, he made a large circle of friends as an attache of the New York state horticultural display, at the Chicago World's Fair in 1892-93.

BATTLE CREEK, MICH.—Florists here are buying coal at $7.50 to $9.00 per ton, taking no chances with their supply for the coming winter.

MINNEAPOLIS, MINN.—A flower sale for the benefit of the Red Cross Society was one of the features of the summer meeting and exhibition of the Minnesota Horticultural Society, June 27.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue the AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

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WASHINGTON, D. C.—An examination will be held July 25, to fill the vacancy in the position of assistant in poisonous plant investigation; salary, $1,440 per annum. Applicants should request Form 1312 of the Civil Service Commission, Washington, D. C., stating title of the examination.

NEW YORK.—The preliminary schedule of premiums for the spring flower show to be held in New York, March 14-21, 1918, under the auspices of the Horticultural Society of New York, and the New York Florists' Club, is ready for distribution. Copies may be had by addressing Secretary John Young, 53 West 28th street, New York.

Nursery Interests and War Riches.

J. Horace McFarland, of Harrisburg, Pa., at the recent convention of the American Association of Nurserymen, held at Philadelphia, stated that Secretary McAdoo had declared the war would cost the United States $100,000,000,000, and that nearly all of this money would be spent in this country. Mr. McFarland calls attention to the fact that this almost unbelievable amount of money cannot be put in circulation without helping the nurserymen and allied interests. It is now up to everybody to put their best foot forward and plan to the best of their ability in reaching out for their share of the great business that is bound to be created with the distribution of this great wealth.

Coal Prices Cut.

Following a tentative agreement between bituminous coal operators and the committee on coal production of the Council of National Defense, June 28, coal prices will be lowered, effective July 1, the operators, representing every producing state, agreeing that the price of bituminous coal beginning with that date shall not exceed $3.50 per ton of 2,000 pounds at the mine. The jobbing margin is not to be more than 25 cents per ton, regardless of the number of middlemen the coal passes before reaching the ultimate consumer.

The operators pronounced the maximum price agreed upon a reduction from prevailing prices of from $2 to $5 a ton. On Illinois soft coal the reduction will probably range to consumers from $1 to $2 a ton. The greater cut will be on high grade eastern bituminous. A further flat cut of 50 cents was granted to the government.

Director Smith of the geological survey estimated that the reduced prices would mean that the operators would get $180,000,000 less annually for their output and that the saving to the government and the coal consuming public would be even greater. The consumer will get his coal at the mine price, plus transportation charges and 25 cents a ton.

The agreement does not affect anthracite, and the coal production committee announced that action on that problem had been postponed until after July 1 by agreement with the operators. The anthracite producers have indicated willingness to meet the government in the same spirit manifested by the bituminous men.

Dormant Stock Problems.

Two matters of great interest to the florist trade were the subject of papers read and discussed at the recent convention of the American Association of Nurserymen at Philadelphia, Pa. "Prohibition of Importation of Nursery Stock" was one, in which James McHutchison, of New York, presented the subject in a very thorough manner. There was considerable discussion, as some nurserymen think all nursery stock should be grown at home. As this subject was of such interest to florists, who import largely of azaleas, box, rhododendrons, etc., it was finally agreed to work with the committee of the Society of American Florists, who have this matter in charge.

"When Are Evergreens (if ever) Dormant?" was a subject masterly handled by J. B. Baker, Fort Worth, Tex. This subject interests florists who import azaleas, rhododendrons and conifers from abroad. Freight rates on dormant stock are about half those of live or stock considered in growth. A number of nurserymen, arbitration committees, and particularly one appointed by the department of agriculture to look into this subject, reported that evergreens and many other plants which held their foliage from one year to another, such as azaleas, rhododendrons, hollies, etc., undoubtedly had their dormant or resting period, as well as the trees that shed their leaves in winter. The importance of establishing this point is, that freight rates on trees and plants classed as dormant, are about half those rated as live and growing. Mr. Baker stated that railroads were now in many instances accepting evergreens and other like plants, as dormant during their resting period, and a committee was trying hard to get a ruling to this effect from the interstate commerce commission, which would settle the matter all over the country.

Orchid Mother Bulbs Duty Free.

Maltus & Ware of New York, representing importers of orchids, claimed that cattleyas were entitled to free entry under paragraph 210, tariff act of 1913, which, referring to bulbs, is broad enough to cover plant growths, which, though not true bulbs botanically speaking, are commercially known as bulbs. The board of United States general appraisers ruled against them, claiming orchids subject to a duty of 25 percentum ad valorem. They appealed to the United States court of customs appeals, which reversed the ruling of the appraisers as follows:

Orchid Plants, How Classifiable—Mature Mother Flowering Bulbs.—Orchid plants, known as cattleyas, which at the time of importation had already flowered, would never flower again, and were useful for no commercial purpose except propagating, and which, although not true bulbs, were known to the trade as orchid bulbs, were entitled to free entry under the proviso to paragraph 210, tariff act of 1913, as mature mother flowering bulbs imported exclusively for propagating purposes.

The board of United States general appraisers prayed for another hearing, which the court granted, and after going carefully over the testimony rendered the following decision:

We hold, first, that the goods are bulbs, because they are commercially so known and designated; second, that they are mature bulbs, because they are fully developed; third, that they are flowering bulbs, because they belong to that class of bulb which is capable of producing flowers; fourth, that they are mother bulbs, because they are capable of producing and do produce other bulbs like themselves which will flower; fifth, that they are imported exclusively for propagating purposes, because they are imported for the purpose of propagating bulbs which will flower, and are absolutely valueless for any other use.

The decision of the board of general appraisers is reversed.

Important to Subscribers.

The date on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscriptions promptly on expiration to make certain of receiving your copy of each issue.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

July 7-8, Boston, Mass.—Annual exhibition of the American Sweet Pea Society under the auspices of the Massachusetts Horticultural Society. Wm. Gray, Bellevue road, Newport, R. I., secretary.

August 23-26, New York.—Annual exhibition of the American Gladiolus Society, Museum building, Bronx park. Henry Youell, secretary, 538 Cedar street, Syracuse, N. Y.

September 25-27, New York.—Dahlia exhibition of the American Dahlia Society and the American Institute of the City of New York. Wm. A. Eagleson, secretary board of managers, 322 West 23rd street, New York.

November 7-9, Newport, R. I.—Annual fall show of the Newport Horticultural Society. Fred P. Webber, secretary, Newport.

November 8-11, Cleveland, O.—Cleveland flower show, including annual meeting of the Chrysanthemum Society of America and fall shows of the American Rose Society and the American Carnation Society. M. A. Vinson, manager, 402 Leader-News building, Cleveland.

March 14-21, 1918, New York.—Spring flower show in Grand Central Palace.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—As florist and landscape gardener on private place. Address
CHARLES FROHLICH, care Mr. Brooks,
23 Eleventh St., Anderson, Ind.

Situation Wanted—As foreman or manager of establishment where roses, carnations, chrysanthemums and general line of plants are grown; thoroughly capable of handling help; good worker who can produce fine stock for Christmas and Easter and assist in making up. German, age 30; single, strictly sober. Good wages only. Address Key 800, care American Florist.

For Sale—Well established greenhouse business nearly 30,000 feet of glass in one of the best cities in southern Alberta, Canada; warm climate, cheap fuel, unlimited market with good prices. Reasons for selling. For particulars address
Key 799, care American Florist.

SITUATION WANTED

As working foreman by expert grower of roses, carnations and chrysanthemums; Russell roses a specialty. Many years scientific practice and experience.

Key 795, care American Florist.

Situation Wanted

Expert grower now in charge of a large commercial place near Chicago will be open for engagement as superintendent and manager in the near future. Well versed in general line of cut flowers, particularly carnations, chrysanthemums, etc. State salary, location and full particulars in first letter.

Key 783, care American Florist.

HELP WANTED

Section men and helpers in rose houses. State wages had in previous places, how long, and what salary wanted. Steady job if man is satisfactory. Apply

POEHLMANN BROS. CO.
Plant B, Morton Grove, Ill.

Help Wanted

At once, two experienced greenhouse men, good wages and steady position; state wages and experience in application.

Randolph & McClements
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Business Opportunity

To an active man (married or single) who has some knowledge of ornamental plants and floral design work. I have an attractive proposition in one of the most prosperous communities in Southern California.

Pacific Ornamental Plant Gardens,
Orange, California.

WANTED CEMETERY LOCATIONS.

Cemetery Sales Experts—Specializing in cemetery organization, advertising and selling campaigns, will organize and manage lot selling campaigns; outline and plan organization and business management for new cemetries and organize new stock companies or reorganize old cemeteries. If there is an opportunity for a new cemetery in your locality let us help you.

GEO. P. GARIN & CO.
R 510, 117 N. Dearborn St. Chicago, Ill.

Will Trade

Modern Chicago apartment buildings, valued at $25,000 to $50,000, for cleared greenhouses or farms. State full particulars in first letter to command attention.

Key 784, care American Florist.

GREENHOUSES FOR SALE.

I have three houses under glass, 35x175, all cement wall and iron and steel supports all through; one of the finest steam-heat plants, with a first-class pumping station; has large water tank inside of work-rooms, with ten acres of soil; fine steam-heated house, with good barn, one-half mile from coaling station and close to Grand Rapids; only $9,000.00.

This bargain will interest you if you are looking for a greenhouse proposition. Address

Key 790, care American Florist.

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By first-class grower of cut flowers and plants to take entire charge. Capable supervisor of help and manager; single, British subject; excellent credentials.

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SITUATION WANTED

Good all around storeman is open for engagement. Expert salesman and designer. Ready to start work at once. Chicago preferred. Address

KEY 791, CARE AMERICAN FLORIST.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000 $5.00. Samples on request. Electro of leaf, postpaid, $1.50. Cash with order.

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Florists, Nurserymen and Seedsmen

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Large Supply Fine Summer Flowe

Particularly Russell and American Beauty Roses as well as all other stock. This stoc is grown purposely for use during the hot weather months and will surely please your tra e.

OUR VALLEY, ORCHIDS AND EASTER LI E

Are Favorably Known and Recognized as the Best.

We have at bargain prices Good Roses and Carnations that we can supply in large quantities. Write or wire for special quotations. Our Roses are cut specially for shipment in hot weather. Home Grown Peonies are now arriving in large quantities and are in heavy supply with us.

Our supply of this favorite baskets is limited; order early and protect your supply.

111—1 each 5c	111—4 each. 50c
111—2 each..30c	111—5 each..60c
111—3 eacn..35c	

Cecile Brunner Hoosier Beauty Op e
White Killarney Killarney Brilli t
Killarney Milady Sunbur t
Richmond Aaron Wards

Our Roses consist of all grades, Short, Medium, Long and Special.

We are now supplying New Ferns, Adiantu , Smilax, Plumosus, Galax, Mexican Ivy, Sprenge .

Price List mailed weekly; if you are not on our list, let us know.

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Before taking stock we offer a lot of our merchandis at prices that should appeal to any florist desirous o saving money. Let us estimate for you on you accessories. Prices will not be any lower on good that have been advancing right along, so buy now

If you should happen not to receive one of our pr e send us a postal and we will mail one to you by retur n

We Close at 5 p. m. during July, August and September; At Noon on Sundays.

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72-74 E. Randolph St.

SE PLANTS, GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

)—2½-inch Aaron Ward, Milady, Brilliant, Cecile Richmond, Sunburst and Ophelia.....$120.00 per 1000
5000 or more..... 110.00 per 1000
Killarney and Pink Killarney..... 100.00 per 1000
ED—3½-INCH WHITE KILLARNEY AND PINK KILLARNEY.
½-inch stock an additional $50.00 per 1000 will be charged.
These prices are absolutely net cash.

OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady, Richmond, Cecile Brunner.....$7.00 per 100; $65.00 per 1000
Lots of 5000 or more..... 62.50 per 1000
Sunburst, 2½-inch ..... 80.00 per 1000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

GRAFTED DORMANT ROSE PLANTS.

	Per 100	Per 1000
: Killarney. Gold ir	.....$6.00	$50.00

3½-INCH OWN ROOT DORMANT ROSE PLANTS.

		Per 1000
1300	Richmond	
165	Old Gold	
3000	Pink Killarney	..... 50.00
200	Elgar	

2½-INCH OWN ROOT DORMANT ROSE PLANTS.

		Per 1000
2500	Pink Killarney	
350	White Killarney	.....$30.00

CHRYSANTHEMUMS

W—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
low.....	October 1....	$2.30	$20.00	$3.00	$27.00
.....	October 14....	2.30	20.00	3.00	27.00
an (Improved Eaton)	October 25....	6.00	.....	7.00	.....
.....	October 24....	2.30	20.00	3.00	27.00
.....	November 2....	2.30	20.00	3.00	27.00
.....	November 13....	2.30	20.00	3.00	27.00
t	November 2....	2.30	20.00	3.00	27.00
te Pink....	November 7....	2.30	20.00	3.00	27.00

Rooted Cuttings and 2½-Inch Stock.

WHITE—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
Early Frost	October 26....	$2.30	$20.00	$3.00	$27.00
Oconto.....	October 19....	2.30	20.00	3.00	27.00
Smith's Ideal	November 2....	2.30	20.00	3.00	27.00
White Chieftain	October 24....	2.30	20.00	3.00	27.00
Eaton	November 1....	2.30	20.00	3.00	27.00
W. H. Chadwick.....	November 7....	2.30	20.00	3.00	27.00
Chas. Razer	October 29....	2.30	20.00	3.00	27.00
Elise Papworth	November 2....	2.30	20.00	3.00	27.00
BRONZE—					
O. H. Kahn.....	November 2....	2.30	20.00	3.00	27.00

POMPONS

W—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
d	October 16....	$3.00	$27.00	$3.50	$32.00
.....	November 1....	3.00	27.00	3.50	32.00
.....	November 9....	3.00	27.00	3.50	32.00
.....	November 16....	3.00	27.00	3.50	32.00
.....	.....	3.00	27.00	3.50	32.00

Rooted Cuttings and 2½-Inch Stock.

WHITE—	About time they bloom.	Rooted Cuttings. 100	Rooted Cuttings. 1000	2½-Inch Stock. 100	2½-Inch Stock. 1000
Helen Newberry	November 16....	3.00	27.00	3.50	32.00
PINK —					
Queen Marie	October 25....	3.00	27.00	3.50	32.00
BRONZE—					
Madam La Porte.....	November 9....	3.00	27.00	3.50	32.00
Skibo—Bronze Button.	October 16....	3.00	27.00	3.50	32.00

PALMS

A FORSTERIANA SINGLE PLANTS

	Doz.	100	1,000
pots.....	$1.50	$12.00	$100.00
pots.....	2.50	18.00	150.00

A BELMOREANA SINGLE PLANTS.

Leaves	Doz.	100	1,000
ots	$1.50	$12.00	$100.00
ots, 5 10-12 in. high	2.50	18.00	150.00
ots, 5-6 leaves, 26-28 in. high, $1.50 each			

ARECA LUTESCENS.
, 4 plants.....per doz. $4.20

PHOENIX ROEBELENII

	Each
5 inch pots	$1.00

STEVENSONIA GRANDIFOLIA

4 inch pots	.50
5 inch pots	1.00

LIVISTONA ROTUNDIFOLIA

4 inch pots	.50
3 inch pots	$14.00 per 100

PTYCHOSPERMA ALEXANDRAE
3 inch pots, $1.75 per doz.....$14.00 per 100

COCOS WEDDELIANA
2 inch pots, $1.75 per doz.....$14.00 per 100

LATANIA BORBONICA
2 inch pots, 25c per doz.....$5.00 per 100

MARTINEZIA CARYOTAEFOLIA.
3 inch pots, 30c each.....$3.00 per doz.

CYCLAMEN

transplanted seedlings, $5.00 per 100; 3-inch plants, $10.00 per 100; 4-inch, $20.00 per 100

VINCAS

a strong 4-inch plants, $10.00 per 100.

SMILAX

Strong new stock, 2¼-inch, $3.00 per 100.

	Size pots	Per 100
Plumosus, 3-in. pots, per 100....		8.00
Plumosus, 6-in. pots, each.....		.35
minosa and Vernon...	2¼-in.	3.00
)		27.50
atelaine	2½-in.	4.00
natelaine	3-in.	10.00
fancy leaved, each...	5-in. 50c-	.75
fancy leaved, each...	6-in.	1.00
made up, each.....	7-in.	$1.50-2.00

	Size pots	Per 100
Canna, King Humbert.....	4-in.	12.00
Coleus in variety .....2½-in.		3.00
Per 1,000		27.50

Crotons, well colored, 5-inch, 60c and 75c each; 6-in., $1.25 each.

Pandanus Veitchii, 4-in., per doz.....	4.20
Pandanus Veitchii, 5-in., per doz.....	7.20

Stocks 2½ in., $3.00 per 100.

	Size pots	Per 100
Pandanus Veitchii, 7-in., per doz.		$18.00 to $24.00
Pandanus Veitchii, 8-in., per doz.....		30.00
Rubber Plants, 6-in. pots, per doz.....		9.00
Rubber Plants, 7-in. pots, each....		$1.50 to 2.00
Larger Plants, each		2.50 to 3.00
Table Ferns, 2½-in. pots, per 100.....		4.00
Table Ferns, 3-in. pots, per 100.....		8.00
Pteris Assorted, 4-in. pots, per 100.		$15.00 to 20.00
Holly Ferns, 4-in. pots, per 100...		15.00 to 20.00

A Nominal Charge is Made for Packing.

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Flowers for Commencement Exercises

Beauties, Yellow Roses, Fancy Russell, Red and Pink Roses

HEAVY CUT OF EXTRA CHOICE OPHELIA ROSES—FINEST OBTAINABLE.

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

NEW FERNS We have them fresh picked from the woods every day . . . . . per 1000—$1.50

CURRENT PRICE LIST

AMERICAN BEAUTIES	Per dozen
Specials, extra long stems	$3.00
Stems 30 to 36 inches	2.00 to 2.50
Stems 18 to 24 inches	1.00 to 1.50
Stems 12 to 15 inches	1.00
Shorter lengths	.35 to .50

RUSSELL—The best in this market.	Per doz.
Long	1.50
Good medium	1.00 to 1.25
Good short	.50 to .75

RED ROSES Rhea Reid, Richmond and Hoosier Beauty	Per 100
Long	$6.00 to $8.00
Good medium	4.00 to 5.00
Good short	3.00 to 4.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$6.00 to $8.00
Good medium stems	4.00 to 5.00
Good short stems	3.00

Pink and White Killarney, Brilliant	Per 100
Long	$6.00
Good medium	$4.00 to 5.00
Good short	3.00

OUR SELECTION: Assorted Roses, our selection, in lots of 300 or more, at the rate of $2.50 per 100.

VALLEY ..... $5.00 to $6.00

GREENS

ASPARAGUS SPRENGERI ..... Per 100 $2.00 to $3.00
GALAX, Green or Bronze ..... Per 1000 1.25
NEW COMMON FERNS ..... Per 1000 1.50 to 2.00
All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

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LONG DISTANCE PHONE: CENTRAL 1457.
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Chicago.

WHOLESALE STORES CLOSING AT 5 P. M.

All the local wholesale stores are now closing at 5 p. m. and will continue to do so the balance of July, August and September. Stock of all kinds is very plentiful at this writing, but there appears to be a gradual shortening in some lines. The supply of home-grown peonies is rapidly decreasing and while a few remain to be cut the heaviest supply to speak of is that in cold storage. Carnations are in good supply and some very good stock for this season of the year is noticed at several of the stores. Roses in general are in large supply, especially Mrs. Chas. Russell, which are in good demand. American Beauty roses are moving well and the same holds true for Ophelia, Sunburst, Milady, Rhea Reid, My Maryland, Hoosier Beauty, Killarney Brilliant, Champ Weiland and White Killarney. The market cleaned up pretty well in all lines last Saturday, June 30, which was housecleaning day for all the dealers. Orchids are a trifle more plentiful and so is lily of the valley, but there is hardly ever any surplus to speak of in either of these two items. Lilies are in large supply and a few callas are seen. Sweet peas are still a factor in the market, but their days are numbered, and the dealer takes a big chance on placing them in shipping orders going any great distance. Calendulas, daisies, statice, pansies, delphiniums, candytuft, iris, feverfew, pond lilies, snapdragons, stocks, foxgloves, gladioli, gypsophila, coreopsis, cosmos and a long list of other miscellaneous indoor and outdoor flowers are included in the heavy daily shipments. The retail florists now have a splendid chance to feature a great variety of stock in quantity at very little cost and are not slow to take advantage of the opportunity, judging from the windows the past week.

PEONIES! ROSES!

Large Supply. Write for prices.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 CHICAGO

Mention the American Florist when writing

NOTES.

The A. Dietsch Company, manufacturers of greenhouse materials at 2642 Sheffield avenue, is issuing a new catalog to be ready for mailing soon, and will be pleased to deliver it free to anyone writing to Department A for same.

Fred C. Weber, well known retail florist of St. Louis, Mo., was a visitor at Poehlmann Bros. Co.'s establishment July 2. He left for Waupaca, Wis., to spend his vacation after visiting here with his son a few days.

The Chicago Flower Growers' Association will hold its annual stockholders' meeting Monday, July 16. Thos. Heaven, of Benton Harbor, Mich., is shipping a good supply of foxgloves to this firm.

Emil Reichling has returned from St. Joseph, Mich., where he has been taking the bath treatments for sciatic rheumatism.

Schiller's have closed their loop store, concentrating the business at its West Madison street and Broadway establishments.

Miss Nettie Parker, secretary of A. T. Pyfer & Co., has returned from a week-end auto trip to Michigan with relatives.

Frank J. Kral, 1903 South Halsted street, is a member of the draft exemption board in the Forty-fifth district.

H. E. Philpott, of Winnipeg, Can., left for Minneapolis, Minn., June 29, after spending a few days here.

A baby girl gladdened the home of Mr. and Mrs. Joseph Ziska, Jr., Wednesday, June 27.

SPECIAL!!

Green Florist's Thread

75c per lb.

8 SPOOLS TO A LB. BOX.

Order early. This offer is only good until present supply is exhausted.

PERCY JONES, Inc.

56 E. Randolph St., Chicago.

PETER REINBERG

WHOLESALE FLORIST

30 East Randolph St., LONG DISTANCE PHONES: CENTRAL 601 and 2846. **CHICAGO**

HEAVY CROPS

Sunburst and Ophelia

Russell, White Killarney, Killarney Brilliant, My Maryland, Richmond, Milady, Champ Weiland, Lilies, Valley, Peonies. Complete line of Greens.

Buy Direct From The Grower. **CURRENT PRICE LIST** Subject to Change Without Notice.

	Per doz.
AMERICAN BEAUTIES	
48 to 60-inch stems	$5.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	4.00 to 8.00

	Per 100
RICHMOND	
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

	Per 100
MILADY	
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

	Per 100
Champ Weiland... Killarney... White Killarney... Killarney Brilliant. Sunburst ... My Maryland... Ophelia ...	
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

	Per 100
ROSES, OUR SELECTION	$4.00

CARNATIONS—Fancy ..... $2.00 to $3.00

Peonies, fancy	$ 6.00 to $ 8.00
Harrisii	12.50 to 15.00
Valley	6.00
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Galax, bronze and green, per 1,000	$1.25
Ferns, per 1,000	3.00
Leucothoe Sprays	.75 to 1.00
Smilax	per doz. strings 2.00 to 2.50

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 **CHICAGO**

LARGE AND COMPLETE LINE

SEASONABLE CUT FLOWERS

All the best Roses including Russell, Milady, Ophelia, Hoosier Beauty, Sunburst, Ward, Killarney Brilliant, Killarney, White Killarney, Etc.

Carnations, Lilies, Peonies, Daisies, Orchids, Statice, Stocks, Pansies, Calendulas, Iris, Candytuft, Foxgloves, Callas, Snapdragons and a long list of other offerings too numerous to mention. We have what you want if it is in season so just ask and we will see that you get it.

We handle the output of nearly 100 of the best and leading growers consigning their stock to the World's Largest Wholesale Cut Flower Market, enabling us to fill all orders to your satisfaction at all times.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **Chicago**

HEAVY SUPPLY OF ROSES AND CARNATIONS FOR WEDDINGS AND SCHOOL CLOSINGS. ORDER HERE AND GET THE BEST.

CURRENT PRICE LIST— Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	$12.00 to $15.00
Good	8.00 to 10.00
MINIATURE ROSES.	**Per 100**
Baby Doll	$3.00
Elgar	3.00
WHITE AND PINK KILLARNEY, OPHELIA, SUNBURST AND RICHMOND.	**Per 100**
Extra Special	$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy	$3.00
Good	2.00
MISCELLANEOUS.	**Per 100**
Peonies	$ 6.00 to $ 8.00
Valley	6.00
Lilies	12.50 to 15.00
Ferns, per 1,000	3.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.25

OTHER GREEN GOODS AT MARKET RATES.

Our Range of Greenhouses is one of the Three Largest in America.

Poehlmann Bros. Co. is cutting heavily in roses, particularly fancy Mrs. Chas. Russell, which are in brisk demand. Roland Poehlmann, youngest son of August Poehlmann, and D. C. Franch, two of Professor H. B. Dorner's students at Urbana, are employed in Poehlmann Bros. Co.'s supply department for the summer. T. E. Waters has a visitor's register handy for the benefit of the out-of-town florists, which he has placed at the disposal of the trade papers.

William Wienhoeber, of the Ernst Wienhoeber Co., and wife are spending their vacation in Colorado, California and other western states. Lou Bunte, who does the buying for the Wienhoeber Co., and wife will also spend their vacation in the west, leaving this week. Harry Smyth, with the same concern, is enjoying a well-earned rest.

Albert Koehler, of the American Bulb Co., and wife will leave next week to spend their vacation at Denver, Colo. Vincent Neil, of the sales force, is calling on the trade down state. A. Miller and wife are expected home from their honeymoon in a few days.

Mr. and Mrs. James Hancock, 5003 Berteau avenue, will give a benefit at their home Friday evening, July 6, consisting of a concert followed by a moonlight lawn dance, admission 50 cents. The proceeds will be donated to the blind of this city.

Percy Jones, Inc., reports a splendid demand for orchids, which they are handling in quantity. This firm is having a special sale on green florist thread, which will last until the present supply is exhausted.

A. Wechselberger, 3968 Avondale Avenue, is handling the Breezer electric fan as a side line, which helps considerably to pay expenses during the summer months, besides leaving him a nice profit.

W. L. Van Dame, president of the Rapid Wrapper Co., and wife, are visiting relatives at Cleveland, O., and also taking in the sights at Niagara Falls and New York city.

J. A. Budlong is having a good demand for Double White Killarney roses, which are grown quite heavily at the Budlong greenhouses.

O. Johnson says that the Batavia Greenhouse Co. will cut its last peonies this week, which is at least a month later than the season of 1916.

Bassett & Washburn are cutting a fine supply of roses in all the leading varieties and their list still includes the old favorite, Rhea Reid.

P. J. Foley and wife celebrated their silver wedding anniversary June 29 in a surprise party arranged by their children and friends.

W. F. Duntemann, of Bensenville, has the sympathy of the trade in the loss of his mother, whose death occurred last week.

Mangel, the Palmer House Florist, has a very pretty rustic window this week, that is attracting much favorable attention.

O. A. & L. A. Tonner report a good demand for peonies and say that their supply of local stock will soon be exhausted.

A. Lange's store force held their annual picnic at Beverley Hills, Sunday, July 1, about 30 participating.

Erne & Company are strong on delphiniums, which they are handling in quantity, as in former seasons.

Julius Kline, of the Wietor Bros. store force, is enjoying a two weeks' vacation at Checkerville.

Al Lehman and John Jacobs are the first of the E. C. Amling Co. force to enjoy their vacation.

Vaughan's Seed Store's special list of flower seeds for summer sowing was issued last week.

Extra Fancy PEONIES Local Stock

$3.00 to $6.00 per 100. Large Supply of Red.

Roses, Snapdragons, Carnations, Sweet Peas, Calendulas, Daisies, Greens and all Other Miscellaneous Seasonable Stock.

SUPPLIES

Fancy line of Cut Flowers and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies **30 E. Randolph St., Chicago, Ill.**

Mention the American Florist when writing.

RUSTIC HANGING BASKETS

NATURAL GROWTH CYPRESS

Price List and Sample, postpaid 25c, and 50c.

FLORIDA GRAY MOSS, 20-lb. Sack, $1.00; Seven Sacks, $5.00.

ALSO RUSTIC STANDS, ETC.

Order a $10.00 assorted lot by freight and have a display that will attract.

VICTOR SCHMELZ & SON, Route A, Sanford, Fla.

Mention the American Florist when writing.

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches. .	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,

Wholesale Florist

1324 Pine St., ST. LOUIS, MO.

Hot Weather Flowers

Heavy supply of Roses, Peones, Lilies and all other miscellaneous seasonable stock. Finest in Chicago—Bar None.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	$1.00 to 1.50
Short stems	per 100, 4.00 to 6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$20.00
Select	$12.50 to 15.00
Medium	$6.00 to 10.00
Short	4.00

ROSES.	
Richmond, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	3.00 to 4.00
Milady, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	3.00 to 4.00
Killarney Brilliant, special	$10.00
" " select	8.00
" " medium	$5.00 to 6.00
" " short	3.00 to 4.00
Ophelia, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	3.00 to 4.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	$5.00 to 6.00
" " short	3.00 to 4.00
Killarney, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	3.00 to 4.00
Mrs. Ward, special	$10.00
" " select	8.00
" " medium	$5.00 to 6.00
" " short	4.00
Sunburst, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	3.00 to 4.00
Cecile Brunner	2.00
Elgar	2.00
Baby Doll	2.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Fancy	$3.00
Red and pink	2.00

ORCHIDS.	Per doz.
Cattleyas	$9.00

EASTER LILIES.	Per 100
Select	$10.00 to $12.50

PEONIES.	
Fancy	$8.00
Special	6.00
Good	4.00

MISCELLANEOUS.	Per 100
Valley	$5.00 to $6.00
Calendulas	2.00
Daisies	.50 to 2.00
Snapdragons	per bunch .50 to 1.00
Callas	per doz. 1.50 to 2.00
Sweet Peas	.50 to 1.50
Gladioli (indoor grown)	6.00 to 8.00
Gladioli (miniature)	2.00 to 4.00

GREENS.	
Asp. plumosus	per string $0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri	per bunch .35 to .50
Adiantum	per 100 1.00
Smilax, choice	per doz. 1.50 to 2.00
Fancy Ferns	per 1,000 1.50 to 2.00
Galax leaves	per 1,000 1.25
Wild Smilax	per case 5.00
Boxwood —per lb., 25c; 50-lb. case.	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave, Chicago

Mention the American Florist when writing

ROSES AND LILIES

Large supply of choice stock. Special prices on quantity lots which will enable you to conduct bargain sales during the summer months.

FANCY NEW FERNS

Best in the Chicago market at $1.50 per 1000.

A. L. RANDALL COMPANY

Wholesale Cut Flowers and Florists' Supplies

WABASH AVE. AND LAKE ST., CHICAGO, ILLINOIS

Peter Reinberg is one of the few in this vicinity who still continues to grow the rose, My Maryland, and judging from the stock that is now reaching the store, this variey is far from being a has-been with him.

A. L. Vaughan & Co. are cleaning house this week and are making a number of changes, so when the fall season opens they will have more square feet of floor space at their disposal than formerly.

Matt Mann and Jack Byers, of Zech & Mann, are some fishermen. Ask them about the big catch they made last Sunday, July 1, but stand near the door so you can make a quick getaway.

Miss Clara Burkart, of the Poehlmann Bros. Co.'s supply department, is enjoying a well earned vacation.

The A. L. Randall Co. has increased its capital stock from $50,000 to $300,000.

ORCHIDS

Are in such large supply with us that we are able to fill all orders complete. The stock we are offering is of exceptionally fine quality and will meet the requirements of the most exacting buyers.

CURRENT PRICE LIST.

ROSES.	Per 100
Russell	$ 4.00 to $15.00
Richmond	1.50 to 6.00
Milady	1.50 to 6.00
Brilliant	1.50 to 6.00
Ophelia	1.50 to 6.00
White Killarney	1.50 to 6.00
Killarney	1.50 to 6.00
Ward	1.50 to 6.00
Sunburst	1.50 to 6.00

Extra Special billed accordingly.

MISCELLANEOUS	Per 100
Carnations	$ 1.00 to $ 2.00
Peonies	4.00 to 8.00
Orchids per dozen	9.00
Lilies	6.00
Valley	4.00 to 6.00
Daisies	.50 to 2.00
Callas per dozen	1.00 to 1.50

GREENS.	
Asp. plumosus sprays...bunch	$0.25 to $0.50
New Ferns.....per 1,000	1.50
Sprengeri .....per bunch	.25 to .50
Adiantum .....per 100	.50 to 1.00
Green Galax.....per 1,000	1.00
Wild Smilax .....per case	5.00
Mexican Ivy .....per 100	.75

Not the Oldest; Nor the Largest; Just the Best.

PERCY JONES, Inc.

Wholesale Commission Florists

56 East Randolph Street, CHICAGO

100% "Service"

The Chicago Florists' Club will meet at the Briggs hotel, 188 West Randolph street, Thursday, July 5, at 8 p. m.

Visitors: Swan Peterson, Rockford; Byron H. Ives, Albuquerque, N. M..

St. Louis.

FAIR DEMAND, BUT STOCK MEDIOCRE.

The market for the week ending July 1 was in fairly good condition. Sales at the wholesale houses were good, although stock is not of the best. Russell and Sunburst roses hold up well and bring the best prices. Killarneys are poor and have practically no deman. Lily of the valley has disappeared from the market. Lilies and callas are getting scarcer, but there are still enough for requirements. Outdoor sweet peas have suffered terribly the past week and as a result are of poor grade. Shasta daisies, gaillardias and other outdoor stock is fair with a good demand. Carnations are getting smaller every day it seems, and are cleaned up only in large lots. New fancy ferns have arrived and in other greens the market is equal to the call.

NOTES.

The president of the florists' club has notified the new members of the florist publicity committee of their appointment and it certainly looks like a live committee who will accomplish a world of good for the trade. The committee consists of Wm. C. Smith, chairman; F. C. Weber, Jr., Paul Reden, A. H. Hummert and Geo. B. Windler.

The National Flower Show Committee has appointed a local committee on landscaping and improving the grounds where the 1918 National flower show will be held. The committee consists of L. P. Jensen, chairman; Wm. Strehle and L. Bauman. This is the first committee to be appointed.

J. J. Beneke, organizer and officer of the St. Louis Wholesale Cut Flower Association, of this city, has severed his connection with this firm. He has not as yet announced any new plans for the future.

The scarcity of lily of the valley in this market has been quite serious the last few weeks, especially on short notice weddings. Quite a few florists are getting their supply shipped daily.

Oscar May had a big dance at his place in the county. His location is ideal, on a high promontory overlooking the Meramec river, and the good time enjoyed by all will not be soon forgotten.

On Saturday, June 30, this vicinity had a heavy rainfall, which came just in time, as gladioli were suffering quite a bit, as well as sweet peas and other outdoor stock.

L. Jules Bourdet is busy lining up members of the S. A. F. to attend the convention at New York next month. He hopes to take a big delegation with him.

The spring flower show committee had a meeting the past week, and hope to wind up everything before the meeting in July.

The officers of the florists' club will hold a monthly meeting the coming week at L. Jules Bourdet's place.

J. J. W.

Cincinnati.

GOOD SUPPLY BUT SALES LIMITED.

The market is now in its usual early summer condition. There is a sufficient amount of stock for all needs, but only a small part of it is excellent in quality. The larger part of it is short. Business, though not what it might be, still is fair. Roses are plentiful. Among others are some excellent Ophelia and Ward, together with a few Russell. Maman Cochet has been added to the list. Easter lilies are excellent and plentiful. Gladioli are selling well. At times the receipts in this flower run short of actual needs. Carnations are about at an end for the summer. Only a few good ones come into the wholesale houses. Snapdragons are selling quite well. Other offerings are sweet peas, nympheas and feverfews.

NOTES.

C. J. Ohmer and wife, and Master James Ohmer, after a week spent as guests of E. G. Gillett and wife, left for Conway, Mich., July 2.

The annual meeting of the florists' society, together with the election of officers, will be held July 9.

Miss Laura Murphy has returned after a trip to Washington, New York and other eastern points.

Herbert Pennock, the asparagus grower of Jupiter, Fla., was in this city last week.

E. G. Gillett has been getting in some excellent late peonies from the north.

FOUNDED BY FLINT KENNICOTT 1st

IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.
J. E. POLLWORTH, Sec'y and Gen'l Mgr.

—THE—

Cleveland Florists' Exchange

Wholesale Commission Florists and Florists' Supplies.

606 HURON RD., CLEVELAND, O.

Mention the American Florist when writing

AUTOMOBILE SUPPLIES

Have you received our catalogue? Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.
1349-51-53 S. Michigan Ave., CHICAGO, ILL

Trade Directory

PRICE: $3.00 POSTPAID

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

C. E. Critchell has been having many excellent Easter lilies and gladioli.

H.

Summer Roses A1 Quality None Better on the Chicago Market

If you want good stock and good treatment

Send Your Orders to us for

Roses, Carnations, Peonies

Valley, Sweet Peas, Harrissi, Callas, Snapdragons, Stocks, Calendulas, Daisies, Feverfew, Gladioli, Baby Gladioli, Gypsophila, Coreopsis and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Adiantum, Mexican Ivy and Boxwood. **We have home grown Asparagus**—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Mention the American Florist when writing.

Nice Cut of Summer Roses

RUSSELL-OPHELIA-KILLARNEY-WHITE KILLARNEY
KILLARNEY BRILLIANT--RICHMOND--SUNBURST.

PEONIES--DAISIES--CARNATIONS--LILIES-ETC.

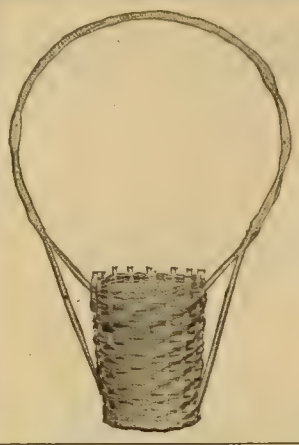
Also large quantity of Ferns—New Crop.

A. T. PYFER & COMPANY

30 East Randolph Street, CHICAGO, ILL.

Long Distance Telephone—Central 3373.

Mention the American Florist when writing



Special Summer Offer

25 Tumbler Baskets $8.75

25 Medium Cut Flower Baskets $14.75

Finished in Two-Tone Colors. Each Offer Includes Liners.

Write for Descriptive Circular of Porch and Sun Parlor Baskets. Also Wedding Baskets.

RAEDLEIN BASKET COMPANY

713-717 Milwaukee Avenue, CHICAGO, ILL.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Kansas City, Mo.

SUPPLY MOVES WELL, BUT PRICES LOW.

Business conditions are very favorable, considering the summer temperature, and stock cleans up fairly well, althought at low prices. Roses still arrive on the open side and nearly all sell at buyers' figures. Home grown carnations are a thing of the past, but the Colorado varieties are exceptionally good. Garden flowers are more plentiful and the quality is fast improving. They are welcomed for basket work and orders for hospitals.

NOTES.

T. J. Noll & Co. report business very good, with a heavy out-of-town demand. This firm is strong on roses, carnations, gladioli, lilies and outdoor stock.

H. Kusik & Co. report a good supply of new ferns, roses, carnations, lilies and gladioli. Business for June was 25 per cent better than last year.

The chrysanthemums at the Wm. L. Rock Floral Co.'s greenhouses are showing fine form. Arrangements are now being made for the carnations.

W. J. Barnes reports a good run on funeral, birthday, basket and hospital orders. Bedding business continues good, considering the season.

S. Bryson Ayres is cutting a fine line of outdoor flowers and has no trouble in finding a market.

A. Newell reports things are in great shape, with June showing a good increase over the average.

The Forest Hill cemetery is starting a new house south of the old range.

Charles Thomas, of The Rosery, reports very satisfactory business.

E. J. B.

Rochester, N. Y.

BRISK DEMAND, BUT PRICES ARE LOW.

Trade during the past week has been quite good, augumented by a good call for flowers for weddings, commencements and funerals. The demand for outdoor planting and window boxes continues excellent. Due to the warm weather, stock in general is suffering and the quality becoming poorer day by day. Sweet peas are flooding the market, but the price is held firm by the good quality. Lily of the valley is hard to obtain and the price is high.

NOTES.

E. C. Kaelber had a very effective Red Cross window last week, consisting of a shield of white mounted on an easel for the background, the rest of the design being of red. Carnations were used in the arrangement with red oriental poppies well displayed in the front of the design.

J. B. Keller Sons had a splendid Red Cross window, consisting of an immense gold frame with a cross of red carnations on a background of white. Handsome baskets and vases of choice stock were also seen to splendid advantage in the general arrangement.

Geo. T. Boucher had the order for the decorations for the Red Cross dinner, there being 50 tables in all. Red roses were used in quantity with huckleberry branches.

Thomas Sullivan has resigned his position with Geo. B. Hart, owing to ill health. He will spend some time on a farm this summer.

J. C. Brown has sold his flower stand in the Hotel Eggleston to Frank McLuis. The latter reports business very brisk.

CHESTER.

New Crop Plumosus Sprays

Now Ready

Write for special prices.

L. A. FLORAL CO.

407 So. Los Angeles St., Los Angeles, Calif.

MONTICELLO, IA.—R. J. Dills will open a flower shop here about September 1. A small greenhouse in connection is planned.

PEORIA, ILL.—Due to the steady increase in cost of materials, local florists are planning an organization for the purpose of pooling their purchases.

OGDEN, UTAH.—The Ogden Wholesale Floral Co. has filed an amendment to its articles of incorporation, changing the name to the Dumke Floral Co. The officers are John F. Dumke, Jr., president, and E. R. Dumke, secretary.

RAPID WRAPPER

Pat. May, 1916—Trade Mark Registered.

The Pedestal—a beautiful ornament for any store, is invaluable for decorative purposes, and has a range in height from 26 to 52 inches. It is also a part of the Rapid Rapper, the fastest plant wrapping device known to the Florists' Trade. Write for free illustrated booklet entitled "The Art of Wrapping Potted Plants and Floral Baskets."

California orders filled direct from branch office 448 Bush St., San Francisco, Calif.

THE RAPID WRAPPER CO.

56 E. Randolph St., Chicago.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

W. P. KYLE JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue, Wholesale Florists Long Distance Phone, Randolph 6784 CHICAGO

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Wholesale Growers of Cut Flowers

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Store: 162 N. Wabash Ave. Chicago

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169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale Florists' Supplies

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Wholesale Florists

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Wiltgen & Freres

WHOLESALE FLORISTS

Long Distance Phone, Randolph 1975

173 N. Wabash Ave., CHICAGO

A. L. Randall Co.,

RANDO BRAND Wabash Ave. and Lake St., CHICAGO, ILL. RANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

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30 East Randolph St., - - Chicago

Telephone Central 3284

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

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CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials	$5 00
" " 36-in.	4 00
" " 30-in.	3 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short.....per 100.	6 00@ 8 00
" Mrs. Chas. Russell..	1 00@ 3 00
	100
" Hoosier Beauty	4 00@12 00
" Killarney Brilliant	3 00@10 00
" Killarney	3 00@10 00
" White Killarney	3 00@10 00
" Richmond	3 00@10 00
" Prince de Bulgarie	3 00@10 00
" Rhea Reid	3 00@10 00
" My Maryland	3 00@10 00
" Mrs. Geo. Shawyer	3 00@10 00
" Milady	3 00@10 00
" Sunburst	3 00@10 00
" Mrs. Aaron Ward	3 00@10 00
" Hadley	4 00@12 00
" Ophelia	3 00@10 00
" Double White Killarney	3 00@10 00
" Mrs. Moorfield Storey	3 00@10 00
" Champ Weiland	3 00@10 00
" Stanley	3 00@10 00
" Tipperary	3 00@10 00
" Francis Scott Key	3 00@10 00
" Bayard Thayer	3 00@10 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	1 00@ 3 00
Cattleyas.....per doz.	$9 00
Sweet Peas	50@ 1 50
Daisies	1 00@ 2 00
Snapdragons, $0.50@$0.75 per bu.	
Lilium Harrisii	12 50@15 00
Valley	4 00@ 6 00
Peonies	4 00@ 8 00
Spanish Iris	4 00@ 8 00
Ferns....per 1000,	$2 00@ $3 00
Galax..... "	1 00@ 1 25
Leucothoe	75
Mexican Ivy...per 1000,	5 00@6 00
Plumosus Strings..each,	60@ 75
Smilax.....per doz.,	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case.	8.00
Wild Smilax.....per case,	$5 00

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

HUCKLEBERRY FOLIAGE

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.
Evergreen, Ala.

Huckleberry Foliage

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

D. E. FRERES R. J. WINDLER

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

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SHIPMENTS EVERYWHERE — GROWERS AND SHIPPERS — IMMEDIATE DELIVERIES

CUT FLOWERS

154 NO. WABASH AVE. CHICAGO

PHONE CENTRAL 879

Rose Plants

Beauties, $60.00 per 1000. 250 at 1000 rate.

Carnation Plants

Send for complete list and prices.

1000 Prima Donna Rose Plants, 3-inch, $90.00.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

BUSINESS FAIR, CONSIDERING SEASON.

"One does not expect much these days," was the way one of the wholesalers put it, when asked about the volume of business. "Still we are doing very well for the season." There is an abundance of stock, but the quality is low. Russell, Ophelia, Sunburst and My Maryland roses lead, and there are also some good Kaiserin. Local American Beauties are much below par. The eastern stock, however, is still very good. Carnations are failing rapidly. Two weeks more will see them out of the market. Cattleyas are plentiful—splendid quality for the low prices at which they are offered. Lily of the valley is nothing to brag of; about as good as last year's seconds, but it brings $8, and has to be ordered in advance. Outside stock is very plentiful; purple and white candytuft, feverfews, gaillardias and larkspurs are staples offered in quantity at low prices. Sweet peas are getting smaller with the hot weather, and most of the stock is short stemmed. Easter lilies have hit the market hard at a bad time. They are grown well enough to bring much better figures. Gladioli are good property, their lasting qualities making them popular for window and other decoration. Early asters are seen in limited quantities.

NOTES.

Leo Niessen is enjoying a well-deserved vacation at Ocean City. System is apparent in this busy establishment. Shipping facilities are arranged for instant service. Under the packing benches are kept stored, wooden boxes of various sizes, the corrugated being tabooed at this season. Chopped ice is close at hand in a zinc-lined box. Rope, cut the right length for the various sized boxes, is conveniently suspended; this latter saves both time and much waste. "Business good for the season," is the statement of Clarence Watson.

It is rumored now that July 10 will be the last day for the florists' club-room. There should certainly be a farewell smoker and a "getting together" of all the old members, as well as the new, to meet and sing "Auld Lang Syne" in this room where so many pleasant and profitable hours have been spent. The new meeting place has not as yet been decided on.

"I tell you, boys, we all have to take our hats off to Robert Craig. He has the finest and most varied stock of foliage plants at the Norwood Nurseries I have ever seen, and I have observed a good many. He is 70 years young and going strong. Long life to him." Mark Mills said this the other day, and his hearty manner left no doubt as to his convictions.

A fly screen door is now in action at the Eugene Bernheimer shop. There are no bald heads here, but they say they do not have time to kill them. A very good summer business, we should say.

Edward Reid, in his Home Guard uniform, has a very military bearing. A two-day encampment of the Landsdowne company, to which he belongs, last week end gave them some good experience.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, July 4.	Per 100
American Beauty, per doz...	75@ 3 00
Roses, Killarney	2 00@ 8 00
" Mrs. Chas. Russell	4 00@10 00
" Ophelia	4 00@ 8 00
" Richmond	2 00@ 8 00
" Sunburst	2 00@ 8 00
Carnations	1 50@ 2 00
Lilium Giganteum	6 00@10 00
Sweet Peas	25@ 50
Gladiolus	3 00@ 6 00

BOSTON, July 4.	Per 100
Roses, Beauty	10 00@25 00
" Killarney Queen	2 00@ 8 00
" White and Pink Killarney	2 00@ 8 00
" Double White Killarney	2 00@ 8 00
" Killarney Brilliant	4 00@10 00
" Hadley	2 00@ 8 00
" Cardinal	2 00@ 8 00
" Mock	4 00@12 00
" Mrs. Chas. Russell	2 00@ 8 00
" Sunburst	2 00@ 8 00
" Taft	4 00@ 2 00
" Milady	2 00@ 8 00
" Ward and Hillingdon	2 00@ 8 00
" My Maryland	2 00@ 8 00
Cattleyas	35 00@50 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO, July 4.	Per 100
Beauty Special	20 00@25 00
" Fancy	15 00@20 00
" Extra	10 00@12 00
" 1st	6 00@10 00
Roses, Killarney	3 00@ 8 00
" My Maryland	3 00@ 6 00
" Sunburst	2 00@ 5 00
" Ward	2 00@ 5 00
" Ophelia	3 00@ 8 00
" Russell	8 00@12 00
" Stanley	3 00@ 6 00
" Mock	3 00@ 5 00
" Shawyer	3 00@ 8 00
Lily of the Valley	6 00@ 7 00
Lilies	8 00@10 00
Cattleyas	50 00@60 00
Carnations	1 25@ 2 50
Peonies	2 00@ 3 00
Asparagus Sprengeri	35@ 50
Ferns	per 1000, 2 50
Smilax	15 00@20 00

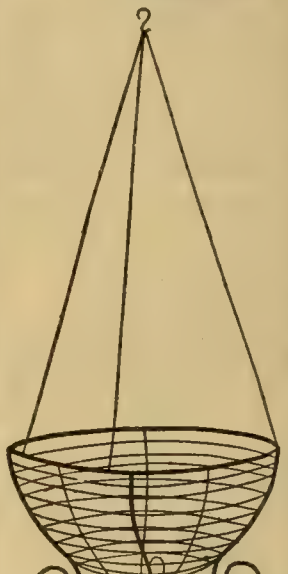
Berger Bros. central market is well supplied with summer stock. Maryland roses, Easter lilies and quantities of outside flowers are the feature here. Very fair business is the good word.

H. Bayersdorfer & Co. find their auto sales service to be much appreciated by the trade. The real articles are much better in selling goods than photos.

The Philadelphia Wholesale Florists' Exchange is strong on Easter lilies and summer roses. Russells are seen here in quantity.

Ophelia and Hadley roses are leaders with the Jos. Heacock Co. There is a good demand also for White Killarney.

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1.35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order.)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for ..... $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING,
1402 Pine St., St. Louis, Mo.

WELCH BROS. CO.

WHOLESALE

Cut Flower Market

262B DEVONSHIRE ST.,
BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

High Grade Carnations

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RIGE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

EUGENE BERNHEIMER

Wholesale Florist

Carnations Wanted. Highest prices guaranteed, get in touch with me, it will pay you.

1531 Ranstead St., Philadelphia, Pa.

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, PEONIES, EASTER LILIES

and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

BEST QUALITY

Hanging Baskets

8 in.....	$0.90 doz.	14 in.....	$2.00 doz.
10 in.....	1.30 doz.	16 in.....	2.75 doz.
12 in.....	1.75 doz.	18 in.....	3.60 doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Philadelphia, Pa.

Mention the American Florist when writing.

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

Seasonable Cut Flowers

FLORIST SUPPLIES

Green Sheet Moss and Spaghnum Moss.

MANUFACTURER OF WIRE DESIGNS.

C. A. KUEHN, Wholesale Florist. 1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, July 4.	Per 100
Roses, Beauty, special	20 00@25 00
" " fancy	10 00@20 00
" " extra	8 00@10 00
" " shorter grades	6 00@ 8 00
" Mrs. Chas. Russell	10 00@20 00
" Prima Donna	8 00@15 00
" Killarney	2 00@ 8 00
" White Killarney	2 00@ 8 00
" Liberty	6 00@15 00
" Hadley	6 00@30 00
" Sunburst	4 00@10 00
" Ophelia	4 00@10 00
" Hoosier Beauty	4 00@10 00
Carnations	1 00@ 3 00
Cattleyas.....each. $0 35@ 75	
Lilium Rubrum	6 00@10 00
Valley	6 00@ 8 00
Calendulas	1 00@ 2 00
Daisies, yellow	1 00@ 2 00
Sweet Peas	50@ 1 00
Easter Lilies	6 00@ 8 00
Callas	6 00@ 8 00
Peonies	2 00@ 5 00

PITTSBURGH, July 4.	Per 100
Roses, Beauty, special	25 00
" " fancy	20 00
" " extra	12 00
" " No. 1	8 00
" Killarney	3 00@ 8 00
" My Maryland	3 00@ 8 00
" Sunburst	3 00@ 8 00
" Mrs. Aaron Ward	3 00@ 8 00
Cattleyas	50 00
Lilium Giganteum	6 00@ 8 00
Carnations	2 00
Lily of the Valley	5 00
Peonies	2 00@ 4 00
Spanish Iris	4 00
Adiantum	1 25
Asparagus Sprengeri, per bunch.	35@40

MILWAUKEE. July 4.	Per 100
Roses, Killarney and W. Killarney	2 00@ 8 00
" Ward	2 00@ 6 00
" Mrs. Chas. Russell	4 00@20 00
" Ophelia	3 00@ 8 00
" Hoosier Beauty	2 00@ 8 00
Lilies	8 00@10 00
Cattleyas.....per doz., 6 00@ 9 00	
Carnations	1 00@ 2 00
Valley	4 00@ 6 00
Sweet Peas	50@ 75
Fancy Ferns	3 00

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16-inch	2.90
18-inch	3.70

THE McCALLUM CO.

INC.

Pittsburgh, - Pa.

Mention the American Florist when writing

ST. LOUIS, July 4.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	2 00@ 5 00
White Killarney	3 00@ 6 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	4 00@ 8 00
Mrs Russell	4 00@ 8 00
Ophelia	4 00@ 8 00
Carnations	1 50@ 1 50
Valley	4 00@ 6 00
Lillies	8 00@10 00
Orchids	50 00@ 60 00
Ferns.....per 1000.	3 00@ 4 00

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

The delegates to the nurserymen's convention, which was a three-day session in this city the past week, sat down to a "get together" dinner the first evening. This was their only diversion. Hard and earnest work and a full attendance at every session, the combining of the morning and afternoon programme of the last day, lasting from 10 a. m. to 3 p. m., is their record. They are certainly hustlers, these tree men.

Roses in papered bundles of 25 each make a convenient and handy package. Some growers, however, will skin these packages with imperfect and short stemmed stock. This is a short-sighted policy, however, as all stock is known by its number, and the culprit is easily traced. Better play fair, boys—it pays best all the time.

We are glad to report that John Burton, who was successfully operated upon for appendicitis June 23, is rapidly recovering and hopes soon to be in his usual good health. Mrs. Edwin Lonsdale, his sister, is also in the same hospital for a slight operation. Her many friends hope for a speedy recovery.

All hands are busy at Jos. G. Neidinger's with stock for the coming season. New designs in baskets, which are kept under cover, should make a sensation this fall. K.

Yonkers, N. Y.

The New York Floral Co. has recently moved into an exceptionally fine store, the largest in Westchester county, located at the corner of Manor House square and Broadway. This firm occupies both stories of the building. There is 2,000 square feet of space in their store and 1,000 square feet in their workroom, which is on the second floor. The plate and ornamental glass, fronting the Square and Broadway, is about 500 square feet to each front. The ceiling is high and handsomely ornamented. The company fitted up the store at their own expense at a cost of nearly $5,000. A garage is in the rear of the building.

This, now a city, as near as we can estimate, of 100,000 people, has a number of good florists and nurserymen. We believe that the oldest among them, both in years and service, is Charles Ammann, who has a good nursery on the Tuckahoe road. Before removing to Yonkers, he spent many years in the retail florist business in New York.

Mrs. Fannie Milliot is well advanced in years, but she has a clever family, who conduct the business; a son manages the greenhouses and a daughter is the buyer in the wholesale district of New York. They have a good retail business.

John Goff has recently opened a good retail store at 93 Ashburton avenue, which he has named the "Ashburton Avenue Florist." He is also engaged in landscape work.

We found the McDonald Floral Co., 103 New Main street, very busy. It has a good store and a long established trade in cut flowers, floral decorations and seeds.

R. T. Broderick has a neat store at 3 Manor House square, and seems to have a good business, being a clever and companionable young man.

A. F. F.

New York.

TRADE DULLER THAN USUAL FOR SEASON.

Business was dull during the past week, duller than during the corresponding period of 1916. Practically all stocks, both in greenhouses and outdoors, were held back by the cold and dark weather of May and early June. When the sun did come out, it came with a vengeance, and came to stay; consequently, an immediate surplus was thrown on the market. By the time this reaches our readers, the peonies will be about finished. With the peonies, it has been, in the wholesale district, another case of: "Welcome the stranger; speed the parting guest." If this war continues for another year, and there are predictions that it will not end in three years, it would be a good plan to plough up at least half the peonies in the country and plant potatoes in their stead. You cannot eat peonies. Toward the last of the past week, the supply of American Beauties was lighter and very special stock crawled up to 25 and 30 cents. A moderate supply of cattlyeas arrived, the gigas going at 40 and 50 cents, wholesale rates, but Mossiæs went as low as 15 and 20 cents. Lilies have been in surplus and selling for from one to three cents per flower. The supply of lily of the valley has been light and fair stock has brought $5 per 100. There is yet an abundant supply of carnations, but the hot weather is knocking them out, and as planting time will soon be at hand, it is reasonable to suppose that the supply will, very soon, be greatly reduced. The "Jack" roses have had quite a run, largely in the hands of speculators and peddlers. If there is any business worth while, good tea roses usually bring fair prices in this market, or at least, a limited number do, but the problem is to dispose of the surplus. Larkspurs and various other outdoor stocks are so plentiful that they are a nuisance; but it is the old story. If a particular stock sells fairly well one season, nearly everybody will be growing it the next. Since we are about to have a food dictator, and a drink dictator, it might not be a bad idea to have a flower dictator. As for coal, a dictator is not enough; get a razor edge on the axe. The people who are fond of saying that the newspapers are owned and controlled by the capitalists, should read more and talk less. At the very least, they will learn that many of the newspapers are not owned or controlled by the coal operators and dealers.

July 2.—After the quietest Sunday in the wholesale district within the memory of living men, all the stores being closed, there is some activity this morning, but no prices. The weather continues warm and brings in a great quantity of out-door stock. A great stock of larkspurs, feverfews and Gypsophila paniculata (baby's breath) is on the market. The prices of special American Beauties are unsteady, but 25 cents is the top and 15 cents is a good average. Irises and stocks are about out.

NOTES.

D. J. Pappas, president of the United Cut Flower Co., has announced that all arrangements for the eleventh annual outing of the Greek-American Florists' Association, which will be held at Witzel's Point View Grove July 11, have been completed. The elegant steamer Ajax will leave the foot of East 23rd street promptly at 10:30. The breakfast and dinner will be up to the usual high standard of other years and elaborate preparations have been made for a good time for members and guests. Prizes for athletic games will be more liberal than in previous years. The committee of arrangements consists of: Spiros Sakas, chairman; Chris Pappas, James Pappadem, A. Stathes and Peter Mantzoras.

The vacation season is now at hand and a number of the employes of the wholesale stores are away. Miss Mabel E. Conkling, bookkeeper for Horace E. Froment, has gone to Sackett Lake, N. Y., for a month's camping. George Orth and Chris Mooney, of the same store, are away for two weeks.

Eddie Hanft, of the staff of Hentz & Nash, Inc., has returned from a vacation of two weeks at Rockaway Park.

James I. Donlon, well known to the trade of this city, died in a hospital June 27, after a brief illness.

HENTZ & NASH INC. N.Y. WHOLESALE COMMISION FLORISTS GROWER AGENT 55 and 57 West 26th St. N.Y.

Mention the American Florist when writing

Orders taken now for 1917 crop

Valley

Chas. Schwake & Co., Inc.

90-92 W. Broadway, New York

—We are—

Wholesale Florists

Have twenty-two years' experience behind us, and we do not expect a gold medal for doing our full duty to our consignors and customers. You will not make a mistake by dealing with us.

GUTTMAN & RAYNOR, INC.

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WHOLESALE FLORIST
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115 West 28th Street, NEW YORK
Phones 5413 5891 Farragut
EVERYTHING IN CUT FLOWERS

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Wholesale Florists
25 YEARS EXPERIENCE CONSIGNMENTS SOLICITED
49 West 28th Street, NEW YORK
PHONES—4024 and 4025 MADISON SQUARE

GEO. J. POLYKRANAS
Wholesale Commission Florists
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers.

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
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Wholesale Commission Florists
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Telephone 7362 Madison Square

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WHOLESALE FLORIST
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Telephone 5335 Farragut.

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut.
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Goldstein & Futterman
Wholesale Florists
The Right People to Deal With.
102 West 28th St., New York

Telephone Farragut 634, 3066
HERMAN WEISS
Wholesale Florist
130 W. 28th St., NEW YORK

Wholesale Flower Markets

	New York, July 5.	Per 100
Roses, Beauty, special		15 00@20 00
" " extra and fancy		5 00@10 00
" " No 1 and No 2		1 00@ 3 00
" Prima Donna		50@ 6 00
" Alice Stanley		50@ 4 00
" Mrs Geo. Shawyer		50@ 4 00
" Double White Killarney		2 00@ 8 00
" Killarney, Special		4 00
" " No 1 and No 2		50@ 1 00
" " Queen		50@ 5 00
" " Brilliant		50@ 5 00
" My Maryland		50@ 5 00
" Aaron Ward		1 00@ 5 00
" Sunburst		50@ 4 00
" J L Mock		1 00@ 6 00
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THE KIND YOU ARE ALWAYS WANTING—WE HAVE THEM

Prices as Follows:

Inches wide					
26241—	9-in., not glued, per 100,	-	$17.00;	glued, -	$19.50
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Our lycopodium is guaranteed not to become brittle. It is fireproof, put up in **10 lb. net cartons.** Try a sample carton.

Pittsburgh Cut Flower Co., 116-118 Seventh Street, Pittsburgh, Pa.

Business in flowers for the school commencements of the past week, was not as good as it has been in former years on account of the restrictions imposed by the school authorities, but there were some fair orders. Esch, The Florist, 3279 Third avenue, made up 35 bouquets, July 1, for the graduating class at a Catholic school. They were of feverfews, with showers of red, white and blue ribbons and the effect was fine.

Alexander McConnell had the floral decorations for the wedding of Kingdon Gould, son of George Gould, and Miss Annunzita Camilla Lucci, at St. Patrick's cathedral, July 2. He also had charge of the improvements on the Flint estate, Larchmont, N. Y., preparing the grounds for lawns and planting a variety of stock.

The Essex County, N. J., Florists' Club will have an outing, August 1, at Berkley Heights, N. J. Automobiles will leave Lincoln park, Newark, early in the forenoon. The outing committee follows: R. Youill, chairman; Jas. J. McLaughlin, secretary; John F. Pfeuffer, E. Brunner, and Chas. J. Connolly.

Since we visited the convention garden, about the middle of May, we find that the warm weather has greatly improved it, particularly the cannas, which are its leading features. The gladioli and roses are also looking well.

Charles Willow, well known in the trade of this city, has recently opened a retail store at 840 Eighth avenue, under the title of the Winter Garden Florist, and reports good business.

M. Andreapoulos, the Garden Florist, 2833 Broadway, had a large funeral order, June 30. He says he has had a good season and is not worrying about summer dullness.

Mrs. Peter F. McKenny, who underwent an operation in the French hospital, some weeks ago, has so far recovered as to be able to return to her home. A. F. F.

LAGRANGE, ILL.—H. Mehl, who is conducting the nursery of the late C. W. Northrup, has made extensive improvements.

PORTLAND ORE.—The Portland Floral Society has elected the following officers for the ensuing year: E. J. Steele, president; Guy Pilkington, vice-president; R. E. Gear, treasurer; H. Nicklas, secretary.

Hackensack, N. J.

The store which was formerly known as the Birchwood Gardens, and was conducted by H. S. Mabie, of Maywood, is now the Kuhnert Floral Shop. N. S. Mabie now devotes his time to his greenhouses.

Henry Weissmann, manager of the "House of Flowers," Main and Bridge streets, now has another store at Ridgefield Park.

Mrs. M. H. Heater, formerly with the Birchwood Gardens, now has a nice store of her own at 128 Main street.

Alfred Whittley, once a well known employe of Max Schling, New York, now has a prosperous business at 196 Main street.

A. F. F.

Oklahoma City.

The weather continues very warm and seasonable, and the flower business is developing no extraordinary features. Cut gladioli are arriving from Texas, but they show no improvement over stock that is being grown in this immediate neighborhood.

Visitors: E. H. Hancock, Tulsa, Okla.; M. Tibbs, Ada, Okla.; O. O. Boston, Tulsa, Okla. S. S. B.

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ROSES ORCHIDS VIOLETS
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Amsterdam, N. Y.—John C. Hatcher.
Bangor, Me.—Sekenger, Adam, 32 Newbury St.
Boston, Mass.—Comley, Henry R.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Brooklyn Cut Flower Market.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—Edward A. Forter.
Cleveland, O.—A. Graham & Sons.
Cleveland, O.—Chas. F. Kirchner.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Texas—Potter Floral Co.
Ft. Smith, Ark.—George Rye.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Palez.
Los Angeles, Calif.—Howard & Smith.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
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Louisville, Ky.—The F. Walker Co.
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Montreal, Quebec—The Dominion Floral Co.
Minneapolis, Minn.—Whitted Floral Co.
Nashville, Tenn.—Joy Floral Co.
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Newark, N. J.—Philips Bros.
Newark, O.—Chas. A. Duerr.
Newburyport, Mass.—E. W. Pearson.
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New York—Dard's, 44th and Madison Ave.
New York—Hauft Bros.
New York—Hession.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Thos. F. Galvin, Inc.
New York—Max Schling, 22 W. 29th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
New York—The Boulevard Floral Co.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—M. J. Callahan.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia—The London Flower Shop, Ltd.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Providence, R. I.—T. J. Johnston & Co.
Rochester, Minn.—Rochester Floral Co.
Rochester, N. Y.—J. B. Keller's Sons.
Rockford, Ill.—H. W. Buckbee.
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St. Louis, Mo.—Foster, Fred.
St. Louis, Mo.—Mullanphy Florists.
St. Louis, Mo.—F. H. Weber.
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St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
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Seattle, Wash.—Hollywood Gardens.
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Steubenville, O.—Huscroft's Flower Shop.
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OF

"Home Grown Flowers"

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Mention the American Florist when writing.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

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13 Pleasant Street.

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50 years' experience in the florists business guarantees efficiency to take care of all orders. Twenty per cent allowed.

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Flower Shops: 50 E. Main St., Amsterdam, N. Y.
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LARGEST RETAIL STORE IN WESTCHESTER COUNTY.

We Solicit Telegraph Orders.

Regular Trade Discount.

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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NEW ENGLAND POINTS. 107 WASHINGTON ST., PROVIDENCE

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The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

CALIFORNIA reports on freesia bulbs are unfavorable.

BEAN growers in Michigan and New York report their crops damaged by rain.

LOMPOC, CALIF.—Ant. C. Zvolanek says the sweet pea crop looks good, 25 per cent better than in 1916.

THE Illinois seed test bill has been vetoed by Governor Lowden, being classed with those considered unconstitutional.

CUCUMBER growing for seed in Michigan will be practically eliminated this season on account of the higher prices paid growers for other crops.

J. C. Vaughan and wife, Chicago, celebrated their fortieth wedding anniversary June 28, with a family reunion at the Homewood farm.

VISITED CHICAGO.—Carlos Jensen, representing L. Daehnfeldt, Odense, Denmark; George C. Thompson, of Northrup, King & Co., Minneapolis, Minn., returning from the east.

NASHVILLE, TENN.—An involuntary petition in bankruptcy against the Cumberland Seed Co. was filed June 19 in the United States circuit court by C. E. Woods and Norman Farrell, Jr., of this city, and the Anderson-Hunter Co., of Franklin, Tenn.

NEW YORK.—The business of Jacot & Mullen has been taken over by Henry W. Doughten, who has been in their employ for the past five years. The office will now be located at 59 Pearl street.—Although it is growing late, the seed stores continue to do a good business, particularly in vegetable and bedding plants.

HOLLAND correspondence of recent date indicates that bulbs are not lucrative, now there is no market, or but a very restricted one in foreign countries. The same applies to trees and shrubs, many owning nurseries preferring to grow potatoes or other vegetables because they are more certain of finding a good market for those products.

SAN FRANCISCO, CALIF.—C. C. Morse & Co. report their seed business as being unusually good and showing a very large percentage of increase over their previous year's business. Unlike other years, the months of April and May were their best selling months and business even continued well into June, or until the hot weather set in, about June 10.

ONION SETS in the Chicago district have not been greatly affected by maggot thus far. There is some tendency towards large sets which will mean more bushels rather than small size. While the farmers are talking poor crop with but few exceptions, the fields do not bear them out. Some crops which have made a good growth will lodge and rot if the rain continues too freely.

MILWAUKEE, WIS.—Sidney Courteen, son of S. G. Courteen, of the S. G. Courteen Seed Co., is now at Old Point Comfort, Va., having been commissioned a second lieutenant.

Added Support for Uniform Law.

The principal achievement of the Detroit convention from a legislative point of view was the adoption of the uniform state seed law, on which the association has been working for several years, by both the American Seed Trade Association and the Official Seed Analysts, who convened at Detroit during the same week as the seedsmen.

The approval by the Official Seed Analysts of the bill so long labored upon by the seedsmen gives it a semi-official backing that will assist materially in securing its adoption in the various states. The fight of seedsmen against unfavorable provisions in inspection and germination test laws has been long and hard because, in part, there were no recognized and authoritative standards to refer to. Something of the sort is provided by the uniform seed law, now that it has the recommendation and support of a number of organizations to whom this subject is of interest. The fight of the seedsmen is thus made easier, it is expected, in future.

Dutch Freight Coming.

In addition to the information on the above subject given in our issue of June 23, page 1238, we are indebted to Vaughan's Seed Store, Chicago, for the following from the Secretary of State, Washington, D. C., under date of June 19, 1917:

"In regard to shipment of nursery stock from Holland, you are informed that the department is in receipt of a cablegram dated June 14, 1917, from the American charge d'affaires at The Hague, stating that the steamships Beukelsdyk and Amsteldyk have both left Rotterdam for the United States carrying general cargo and the Sommelysdyk is expected to leave with 2,300 tons of cargo, to be followed by the Noordam with 2,000 tons. The charge d'affaires states that he is informed by the Holland-America Line that it intends to continue to send vessels with general cargo. Your correspondent in Holland will undoubtedly be able to arrange directly with the Holland-America Line for the shipment of the goods in which you are interested, and there is no necessity for any action on the part of the Department of State with reference thereto."

Nebraska Seed Crops.

Waterloo, June 9.—The crop outlook in eastern Nebraska is not especially good just at present. The corn crop was planted under very favorable conditions, but since then there has been an excess of moisture accompanied by cold weather that has injured and retarded the growth of corn in the valleys and very heavy rains have seriously washed the crops on the upland. In addition, the Elkhorn river has been out of its banks and flooded a good many hundred acres of the very best vine seed land and sweet corn land that we have. The damage has been serious. Whether the water will recede and the land dry in sufficient time to replace any of these crops is a problem. Warm, growing weather is urgently needed and must come soon or all crops will be seriously handicapped.

J. C. ROBINSON.

Fremont, June 11.—The conditions are not very encouraging on account of the cold, wet, backward spring, and difficulty in getting farmers to contract to grow seed crops. We have a fair acreage of most kinds of sweet and field corns, cucumber, pumpkin and squash contracted, but planting of corn has been delayed badly and it will require the most favorable conditions the balance of the season to insure good crops. We are short of acreage of a few kinds of sweet and some flint corn, also a few varieties of muskmelon and a number of kinds of watermelon, but have covered most others in fairly good shape, if late contracts can be planted this week. High water in many sections of Nebraska is causing late planting and replanting of many crops, but we hope the floods are over and the water will go down rapidly. Large areas of farm lands around Waterloo, Neb., have been inundated several days during the past week and all fields of listed corn and some surface planting, flooded by heavy rains with trenches full and thousands of acres covered with soil washed in and on top of corn. A favorable season from now on, and a late fall, may make a good crop.

WESTERN SEED & IRRIGATION CO.

Pieters-Wheeler Seed Company

Growers of High Grade SEED

Gilroy, California

PW

Onion, Lettuce, Radish, Sweet Peas Etc.

Correspondence Solicited.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Braslan Seed Growers Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.

SAN JOSE, CALIFORNIA

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.
Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER.
Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.
Correspondence Solicited.

The L. D. Waller Seed Co.
Guadalupe, California
Wholesale Growers of
FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS
Correspondence Solicited.

Amendment to Association By-Laws.

On motion of S. F. Willard, the following amendment of Article III of the By-Laws was adopted:

Omit in third line "On Tuesday of the last full week of June, at such place as the executive committee may appoint," and insert "In the month of June, on such date and at such place as the executive committee may select," so that Article III as amended shall read:

There shall be an annual meeting of the association for the choice of officers and the transaction of other business, in the month of June, on such date and at such place as the executive committee may select; each member shall be notified by the secretary, through the mail of the time and place of such meeting at least 30 days in advance of said meeting. Fifteen members shall constitute a quorum.

On motion of L. B. McCausland, seconded by H. L. Holmes, a rising vote of thanks was extended to President Kirby B. White and his coadjutors for the magnificent entertainment provided by them for the visiting members, their ladies and guests.

Japanese Bulbs and Freights.

Well informed importers state that on account of the lack of facilities for freight on Pacific steamers, it is highly improbable that a normal quantity of Japanese lily bulbs will be imported this year. If the Japanese remove soon any large part of their ships from the Pacific to the Atlantic trade, as they are stated to have been requested to do, by our government, it is likely to make it impossible to get bulbs from Japan. We learn that on May 26 there were in Japanese warehouses, 100,000 tons of all kinds of freight awaiting shipment. For the past three months the experience of importers has been that when they applied for space for 100 tons of freight, they were allotted space for from five to 10 tons.

New Jersey Seed Crops.

SWEDESBORO, N. J., June 11.—Edgar F. Hurff reports that tomato and pepper plants have been very scarce this year. He had about 75 per of his acreage planted and will get will get the remainder out in about 10 the remainder out in about 10 days. Acreage of squash, pepper and other vine seeds will be normal, also a full acreage of egg plant, which is looking well at this time. Full planting has been difficult to get and was only made possible by advancing the price on growers' contracts already signed. EDGAR F. HURFF.

WRITE FOR OUR
SPECIAL OFFER
Crop 1917—Ready June 15th.
ASTER—All varieties including **AMERICAN BEAUTY** and our latest novelties.
PETUNIAS, STOCKS, ZINNIAS, PORTULACA, double and single; **SALPIGLOSSIS.**
SWEET PEAS—Early and late Spencers.
NASTURTIUMS—and other flower seeds.
JOHN BODGER & SONS CO.
STATION E. :-: :-: LOS ANGELES, CALIF.

Vick's Quality Flower Seeds
In All Leading Varieties.
JAMES VICK'S SONS, Rochester, N. Y.

We carry a reserve stock of the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply.
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Henry Fish Seed Co.
Bean Growers for the Wholesale Seed Trade
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WHOLESALE FLORISTS
CROMWELL, CONN.

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners.

Dracaena Canes
FALL SHIPMENT
All Commercial Varieties
Write for Prices.
McHutchison & Co.
THE IMPORT HOUSE
95 Chambers St., NEW YORK

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Thorburn's
SEEDS AND BULBS
For the Trade
J. M. THORBURN & CO.
Established 1802
53 Barclay Street, - New York

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA.
Rocky Ford, Colorado.
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

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R. & M. GODINEAU
SEED GROWERS
Angers, - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

97th Year
J. BOLGIANO & SON,
Wholesale Garden and Field Seeds,
Onion Sets, Seed Potatoes
Growers of Pedigree Tomato Seeds
Baltimore, Md.

TOMATO SEED
Also Pepper, Egg Plant, Squash, Pumpkin, Cucumber, Cantaloupe and Watermelon Seed and Field Corn in variety, on contract.
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ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
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SEEDS WHICH SUCCEED
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Lilium Giganteum
7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.
Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
CONTRACT GROWERS OF
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Contract Seed Growers
Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.
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PEDRICKTOWN, N. J.
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Grass Mixtures
—FOR—
Golf-Tennis-Polo
MEET ALL REQUIREMENTS FOR ALL SOILS
The Albert Dickinson Co.,
CHICAGO, ILL.

SEEDS Specially Prepared for Export
KELWAY'S
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free
KELWAY & SON Wholesale Seed GROWERS LANGPORT, Eng.
Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH
AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write for prices.
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GROWERS FOR THE TRADE
226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

My Winter Orchid-Flowering
Sweet Pea Price List
Has Been Mailed.
It Contains Many Splendid Novelties.
If you have not received a copy, send postal to
Ant. C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.
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American Bulb Co.
A. Miller, President.
WHOLESALE DEALERS IN
Bulbs, Seeds, Supplies, Etc.
178 N. Wabash Ave., Chicago, Ill.
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TOMATO SEED
Grown for the Wholesale Seed Trade.
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Arthur T. Boddington Co. Inc.
SEEDSMEN
128 Chambers St., New York

Vinca Variegated
8c and 10c.
GERANIUMS, S. A. Nutt and La Favorite, out of 3½ inch, at 5c.
Cash please.
LEONARD COUSINS, Jr., Concord Junction, Mass.

GERANIUMS
Rooted Cuttings. Per 1000
S. A. Nutt and Buchner.....$10.00
Ricard and Poitevine..... 12.50
Grown right, rooted right, packed right. Quality is as important in summer as in winter. You get quality all the year buying my stock.
ALBERT M. HERR, LANCASTER, PA.

THE BOOK OF GLADIOLUS
THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.
PRICE, POSTPAID, $1.25
AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

Dracæna Indivisa
2-in., $2.00 per 100; $18.00 per 1,000.
Per 1,000
Vinca Variegata, 2-in., $2.00 per 100.....$20.00
S. A. Nutt, 2-in..... 16.00
Rex Begonias, 3-in.....per dozen, 1.00
Satisfaction guaranteed.
ELMER RAWLINGS,
Wholesale Grower
ALLEGANY, NEW YORK

CARNATIONS
F. DORNER & SONS CO.,
Lafayette, - - Indiana

FLOWER SEEDS for SUMMER SOWING

VAUGHAN'S INTERNATIONAL PANSIES.

PANSY.

Vaughan's International Mixture, Trade Pkt., **50c;** ⅛ oz., **$1.50;** ¼ oz., **$5.00;** Oz. **$10.**
Vaughan's Giant Mixture, Trade Pkt. **25c;** ⅛ oz., **60c;** Oz., **$4.00;** ¼ lb., **$14.00.**
Vaughan's Cut Flower Mixture, Trade Pkt., **25c;** ⅛ oz., **60c;** Oz., **$4.00**
Vaughan's P. P., (Popular Price) **Mixture,** Trade Pkt., **20c;** ⅛ oz., **35c;** Oz., **$2;** 4 oz., **$7.**
Chicago Parks Bedding Mixture, Trade Pkt., **10c;** ¼ oz., **30c;** Oz., **$1.00;** ¼ lb., **$3.50.**

Write for list of Named Sorts with prices.

ASPARAGUS.

Plumosus Nanus. Northern Greenhouse Grown. Per 100 seeds, **50c;** 250 seeds, **$1.00.** 1000 seeds, **$3.50;** 5,000 to 10,000 seeds at **$3.00** per 1000.
Hatcherii. 100 seeds, **40c;** 1000 seeds, **$2.00.**
Sprengeri. 100 seeds, **15c;** 250 seeds, **25c;** 1000 seeds, **75c;** 5000 seeds, **$3.50;** Oz., **50c.**

BELLIS (Double Daisy).

		Trade Pkt.	Oz.
Monstrosa White, giant double	⅛ oz., **75c**	**$0.25**	
Pink, giant double	⅛ oz., **75c**	.25	
Longfellow, dark pink	⅛ oz., **30c**	.15	**$2.00**
Snowball, double white	⅛ oz., **30c**	.15	2.00
Vaughan's Mammoth Mixture	⅛ oz., **35c**	.25	2.40

CALCEOLARIA HYBRIDA.

Mixed, extra choice. Price, trade pkt., (1000 seeds), **50c;** 3 trade packets for **$1.35.**

CINERARIA HYBRIDA.

Vaughan's Columbian Mixture	Trade pkt., (500 seeds),	**$0.50**
Large-Flowering White	500 seeds,	.35
James' Giant Mixture	500 seeds,	.50
Crimson	Each per trade pkt., (500 seeds) **35c**	
Blue		
Matador, brilliant scarlet	Trade pkt., 500 seeds,	.50
Old Rose, pink to rich coppery red	500 seeds,	.50

MIGNONETTE

New York Market. This is an extra choice strain of Mignonette for greenhouse culture. Our seed is greenhouse grown, raised by a most careful grower. The plants grow from 2 to 3 feet high and produce flower spikes up to 20 in. long, according to the quality of the soil, weather and treatment. **Packet (1000 seeds) 50c; oz., $7.00; ⅛ oz., $1.00.**

DRACAENA.

	Trade Pkt.	Oz.
Indivisa Lineata, striped	**$0.10**	**$0.40**
Indivisa, narrow green leaves	lb., **$3.50**	.10 .30
Indivisa Latifolia, broad green leaves		.10 .40
Australis, green and red colored leaves		.10 .50

PRIMULA.

Vaughan's Chinese International Mixture. Packet of 500 seeds, **50c;** 3 for **$1.40;** per 1-16 oz., **$3.50.**

		Trade Pkt.	
Malacoides. An improved Forbesii	1-16 oz., **60c**	**$0.25**	
Alba		.25	
Rosea		.50	

☞Midsummer List of Flower Seeds for Present Sowing Now Ready.

Vaughan's Seed Store

43 Barclay Street, NEW YORK — **31-33 W. Randolph Street, 803 W. Randolph Street, CHICAGO**

If you are interested in Mid-Winter

Blooming Plants

—or anything in—

Soft Wooded Plants

—Write—

Geo. A. Kuhl, Wholesale Grower PEKIN, ILL.

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.

CYCLAMEN, our own selected strain.
ASPLENIUM NIDUS AVIS (Bird's Nest Fern).
Price list on application.

J. A. PETERSON & SONS, WESTWOOD, CINCINNATI, OHIO

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Orchids-Colombian Orchids

ALL VARIETIES. Collected by a botanist who has made a life study of orchids in Colombia. Shipped by our own house in Barranquilla. Orchid department is conducted on a business basis, insuring our customers prompt and efficient service.

DREW ROCA & CO., Inc.

50 Broad Street, NEW YORK, N. Y.

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Robert Craig Co...

High Class PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

300,000 Chrysanthemums

From 2¼ inch pots, 20 varieties, $2.50 per 100; $22.50 per 1000.

Also thousands of **Bedding Plants,** for list see our display adv. in American Florist June 9, Page 1140. Correspondence solicited.

ALONZO J. BRYAN, Wholesale Florist

WASHINGTON, NEW JERSEY

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

EAST ORANGE, N. J.—There are more than 1,000 home gardens under cultivation in this vicinity.

KANSAS CITY, MO.—George Ackerman has sold his vegetable range and will devote his time to farming.

FREEPORT, ILL.—The Freeport Floral Co. is supplying the first home-grown tomatoes seen on the local market this season.

THE standard barrel of the United States should contain 7,056 cubic inches, with 28½-inch staves and 17⅛-inch heads, head material not thicker than 2/5 of an inch.

WITH 48,000 acres to be harvested the commercial production of cantaloupes for 1917 is estimated by the department of agriculture at 7,788,400 crates of 45 melons each. The production in 1916 was 6,771,900 crates, harvested from 40,400 acres.

Prices of Indoor Fruits and Vegetables.

Chicago, July 2.—Mushrooms, home grown, No. 1, 50 to 75 cents per carton; lettuce, cases 5 to 10 cents; radishes, 75 cents per hundred bunches; celery, $2.50 per crate; tomatoes, per basket, $1; cucumbers, per crate, $1.50.

New York, July 2.—Celery, per crate, $1.25 to $2.50; cucumbers, 40 to 80 cents per dozen; mushrooms, $1.00 to $3.00 per 4-lb. basket; tomatoes, 7 to 15 cents per pound; radishes, per hundred bunches, 75 cents to $1.25; lettuce, per basket, 35 cents to $1.25; rhubarb, per dozen bunches, 75 cents to $1.25.

Carlot Shipments of Fruits and Vegetables.

Carlot shipments of fruits and vegetables reported by railroads to the United States department of agriculture for the season to June 25 were as follows: Asparagus, 765; early cabbage, 4,194; lettuce, 1,587; new onions, 5,922 (not complete); new potatoes, 17,773; tomatoes, 6,315; watermelons, 3,593; peaches, 589; strawberries, 8,954; cantaloupes, 1,958.

Onion Crop in Texas.

From reports received in the bureau of crop estimates, United States department of agriculture, showing the yield per acre of Bermuda onions in Texas, it is estimated that the total movement of Bermuda onions out of that state will be 6,885 cars of 464 crates each, the equivalent of 6,085 cars of 525 crates each, approximately the average number of crates per carload in 1917. Reports of shipments to the Office of Markets and Rural Organization department show that 5,179 cars had moved up to and including June 1, 1917.

Pollinating Tomatoes.

The spring greenhouse crop of tomatoes is constantly gaining in importance; there are each year a number of new growers, who do not realize the importance of proper pollination. And sometimes the old growers neglect this practice in the rush of work. A season like the present, cool and cloudy, is especially unfavorable to best fruit development. For success, we need in the first place, an ample supply of virile pollen, and second, its proper distribution. It will be found in practice that tomato blossoms will be defective if moisture conditions are not right. If the soil is over charged with moisture, and the plants making soft growth, success is uncertain; on the other hand, if we have grown lettuce and tomatoes together at the same time, and the lettuce has extracted all the subsoil moisture, the blossoms come lifeless and failure is certain. We must therefore be sure there is an ample supply of moisture in the soil; we should conserve this by hoeing the ground the same as outdoors; we should not sprinkle or syringe the house or foliage, for what we want is the dry house and dry atmosphere. Then if everything is all right, we should allow the houses a sharp rise in temperature from 9 a. m. to noon; this will prepare the pollen in the blossom and a sudden jar will distribute the pollen. Varieties differ in their requirements; Bonny Best is easily pollinated by the slightest jar. For such kinds we merely use a small stick and hit the strings or stakes a sharp tap to liberate the pollen; however, some varieties are more obstinate. For such we resort to snapping the blossom with the finger directly, aiming to hit the blossoms as hard as we can without knocking them off. A little observation will show how much effort is needed. Bear in mind, no pollen no fruit, lack of pollen deformed fruit.

MARKETMAN.

Fruit and Vegetable Market Review.

During the week June 20-26, the weekly market review issued by the office of markets and rural organizations of the United States department of agriculture showed crop conditions as follows:

Shipments of new potatoes amounted to 3,776 cars, the bulk coming from North Carolina, Norfolk and the eastern shore of Virginia. Jobbing prices ranged from $6 to $8.75 per barrel, a drop of $1.25 from the previous week, but $3.25 to $4.50 per barrel higher than last year. Mississippi tomatoes were quoted at from 75 cents to $1.25, 25 cents increase over the previous week and 65 cents higher than during the comparable week in 1916. Shipments to June 26 were 983 cars less than last year. Onion shipments continue to decline, the week's shipments being 191 cars, 35 cars less than the previous week. Jobbing prices were from $1 to $1.40, a decline of 10 cents. The bulk of the asparagus shipments came from New Jersey, receipts being 80 cars, 11 below the number reported the week before. The estimated acreage of early cabbage in the south is 90 per cent greater than in 1916. The week's shipments amounted to 310 cars, or 259 less than in the previous six days. Lettuce shipments amounted to 29 cars, mostly from New York, about the same quantity as the previous week, but twice as much as during the comparable period last year.

Strawberry shipments are about over. Maryland, Delaware and New Jersey berries are firm at from 12½ to 16 cents per quart, an advance of three to five cents over last year. Canteloupe shipments are far below those of last year. Jobbing prices on California Standard 45's were $3.50 to $5.25 as compared with $1.75 to $3 a year ago. Watermelons were $45 to $65 per car higher than during the previous week.

Canned Products Sold in Advance.

Herbert C. Hoover, food controller of the Council of National Defense, in a recent address cited the canning industry as an example where the entire output of vegetables and fish for 1917 had been disposed of before it had even reached the canners. He predicted further high prices. Thousands of men, he said, who heretofore have never owned a dollar's worth of foodstuff are now speculating in necessities.

Miscellaneous Plants.

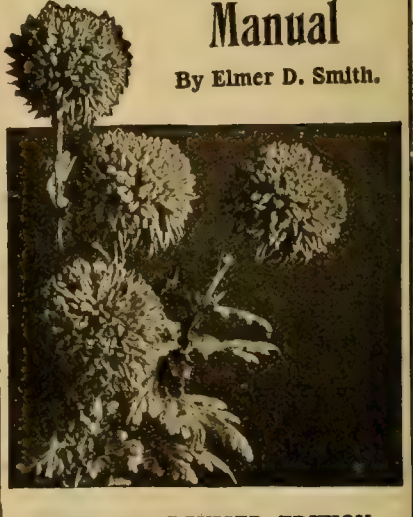
	2-In.		3-In.	
	100	1000	100	1000
Achyranthes	$2.00	$18.50	$3.00	$25.00
Alyssum	2.00	18.50	3.00	25.00
Ageratum, 6 varieties	2.00	18.50	3.00	25.00
Begonias, Erfordia	2.00	18.50	3.00	25.00
Cuphea	2.00	18.50	3.00	25.00
Coleus	2.00	18.50	3.00	25.00
Heliotrope	2.00	18.50	3.00	25.00
Lemon Verbenas	2.00	18.50	3.00	25.00
Lantanas, 10 vars.	2.00	18.50	.....	.....
Moonvine, White and Blue	2.00	18.50	3.00	25.00
Petunias, Double Fringed Mixed	2.00	18.50	.....	.....
Chrysanthemums	2.00	18.50	.....	.....
Scented Geraniums	2.00	18.50	3.00	25.00
Swainsona	2.00	18.50	3.00	25.00
Abutilon Savitzii	3.00	.....	4.00	.....

Send for Catalogue. Cash with Orders.

R. VINCENT Jr. & SONS CO.,
WHITE MARSH, MD.
GROWERS OF PLANTS FOR THE TRADE.

The Chrysanthemum Manual

By Elmer D. Smith.



NEW AND REVISED EDITION.
Price 50 Cents. Cash With Order.
AMERICAN FLORIST CO.,
440 S. Dearborn St., CHICAGO.

Boston Ferns

Large Supply of Fine Stock. Order Now.
7-in., 75c; 8-in., $1.00; 9-in., $1.25 each.

Pyramid Boxwoods

2½-ft. and 3-ft. $3.00 each.

Geo. Wittbold Co.

745 Buckingham Place
CHICAGO, ILL.

Chrysanthemums

LAST CALL

All 2¼-in. pots. Varieties for Pot Culture.

CAPRICE VARIETIES
Yellow, white, pink and crimson, etc., in the seven varieties.

"C. L. HUTCHINSON"
A pure white Anemone 'Mum, one of the very best I have ever distributed.
$6.00 per 100; $50.00 per 1000.

POMPONS
We can supply 50,000 plants in assorted colors, such kinds as Donald, Doty, Grace, Queen of Whites, Golden Climax, Lelia, etc.
$3.00 per 100; $25.00 per 1000.

SINGLES
Mrs. Buckingham, early pink, and Mrs. Godfrey, late pink, and a selection of 50 other sorts.
$3.00 per 100; $25.00 per 1000.

CHAS. H. TOTTY,
MADISON, NEW JERSEY

ROSES FOR BENCHING

Choice Young Plants

	OWN ROOTS		GRAFTED	
	2½-Inch Per 100	4-Inch Per 100	2½-Inch Per 100	4-Inch Per 100
Hoosier Beauty	$6.50	$12.00	$12 00	$18.00
Killarney Pink	6.00	10.00	10.00	15.00
Killarney White	6.00	10.00	10.00	15.00
Killarney Brilliant	6.50	12.00	12.00	18.00
Ophelia	6.50	12.00	12.00	18.00

BEGONIA—Cincinnati—Strong 2½-inch, $18.00 per 100.

CYCAS—In Leaf, 35c to $2.00 each.

Vaughan's Seed Store

CHICAGO 31-33 W. Randolph St.
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Greenhouses, Nurseries and Trial Grounds, Western Springs, Ill.

Mention the American Florist when writing

CHRYSANTHEMUMS

Novelties For 1917

The Best Of 1916 Introductions.

Standard varieties, both commercial and Exhibition.

NOW READY.

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Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

Elmer D. Smith & Co.
Adrian, Mich.

Specialists in Specimen Stock

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Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

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EUREKA, CALIFORNIA.

Mention the American Florist when writing

POT-GROWN PLANTS

Hollyhocks, Aquilegias, Gaillardias, Boltonia, white and pink; **Foxglove, Platycoden, Stokesia, Rudbeckia Purpurea,** 4-in., pot-grown, at $8.00 per 100.

Bleeding Hearts, Oriental Poppies, Hardy Sweet Peas, 4-in., pot-grown, at $10.00 per 100.

A. L. MILLER, Jamaica, N. Y.

Mention the American Florist when writing.

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Published quarterly. Annual subscription for weekly and quarterly numbers One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND

BOXWOODS—MOST BEAUTIFUL STOCK

Pyramids, 2 -ft.	$1.00 each
Pyramids, 2½-ft.	1.50 each
Pyramids, 3 -ft.	2.00 each
Pyramids, 3½-ft.	2.50 each
Standard Shape, 14x14 in.	2.50 each
Globes, 14x14 in.	3.00 each
Heavy Bushes, 2-ft.	1.50 each
Nice Bushes, 15-in.	.35 each

F. O. FRANZEN 5319 N. Clark St. CHICAGO

AMERICAN ASSOCIATION OF NURSERYMEN.

Forty-Second Annual Convention, Philadelphia, Pa., June 27-29, 1917.

The Officers Elect:

Lloyd C. Stark, Louisiana, Mo., President; J. R. Mayhew, Waxahachie, Tex., Vice-President; Curtis Nye Smith, Boston, Mass., Counsel and Secretary; J. W. Hill, Des Moines, Ia., Treas.

Place and Date of 1918 Meeting will be Decided by the Executive Committee.

(Report Continued From Issue of June 30, Page 1298.)

Well Attended and Fruitful Meeting.

Supplementing our account of the opening session of the forty-second annual convention of the American Association of Nurserymen, which was held at the Adelphia hotel, Philadelphia, Pa., June 27-29, the report of the balance of the program which contained many interesting features, entered into by an attendance of goodly numbers with much interest, will be found below.

At the Wednesday morning session, Vice-President Stark, in replying to the addresses of welcome of J. A. Cattell, the mayor's personal representative, and Powell Evans, of the Chamber of Commerce, read a letter from Prince Poniatounski, of Paris, France, asking aid of the American Association of Nurserymen in furnishing fruit trees and vines to replace the ruined orchards laid waste by the Germans. The writer said that tremendous ruin had resulted, many small orchards being cut down to a foot of the ground. Trees of America are especially suited for the climate of northern France, and this appeal met with a direct response in the appointment of a committee, who will gather donations from members of the association this fall and forward them to Prince Poniatounski.

The afternoon meeting of Wednesday was called to order at 2:30 o'clock and immediately went into executive session to consider the report of Counsel Curtis Nye Smith and reports of committes as follows: Legislation, Wm. Pitkin, chairman, Rochester, N. Y.; arbitration, W. C. Reed, chairman, Vincennes, Ind.; distribution, M. R. Cashman, Owatonna, Minn.; tariff, Irvin Rouse, chairman, Rochester, N. Y.

The Banquet.

The innovation of holding the banquet on Wednesday evening, the first day of the convention, was favorably commented upon. It was called a "get together dinner." Over 300 guests were present—delegates and their ladies. In addition to a fine menu, there were a number of surprises, one following another in quick succession.

"I'm a little prairie flower,
Growing wilder every hour;
Nobody seems to cultivate me.
I'm wild! I'm wild!"

Was one of the first songs by R. C. Chase, mayor and baggage master of Chase, Ala. It made a great hit. Robert Pyle was toastmaster, and on the job every minute. A street semaphore stood in the center of the room with one of Philadelphia's finest traffic officers at the lever. This was to be used to "stop" a too effusive speaker, but several auto horns, which had been connected up electrically, were more effective. Among the speakers were: Former secretary, John Hall, Irving Paschall, Vice-President Lloyd C. Stark, J. Harrison Dick, and James Pitkin. Numerous interruptions with the auto horns gave the speakers little chance for oratory. There were a number of "skits" on the small stage—dancing with Scotch bagpipe accompaniment, dancing by little children and songs and dancing by young women, who went after the baldheads of the diners. A good magician was outdone by an act in which on a trellis, Burpee's sweet peas grew and blossomed out in a few minutes from seed, the flowers being distributed to the company. Exactly at eleven the curtains of the stage were drawn, disclosing Miss Columbia and Brother Jonathan, who sang the "Star Spangled Banner," in which all joined and closed one of the most pleasant features of the convention.

Lloyd C. Stark, Louisiana, Mo.
Pres.-Elect American Association of Nurserymen

Thursday's Proceedings.

Thursday's session opened at 10 a. m. "Nurserymen's Publicity," with J. Horace McFarland, Harrisburg, Pa., as the essayist, was splendidly handled. In his address he stated that the nurserymen, when it came to publicity, were not aggressive enough; that, if they had been Israelites, they never would have taken the promised land. It was thought by many that there was no business but the business of war; that one must close up the shop, stand on the corner and talk war. Business must go on.

Secretary of the Treasury McAdoo says the war will cost ten billion dollars a year, nearly all to be put in circulation here. This means an increase of three times the present circulation of money, and how can it move and not hit the nurserymen? How? How? How? Now is the time to get into the selling business. Nursery products can and will be sold if intelligent efforts are used to place them before the public. Trees add value to the land and efficiency to the people who buy them; furnishing pleasant home surroundings makes the people better able to stand the rigors of war. The cost of publicity amounts to nothing to you. The customer pays that, but yours is the loss when a large surplus has to be burned on the brush heap. "Save the Fruit Crop" is the headline of a large ad, now running by the sugar refineries. It is costing them over $20,000, while the men who sell the fruit trees are spending practically nothing. With the proper publicity, 20,000,000 homes might plant that number of trees, an average of only one to a home. Think of it. At least 15,000,000 to 18,000,000 of trees sold in one year and none left for the brush pile. What sold the nearly $3,000,000,000 worth of Liberty Loan bonds? Patriotism? No! Publicity, and the best the government could get. The best brains and the best newspapers, and the team work organized by paid experts. It was the same with that glorious Red Cross fund. There was more patriotism here, but it was the organized publicity that was most effective. You nurserymen are creators of wealth. Miners never add to wealth; they dig up what is there, but your trees create wealth. A homeopathic dose of publicity will sell your goods. Try it!

Irving Paschall, advertising manager of the Farm Journal, spoke of sales promotion. He said it was important, first to find out why sales are not made, and second, why sales are made, and then improve methods. Research work was most important. Growers should be asked why was this grown, and why not that? It was not hard to manufacture goods, but most difficult to sell them. In his opinion an association trade mark was most essential to identify the nurseryman in the minds of the consumer. Publicity as an association was needed through newspapers and also magazines—good readable stories about nursery products. The trade papers are good mediums and are used to lift up the nurserymen, to enthuse them and the editors. Then there must be a standard of ideals, not set too high, but such as could be lived up to. It was good business practice. Cutting prices to get business never paid, nor knocking, which has a back kick to it that hurts the knocker. A publicity bureau was recommended to get out educational matter. A Hoover back yard of fruit trees would get people with limited ground interested. A $2 investment made a great hit with

a man in Missouri and started many other small buyers on the same tack. A $3,000 man with some expense money should be able to put over $50,000 to $60,000 worth of publicity. The trade mark on everything should be universally used. A sales primer, or a book educating the public about trees and all products, should go out with the trade mark, and also the name of the nurseryman who sent it out as his book. It would cost each one in the trade but a small sum. With these suggestions carried out, nurserymen would them be on the way to large sales, and little if any surplus.

W. C. White, of the Agricultural Publishers' Association, said he was strong for publicity in helping sales, but while some could be put over gratis, a generous amount should be given the papers in direct advertising, as it was an unusual proposition where business men could get something for nothing. The farmer is the biggest business man on earth—he is coming rapidly to the front. He must have pleasant surroundings. The city supplies those of its inhabitants—its parks and tree-lined boulevards. The farmer, however, must plant his own. We become efficient and useful as we are encouraged to the right ways of living. The American Association of Nurserymen, he added, is not different from many who have benefited by publicity. Fruit has been successfully advertised. Why not trees? In selling you must consider the customer. Get the right angle—put yourself in his place. The farmer now pays the highest prices for pedigreed stock when he needs it. He buys from mail order houses, because they canvass him. This trade is the nurserymen's if they go after it and put it up to him in the proper way. Get together a committee of your best salesmen and start a publicity bureau. But I would go beyond that. Why do you use so much Portland cement? Because the companies have made it plain to you that it is the best thing to do. Breeders' associations have found it profitable to advertise, and so can you. Keep in mind the practical side. If a firm spends $5,000 a year, the association could do much more good with his and the other money of its members.

J. J. Hazel said he thought that the association should educate the consumer of fruit, as he was the man who bought the product, and anything that increased sales here would surely help in the sale of trees. Joseph J. Lane, Garden City, N. Y., said that now with the whole country awakened to intensive culture, was the time to sell trees. More free publicity on all such allied subjects had been given than ever before. The seed trade had done three times the business of other years. As a means he cited a gladiolus dealer who had built up a good trade by offering $1 certificates to be given as presents, good in exchange for bulbs at any time. Publicity along recognized lines he was sure would bring results.

W. F. Thirkildson thought that the nurserymen should have real publicity. He referred to the publicity methods of W. Atlee Burpee & Co., Philadelphia, Pa., of which he is advertising manager, and gave instances of great returns from well placed news column articles. Good newspaper copy about nursery stock can be published if put up in the right way. W. Atlee Burpee & Co. had established in various cities this season 24 demonstration gardens in their name as a means of publicity. It was his belief that there should be national literature to supplement the catalogue, which of itself was not enough.

Robert Pyle, of West Grove, Pa., read a very interesting paper on "Sales Promotion," giving the experiences of the Conard & Jones Co. for a period of years. There was a danger line in advertising, he said, when it cost 50 cents in publicity to sell $1 worth; there was something wrong. This firm had found customers whose names had cost $2 each to obtain, much more profitable than others that had only cost four cents each. Good advertising was best, he added, when backed by good business management.

Henry Hicks added to the publicity knowledge, his committee recommending booklets on the advantages in adorning home-grounds by planting trees, shrubbery, etc. A dummy had been prepared, which was to be filled with easily understood information, illustrations, garden and lawn plans and lists of best trees and plants. A few pages in the back contain matter to be furnished by the nurserymen for his edition. The book is to have the endorsement of the association and also contain the name of the nursery firm ordering and paying for what they use. If adopted and ordered by the trade in quantity, the cost will be very slight.

Mr. Hicks believes the catalogue is not a solution. The booklet would, he thought, augment the nurserymen's list and get people interested. Sales could be made the year round. People should be told of the quietness of shade and how it makes the air cooler. People were hungry for the nurseryman's products and the people desired to reach most, are the middle class, not the high priced magazine clientele. He stated he favored a series of booklets, one on hedges, and others on various subjects. Such books in other lines have had general influence. A resolution that the association issue such a booklet, was adopted.

W. H. Wyman, North Abington, Mass., read a paper on the question of furnishing stock to landscape architects, and the rates of discount to which they were entitled.

H. B. Chase, Chase, Ala., showed that having two classes of members, under the new consitution which has now been in operation for two years, had worked out satisfactorily.

PEONIES

Our list is ready.
—Ask for it—

Jackson & Perkins Company.
NEWARK, NEW YORK STATE.

California Privet

Largest and finest stock of California Privet of any nursery in the world.

Polish or Ironclad Privet
Amoor or Russian Privet
Berberis Thunbergii

Very Attractive Prices on Carload Lots.

J. T. LOVETT, INC.,
Little Silver, - New Jersey
The Original Growers of California Privet as a Hedge Plant

Mention the American Florist when writing

The Book of the Peony

The long and interesting history of the peony, charmingly written by Mrs. Edward Harding. Contains 259 pages with 44 illustrations in color and black and white. Handsome cloth binding.

PRICE, $6.00

American Florist Co.
440 S. Dearborn St., CHICAGO

ROSES, CANNAS
Shrubbery
THE CONARD & JONES CO.,
West Grove, Penna.

Mention the American Florist when writing

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

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Storrs & Harrison Co.
PAINESVILLE NURSERIES
Catalogues and Price Lists
Free on Application.
PAINESVILLE, - OHIO

AMERICAN ASS'N. OF NURSERYMEN'S "GET TOGETHER DINNER" AT HOTEL ADELPHIA, PHILADELPHIA, PA., JUNE 27, 1917.

Friday's Proceedings

The Friday morning session opened with a paper by J. B. Baker, Fort Worth, Tex., entitled, "When Are Evergreens (if ever) Dormant?" This resolved itself into a matter of freight rates, the difference between dormant and growing stock being much in favor of the dormant. Railroads, for the most part, claimed evergreens to be not dormant. After many trials, they were gradually aroused to the fact that all trees are at certain seasons dormant. The United States department of agriculture had taken the matter up and their committee had decided that all trees had a dormant season, and should at that time be classed as dormant stock. This was held to include imported nursery stock, such as rhododendrons, azaleas, conifers, etc.

Hon. David F. Houston, secretary of agriculture, Washington, D. C., who was to have made an address, was unable through press of duties to fill the engagement and commissioned Prof. Lile Corbett, of the department, to address the convention. Prof. Corbett is interested in all phases of horticulture and its industries, and particularly that of the nurserymen. The zealous plantsmen, who were for the most part nurserymen, brought the good fruits from the mother land, discovered and made use of the promising native fruits of the new country, and in so doing started the nucleus, from which has developed the greatest and most completely equipped and manned research system in agriculture known to the civilized world. He said he did not boast when claiming we have the best record for educational and investigational work in agriculture in the world. He paid tribute to the amateur grower and said that it was from the latter that much of the science of fruit growing had been discovered. What was needed now was worthy successors to the Messrs. Downing and Wilder, who had contributed so much to the science in their time. Nurserymen should not neglect, he added, the small buyer—the one-acre garden plot. Encourage the small plot man to grow rather than buy his fruit. The aesthetic side must be looked after—the apple of commerce must not rise above the apple of excellence. The craft must help to build up a real amateur influence in this country. Too much dependence, in his opinion, was placed in foreign countries for supplies of seed and seedling plants and stocks. These should be grown here in land set apart for this purpose. The right kind of stocks for best results were very important; the stock and scion must have a congeniality for each other which will insure a strong, vigorous and long lived plant. Very little accurate knowledge was available regarding this affinity. Congeniality of grapes was cited, the speaker declaring that in the near future orders will be given in advance for stock and scions adapted to the particular soil and location in which they are to be grown. Bud selection work was a feature with promising results. Selections were made from well fruited trees whose young stock inherited all the good qualities of the parent. Oranges and other citrus fruits had greatly improved under such culture in experiments made by the government, so much so that the citrus growers' association had sent men at its expense to help in this work. All trees in their orchards were by this method brought up to standard. He spoke of a new experimental storage plant that was now in operation in Washington to test all kinds of fruits and other products in storage. It was the largest experimental storage house in the world. A rising vote of thanks was given Dr. Corbett at the close of his fine address.

The association then went into executive session to consider questions and subjects from the previous day, and other important matters affecting the nursery business. These took up so much time that it was finally thought best to continue the session until all work was finished. At 2:30 o'clock all work and committee reports had been acted upon.

Election of Officers.

The election of officers, which was held Friday afternoon, resulted as follows: Lloyd C. Stark, Louisiana, Mo., president; J. R. Mayhew, Waxahachie, Tex., vice-president; Curtis Nye Smith, Boston, Mass., secretary and counsel; J. W. Hill, Des Moines, Ia., treasurer. The following were added to the executive committee: T. B. West, Perry, O.; E. W. Chatten, Winchester, Tenn.; C. C. Mayhew, Sherman, Tex. There was such great unanimity in the selection of all of the officers that the secretary cast the ballot for all. The place and time of the next convention was placed in the hands of the executive committee, after which the convention adjourned.

Convention Notes.

This was one of the best attended and most fruitful gatherings in the way of results ever held by the association. Friday's session continued from 10 a. m. until 3 p. m. without a break.

During the executive session, the recommendation of the president to establish a national arboretum, was taken up and acted on unanimously, a committee being appointed to get all necessary data and make arrangements for its foundation.

President John Watson was an ideal executive, handling the gavel like a veteran and keeping the business of the convention moving all the time.

The attendance was thoroughly repsentative, all the large firms having members present. Distance was no barrier—Maine, Texas, Oregon, Florida and nearly all intervening states being represented by live men.

A trip on Thursday afternoon to beautiful Willow Grove, and supper in the Casino, was a treat that the ladies of the convention very much enjoyed.

Additional Trade Exhibits.

In addition to the trade exhibits mentioned in our last week's report, the following were noted:

Gifford Fruit Grader, Barker, N. Y.

Scalecide Tree Invigorator, New York.

Kil-tone Co., Newark, N. J., spraying preparations.

A. T. De la Mare Publishing Co., sample catalogues and literature.

Office Specialty Co., Philadelphia, Pa., multigraph printing machine.

Rex Co., Rochester, N. Y., lime and sulphur solutions.

Clinton Falls Nursery Co., Owatonna, Minn., labor-saving machinery.

BEGONIAS

MRS. J. A. PETERSON
2¼ inch pots.....$20.00 per 100; $180.00 per 1000

LORRAINE
2¼-inch pots.....$14.00 per 100; $120.00 per 1000

CYCLAMEN

Finest strain, separate colors or mixed, extra strong, 3-inch pots, $10.00 per 100; $90.00 per 1000.

JULIUS ROEHRS COMPANY, Rutherford, N. J.

American Nurserymen's Protective Ass'n.

At a meeting of the American Nurserymen's Protective Association, the following officers were elected: J. W. Hill, Des Moines, Ia., president; Harry M. Simpson, Vincennes, Ind., vice-president; Thos. B. Meehan, Dresher, Pa., secretary; Peter Youngers, Geneva, Neb., treasurer. K.

The Visitors.

Among those in attendance were the following:

Albert T. G. Allen, Salisbury, Md.
W. F. Allen, Salisbury, Md.
F. J. Atkins, Rutherford, N. J.
N. E. Averill, Dundee, Ill.
G. S. Baker, Cheshire, Conn.
J. B. Baker, Fort Worth, Tex.
W. H. Barnes, Yalesville, Conn.
H. H. Bell, Huntsville, Ala.
C. A. Bennett, Robinsville, N. J.
G. W. Bentley, Knoxville, Tenn.
M. F. Bohlender, Tippecanoe City, O.
H. G. Bought, Aspers, Pa.
S. E. Blair, Nutley, N. J.
L. A. Breck, Lexington, Mass.
Guy Bryant, Princeton, Ill.
C. R. Burr, Manchester, Conn.
J. J. Cairns, Philadelphia, Pa.
W. E. Campbell, New Haven, Conn.
H. J. Champion, Perry, O.
H. B. Chase, Chase, Ala.
R. G. Chase, Geneva, N. Y.
W. B. Cole, Painesville, O.
F. E. Cooke, Fredonia, N. Y.
Carl Cropp, Chicago.
J. F. Dale, Rochester, N. Y.
John Davis, Newark, N. Y.
J. H. Dayton, Painesville, O.
J. Harrison Dick, New York.
W. A. Drummond, St. Louis, Mo.
R. W. Essig, Pontiac, Mich.
E. J. Filegan, Geneva, N. Y.
Samuel Fraser, Geneseo, N. Y.
D. S. George, East Rochester, N. Y.
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R. R. Harris, Huntsville, Ala.
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Orlando Harrison, Berlin, Md.
W. A. Harrison, York, Neb.
J. E. Hart, Lynbrook, N. Y.
A. Harvey, Tulsa, Okla.
Julius Heurlin, South Braintree, Mass.
Victor Heurlin, South Braintree, Mass.
Henry Hicks, Westbury, N. Y.
Walter Hillenmeyer, Lexington, Ky.
Abner Hoopes, West Chester, Pa.
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Extra large plants, $2.00 per 100; $18.00 per 1000.
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Crab-Apples at the Arnold Arboretum.

These plants for the decoration of northern gardens are of first-rate importance, and from its early days much attention has been paid at the Arboretum to the collection and study of the different species, hybrids and varieties. The flowering of the crab-apples is one of the important Arboretum events and, although the season is 10 or 12 days late, some of the Asiatic species are already in bloom and during three or four weeks apple blossoms can be seen here.

From the crab-apple of southeastern Europe and western and central Asia (Malus pumila) most of the apples of our orchards have been developed, although in some of these the blood of the crab of northern and central Europe (Malus sylvestris) can be traced. The Paradise apple is a very dwarf form of Malus pumila used by nurserymen as a stock for dwarf pomological varieties. The first of the crab-apples of eastern Asia known to Europeans (Malus baccata) was first cultivated in Europe 130 years ago. It is a native of eastern Siberia and is a tall, narrow tree with large white flowers appearing with the leaves, and fruit the size of a large pea. The Siberian crab, as it is popularly called, is a handsome, very hardy plant; its great value, however, is that, crossed with the cultivated apple tree, it has given rise to a race of apples like the Hyslop and the transcendent crabs which can be grown in regions too cold for the successful cultivation of the ordinary apple. These hybrids are known as Siberian crabs, and many named varieties can now be found in nurseries in the extreme northern part of the country. They are fast-growing, erect and shapely trees, and well worth a place in northern gardens for the beauty of their flowers and brilliant scarlet or yellow fruits which are usually oblong or ovate in shape and from an inch to an inch and a half in length. The fruit is acid but makes excellent jellies and preserves for which it is largely used. Malus baccata has been used in cold regions as a stock on which to graft the ordinary apple, but its liability to the blight which attacks pear trees reduces its value for this purpose. The largest specimen of Malus baccata in the neighborhood of Boston is standing in front of the gardener's house in the Harvard Botanic Garden in Cambridge.

J. W. Hill, Des Moines, Ia.
Treasurer American Association of Nurserymen.

One of the handsomest of the crab-apples in the Arboretum collection is a Korean variety of Malus baccata, which has been distinguished as var. Jackii. It was raised here in 1905 from seed collected by Mr. Jack, near Seoul. The plants, although still small, are shapely in habit with straight, clean stems and regularly spaced spreading branches; the leaves are thick, long-stalked, from four to six inches in length, dark dull green above and pale below; the flowers are pure white and nearly two inches in diameter, and the dark crimson shining fruits, which are often half an inch long, hang gracefully on long drooping stems. A widely distributed form of Malus baccata, the var. mandshurica, differs in its broader, more or less hairy leaves. This tree is distributed from the Amoor region to western China and Japan where it is common northward, and in Hokkaido is often found in alder woods in the neighborhood of the coast.—Arnold Arboretum Bulletin, May 28, 1917.

WAUPACA, WIS.—A. D. Barnes has sold a half interest in his nursery to Walter Forebrush, of Hancock.

CAMBRIDGE, MASS.—The city council has confirmed the appointment of Professor Carroll W. Doten as a member of the park commission.

CHICAGO.—Norman Peterson, son of William A. Peterson, proprietor of the Peterson Nursery, has enlisted in the ambulance corps of the United States army.

BROOKINGS, S. D.—F. E. McCall, state college extension specialist, has issued a warning to look out for imposters selling so-called remedies for fire blight and other ailments of fruit trees.

MANHATTAN, KAN.—Chas A. Scott, who recently took charge of the range purchased by him from Henry Moore, is making extensive improvements including the addition of an evergreen nursery.

PORTLAND ORE.—Over 60 acres of the 100-acre tract of the Gill Bros. Seed Co. are devoted to dahlias, the varieties numbering about 800. This firm has recently taken up the cultivation of perennials.

WEST NEWBURY, MASS.—T. C. Thurlow's Sons report that peonies will be at their best at this firm's Cherry Hill Nurseries June 26-July 10, at which time an invitation for their inspection is extended.

FRESNO, CALIF.—Fred P. Roullard, county horticultural commissioner, will have general supervision of the agricultural and horticultural departments at the district fair this year. Premium lists are being prepared by Secretary Eberhardt.

FRESNO, CALIF.—G. H. Hecke, state horticultural commissioner, and H. S. Maddox, secretary of the state horticultural commission, are making a tour of this district in the interest of uniformity in the preparation of the rules for the enforcement of the new fruit standardization law.

Ready Reference Section.

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Asparagus plumosus, 2¼-in., $4; 3-in., $8 per 100; 6-in., 35c each. Asparagus Sprengeri, 2¼-in., $3.50; 3-in., $7; 4-in., $12 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

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ASTERS. Extra fine stocky plants with plenty of fibre roots, $5.00 per 1,000. Queen White, King, White, Shell Pink and Lavender. Semple's Late Branching White, Shell Pink and Lavender.
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Dracaena Indivisa	5-in.	20.00
Extra strong, each		.25
Fuchsias	4-in.	15.00
Heliotrope	3-in.	7.00
German Ivy	2½-in.	8.00
Lobelia Speciosa	2¼-in.	3.00
Per 1,000		27.50
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Phlox Drummondi, all colors	2½-in.	3.00
Adiantum Cuneatum, Maiden Hair	3-in.	10.00
Adiantum Cuneatum, Maiden Hair	4-in.	$15.-20.00
Heliotrope	4-in.	$10-12.00
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Geraniums, Fuchsias, Emeralds, Salvia, Marguerites, Cannas, Begonias, etc., 4-in, pots at $8 per 100. Fine large plants in bloom.
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Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

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Boxwoods. Most beautiful stock. For varieties and prices, see advertisement elsewhere in this issue. F. O. Franzen, 5319 N. Clark St., Chicago.

Boxwoods, Pyramid, 2½ and 3 ft., $3.00 each. Geo. Wittbold Co., 745 Buckingham Place, Chicago.

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Bulbs. Cold storage. Giganteum and Magnificum. For sizes and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Cold storage and hardy lilies. For varieties, sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Dwarf double pearl tuberoses. Caladium Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

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Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

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Fancy leaved caladium plants. New and standard varieties. Pots and pans, 35c, 50c, 75c, $1.00, $1.50. Vaughan's Seed Store, Chicago and New York.

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WANTED.
Growers in the vicinity of Chicago will find it to their advantage to mail me a list of their surplus chrysanthemum stock, carnation stock, etc. Have a good market for same. Address
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CHRYSANTHEMUMS. Plants out of soil. Yellow Bonnaffon, $1.50 per 100; $12.50 per 1,000. Smith's Advance, Chrysolora, Diana, Golden Climax, Bessie Flight, Zenobia, $1.50 per 100. Cash with order. JAMES PSENICKA, Gross Point, Ill.

CHRYSANTHEMUMS.

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Tremendous supply of fine, healthy stock, ready for immediate shipment. We have all the best commercial varieties and grow every one we have listed in quantity for wholesale purposes in the Chicago market. Our experience as chrysanthemum growers has taught us that the following varieties are the best money makers:

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Roman Gold	2.00	18.00
Nogoya	2.00	18.00
Robt. Halliday	2.00	18.00
Bronze Touset	2.00	18.00
Col. Appleton	2.00	18.00
Golden Queen	2.50	20.00
Marigold	2.50	20.00
Chas. Razer	2.00	18.00
Lynwood Hall	2.00	18.00
Oconto	2.50	20.00
Clementine Touset	2.00	18.00
White Chieftain	2.00	18.00
Pink Chieftain	2.00	18.00
Dr. Enguehard	2.00	18.00
Intensity	2.00	18.00

CUT BACK PLANTS.

	100	1000
Chrysolora	$2.00	$18.00
Maj. Bonnaffon	2.00	18.00
Roman Gold	2.50	20.00
Nagoya	2.00	18.00
Rob. Halliday	2.00	18.00
Golden Queen	2.50	20.00
Buckbee	2.50	20.00
Chas. Razer	2.00	18.00
Lynwood Hall	2.00	18.00
Oconto	3.00	25.00
White Chieftain	2.50	20.00
Pink Chieftain	2.50	20.00
Dr. Enguehard	2.50	20.00

POMPONS.
Plants Out of Soil—Cut-back Stock.

	Per 100	Per 1,000
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Souv. Mellania	2.00	18.00
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Chas. Razer	2.00	18.00
Polly Rose	2.00	18.00
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Major Bonnaffon	2.00	18.00
Chrysolora	2.00	18.00
Robert Halliday	2.00	18.00
Golden Wedding	2.00	18.00
Col. Appleton	2.00	18.00
Nagoya	2.00	18.00
Pink		
Unaka	2.00	18.00
Pacific Supreme	2.00	18.00
Pink Chieftain	2.00	18.00
Dr. Enguehard	2.00	18.00
Pompons		
Mensa	2.00	18.00
Diana	2.00	18.00
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Oconto	2.50	20.00
Chas. Razer	2.00	15.00
Lynwood Hall	2.00	15.00
Yellow.		
Golden Glow	2.00	15.00
Chrysolora	2.00	15.00
Yellow Eaton	2.50	20.00
Roman Gold	2.00	15.00
Nagoya	2.00	15.00
Pink.		
Amorita	2.00	15.00
McNiece	2.00	15.00
Dr. Enguehard	2.50	20.00
Mrs. Seidewitz	2.50	20.00

Twenty-five at the 100 rate.
250 or more at the 1,000 rate.

J. D. THOMPSON CARNATION CO.
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CHRYSANTHEMUMS.
3,000 Maj. Bonnaffon, fine 2½-in. stock, $2.50 per 100; $22.50 per 1,000. Cash.
JOSEPH BANCROFT & SON.
Cedar Falls, Iowa.

CHRYSANTHEMUMS. Strong, cut back 3-in. stock. Halliday, Diana, Ea. Snow, Chrysolora, Supreme, Dr. Enguehard, Alice Salomon, $3.00 per 100. DAVIDSON FLORAL CO., Holdrege, Neb.

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Chrysanthemums. 300,000 from 2¼-in. pots; 20 varieties, $2.50 per 100, $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

CHRYSANTHEMUMS. Leading commercial varieties, $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

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Crotons. Best ever shown, assorted varieties, 4-in. pots, $40 per 100. Vaughan's Seed Store, Chicago and New York.

Crotons, well colored, 5-in., 60c and 75c each; 6-in., $1.25 each. Poehlmann Bros. Co., Morton Grove, Ill.

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Cyclamen giganteum; improved Wandsbek type, the finest in existence, our output 350,000 this season. We have many testimonials as to quality of strain and plants. Eight varieties equally divided.

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2½-in., extra select, strong	$ 7.50	$65.00
2½-in., strong	6.50	60.00
3-in., extra strong	10.00	90.00
3-in., strong	8.00	75.00

Transplanted seedlings, 4 leaves and up to 8, mostly fit for 3-in. pots, $5.00 per 100, $40.00 per 1,000; extra select, $6.00 per 100, $50.00 per 1,000; small seedlings for 2½-in. only, $4.00 per 100; $35.00 per 1,000. Careful packing assured. No extra charges on packing.
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Cyclamen. Finest strain, separate colors or mixed, extra strong, 3-in. pots, $10 per 100, $90 per 1,000. Julius Roehrs Co., Rutherford, N. J.
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CYCLAMENS. Best strain, separate colors or mixed, 3-in. pots, $10.00 per 100; $90.00 per 1,000. JULIUS ROEHRS CO., Rutherford, N. J.

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DRACAENA INDIVISA, 4-in., 12c; 5-in., 20 and 25c; 6-in., 50c. ERNEST ROHER, Wilmette, Illinois.

Dracaena Indivisa, 3-in., 7c; 3½-in., 10c; 5-in., 35c. HARRY HEINL, West Toledo, O.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

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ECHEVERIAS.

	100	1,000
Large size	$5.00	$45.00
Small size	3.50	30.00

Cash, please.
W. H. KIDWELL & SON,
3806 Wentworth Ave., Chicago.

FERNS.

Ferns, 2½-in., good, healthy stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. Nephrolepis. Fine stock for immediate shipment. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson Co., Tarrytown, N. Y.

Ferns. Boston; large supply of fine stock; 7-in., 75c; 8-in., $1.00; 9-in., $1.25 each. Geo. Wittbold Co., 745 Buckingham Place, Chicago.

GERANIUMS.

Geraniums, 2-in., $2 per 100, $18.50 per 1,000; 3-in., $3 per 100, $25 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums out of 3½-in. pots, 5c each. Cash. Leonard Cousins, Jr., Concord Junction, Mass.

GREENS.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

IRISES.

IRISES—FINE STOCK.

	Per 100
Queen of May and Sambucina	$3.00
Crimson King and Her Majesty	5.00
Maritana and Mrs. Reuthe	5.00
Albert Victor and Leonidas	9.00
Tineae and Lohengrin	9.00
Trojana	12.00
Caterina	20.00

THE DEAN IRIS GARDENS,
Moneta, Calif.

IVIES.

GERMAN IVIES.
4-inch, $1.50 per dozen. Extra fine stock.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

English Ivy, 3-in., 6c; extra strong, 3½-in., 8c; 2 to 3 vines, 2 to 3 ft., 4-in., 15c. HARRY HEINL, West Toledo, O.

German Ivy, 2½-in., 2½c each. ODOR GREENHOUSES, Iola, Kans.

LAUROCERASUS.

LAUROCERASUS.
24 to 30 inches high, $1.00 each.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

Orchids. All varieties of Colombian Orchids. Careful packing, prompt and efficient services. Write for prices and all particulars. Drew Roca & Co., Inc., 50 Broad St., New York.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

KENTIA FORSTERIANA: SINGLE PLANTS.

	Doz.	100	1000
2¼-inch pots	$1.50	$12.00	$100.00
3 -inch pots	2.50	18.00	150.00

KENTIA BELMOREANA: SINGLE PLANTS

	Leaves.	Doz.	100	1000
2¼-inch pots		$1.50	$12	$100
3 -inch pots,	5 10-12 in. high.	2.50	18	150
6 -inch pots,	5-6 26-28 in. high		$1.50 each	

ARECA LUTESCENS.
4-inch pots, 4 plants..............$4.20 per doz.
PHOENIX ROEBELENII.
5-inch pots ....$1.00 each
STEVENSONIA GRANDIFOLIA.
4-inch pots .... 50c each
5-inch pots. ....$1.00 each
LIVISTONA ROTUNDIFOLIA.
4-inch .... 50c each
3-inch ....$14.00 per 100
PTYCHOSPERMA ALEXANDRAE.
3-inch............$1.75 per doz., $14.00 per 100
COCOS WEDDELIANA.
2-inch pots.......$1.75 per doz., $14.00 per 100
LATANIA BORBONICA.
2-inch pots..........75c per doz., $5.00 per 100
MARTINEZIA CARYOTÆFOLIA.
3-inch pots.............30c each, $3.00 per doz.

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Padanus Veitchii, 4-in., $4.20; 5-in., $7.20; 7-in., $18 to $24; 8-in., $30 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

PANSIES in bloom, $2.00 per 100. HENRY SMITH, Grand Rapils, Mich.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15; 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

PETUNIAS.

PETUNIA ROSY MORN.
3-inch, $6.00 per 100.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

PRIVET.

California, Polish or Ironclad, Amoor or Russian Privet. Very attractive prices on carload lots. J. T. Lovett, Inc., Little Silver, N. J.

ROSES.

ROSE PLANTS.
Grafted and Own Root.
The Poehlmann Quality, Known Favorably Throughout the Land.
GRAFTED—2½-inch Aaron Ward, Milady, Brilliant, Cecile Brunner, Richmond, Sunburst and Ophelia .....$120.00 per 1,000
Lots of 5,000 or more..... 110.00 per 1,000
White Killarney and Pink Killarney ..... 100.00 per 1,000
GRAFTED—3½-inch White Killarney and Pink Killarney.
For 3½-inch stock an additional $50.00 per 1,000 will be charged.
These prices are absolutely net cash.
OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady, Richmond, Cecile Brunner, $7.00 per 100.....$65.00 per 1,000
Lots of 5,000 or more..... 62.50 per 1,000
Sunburst, 2½-inch, own root, $10.00 per 100..... 80.00 per 1,000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.
POEHLMANN BROS. CO.
Morton Grove, Illinois.

ROSE PLANTS—2½-INCH STOCK.

	100	1,000
Killarney Brilliant	$4.50	$40.00
Pink Killarney	4.50	40.00
White Killarney	4.50	40.00
Sunburst	5.00	45.00
Richmond	4.00	35.00
American Beauty	6.00	55.00
Baby Doll	5.00	45.00
Baby Elgar	4.00	35.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

ROSE PLANTS.
Good stock ready for planting.
Sunburst .....$30.00 per 1,000
White Killarney ..... 30.00 per 1,000
Richmond ..... 25.00 per 1,000
GEORGE REINBERG.
162 N. Wabash Avenue, Chicago.

Roses. Choice young rose stock, ready to bench. White and Pink Killarney, Killarney Brilliant, Hoosier Beauty and Ophelia. Grafted 2½-in., $12 per 100; own root, 2½-in., $6.50 per 100. Vaughan's Seed Store, Chicago and New York.

ROSES. 8,000 Sunburst, 2¼-in., fine stock, ready to shift or plant, $6.00 per 100; $55.00 per 1,000. Cash with order unless known. L. B. CODDINGTON, Murray Hill, N. J.

Roses. Own root, 2½-in. stock and 3-in. plants. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

BABY ROSES. Well-rooted; started in pots; in bud, $4 per dozen. Ernest Rober, Wilmette, Ill.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Seeds. Flower, for summer sowing. Pansy, Asparagus, Bellis, Calceolaria Hybrida, Cineraria, Dracaena and Primula. For sorts and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seed. Winter Orchid Flowering Sweet Pea. New price list containing many splendid novelties now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Asters, Petunias, Sweet Peas and Nasturtiums, etc. Write for our special offer, 1917 crop. John Bodger & Sons Co., Station E, Los Angeles, Calif.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beets, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Grass mixtures for golf, tennis, polo, Meets all requirements. The Albert Dickinson Co., Chicago.

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Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and vegetable of every description. Barnard's Seed Store, 231-235 W. Madison St., Chicago.

Seeds. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

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Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

Seed. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Flowers in all the leading varieties. James Vick's Sons, Rochester, N. Y.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

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Sphagnum Moss, for florists and nurserymen. Contract prices made now. Vaughan's Seed Store, Chicago and New York.

SWEET PEAS.

Sweet Peas. Spencer varieties. For names and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

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PLANT NOW FOR EARLY FALL FRUIT.
Field-grown plants from the best seed. Tomatoes (12 varieties), 500, $1.00; 1,000, $1.50. Egg plants, sweet and hot peppers, 500, $2.00; 1,000, $3.00. F. O. B. Navasota. Cash with order.
SCOTT FLORAL CO.,
Navasota, Texas.

2,000,000 fine field-grown cabbage and tomato plants for late setting ready; seven varieties. Prices, $1.50 per 1,000; $6.25 for 5,000. Plants well packed in live moss; shipped anywhere and guaranteed. Cash, please. TIDEWATER PLANT CO., Franklin, Va.

VERBENAS.

VERBENAS. 1,000 fine bushy 3-in. in bloom, assorted colors, $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Iowa.

VINCAS.

Vinca variegata, 4-in., $12.00 per 100. Worth 1,000. Elmer Rawlings, Allegany, N. Y.

MISCELLANEOUS.

Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Natural prepared green Lycopodium. Guaranteed not to become brittle; fireproof. Sample carton of 10 lbs. Pittsburgh Cut Flower Co., 116-118 Seventh St., Pittsburgh, Pa.

Rustic Hanging Baskets; natural growth cypress; also rustic stands. Price list and sample postpaid, 25c and 50c. Victor Schmelz & Son, Route A, Sanford, Fla.

White wood easels. Very desirable for mounting floral designs. Sizes 36 inches to 66 inches, 50c to $1.15 each. Geo. H. Angermueller, 1324 Pine St., St. Louis, Mo.

Heavy hanging baskets with extra heavy hangers. For sizes and prices see advertisement elsewhere in this issue. The McCallum Co., Pittsburgh, Pa.

Hammond's greenhouse white paint and Twemlow's old English liquid putty. Hammond's Paint and Slug Shot Works, Beacon, N. Y.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Munson, 1433 Wells St., Chicago.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburgh, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works, 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesvile, O.

Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

Dreer's "Riverton Special" cedar plant tabs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, Ohio.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Boilers of high grade for greenhouses. Write for catalogues. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Wired toothpicks, Bestbilt brand, $2 per 10,000. Geo. Herrmann, Inc., Mt. Vernon, N. Y.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

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Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

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Cut flower boxes. Edwards Folding Box Co., Philadelphia.

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Greenhouse construction. We design, manufacture and build greenhouses of every style and size. Building material of all kinds. American Greenhouse Mfg. Co., 1000 Masonic Temple, Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. Builders of greenhouses and conservatories of every description. Lord & Burnham Co., 42nd Street Bldg., New York.

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Greenhouse construction. Estimates on request. The Foley Greenhouse Mfg. Co., 31st and Spaulding Ave., Chicago.

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Keep Summer With You The Whole Year Round.

On account of their sturdy, special construction, which permits of great strength without the need of heavy shadow casting supports, these houses are so warm and sunny that they are filled with a riot of bloom and fruit when Jack Frost has stripped the garden of its beauty. The ventilating and heating systems are the result of years of experience in building for professional growers. Things just have to grow in a King.

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ALL THE SUNLIGHT. ALL DAY HOUSES.

BRANCH OFFICES: New York, 1476 Broadway; Boston, 113 State St.; Scranton, 307 Irving Ave.; Philadelphia, Harrison Bldg., 15th and Market Sts.

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Easily Mended With

Pillsbury Carnation Staple

We find it very satisfactory. J. L. Dillon.

Can't get along without them. J. L. Johnson.

1000 for 35c; 3000 for $1.

I. L. PILLSBURY,

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Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly thrips and soft scale.

Quart, **$1.00.** Gallon, **$2.50.**

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.

Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.

Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY

MADISON, N. J.

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Kramer's pot hangers, $1 per doz., by express. I. N. Kramer & Sons, Cedar Rapids, Iowa.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Pots. Hews' standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

Red Pots. Geo. Keller & Sons, 2614-22 Herndon St., Chicago.

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Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt., $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

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SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far. 35c for 1,000; 3,000 for $1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE.
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Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

Why Not Try

Advance Sash Operating Device?

The Best on the Market.
Satisfaction Guaranteed.

Advance Co.

Richmond, Ind.

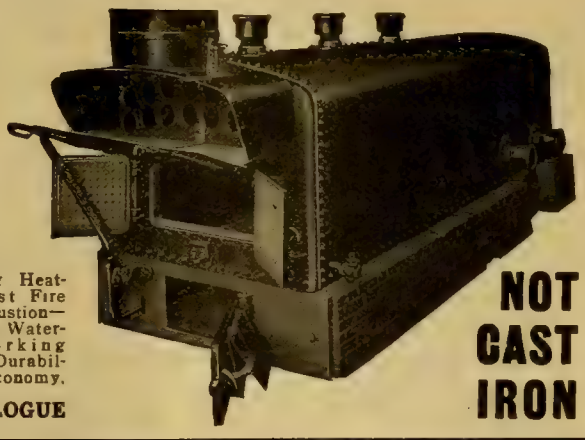
If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

WHICH DO YOU WANT?—

Cast Iron Boilers—FOOL Economy (false ratings, fuel waste, danger of break-downs, dealers profits), **OR**

Kroeschell Boilers—FUEL Economy (honest ratings, safety, quick heat, no boiler pits, no dealers' profits).

The KROESCHELL BOILER Insures the Highest Standard of HEATING VALUE



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NOT CAST IRON

Cast Iron Boilers Waste Fuel

I had a cast iron 8-section boiler before, but was afraid it would crack to pieces. The **Kroeschell Boiler** is certainly a fuel saver. My coal bill to heat 6000 sq. ft of glass surface with your boiler is less than last winter's coal bill, when I had only 2050 sq. ft. of glass, heated with the 8-section cast iron boiler.

Your boiler burns any kind of fuel. I would not have any other boiler than the Kroeschell, and will recommend whenever I get a chance.

EDWARD WITTAMER, Joliet, Ill.

KROESCHELL BROS. CO.
445 W. Erie St., CHICAGO

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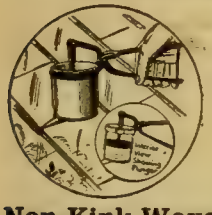
Greenhouse Materials
Hotbed Sash
Glass
Pecky Cypress Bench Lumber

THE ONLY PERFECT
LIQUID PUTTY MACHINE
Will last a lifetime, $1.25 each.



"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.35 per gallon in 10 gallon lots.
$1.40 per single gallon.

Non-Kink Woven Hose
In any length (one piece) with couplings, 14c per foot. Remnants 15 to 30 ft. coupled, 9c per linear foot. Unequaled at the price.

Metropolitan Material Co
PATENTED GREENHOUSES
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CHILWELL NURSERIES, LOWDHAM, Notts, England.

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Greenhouse Construction
BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE, $1.50.

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By the same author. Covers the subject completely. 382 pages. PRICE, $1.50.

American Florist Co., 440 S. Dearborn St., Chicago

Pecky Cypress
WE ARE SPECIALISTS

in this line, having been practically the first to sell to the trade. **Get the value of our long experience.** Perfect satisfaction guaranteed. Rock-bottom prices. **Pecky Cypress,** because of its durability, is the only wood now being used for greenhouse benches. Will ship in any quantity, carload or less.

Drop Siding, Ship Lap, Flooring, White Cedar Posts, Etc.
Everything in Lumber. Write for prices.

ADAM SCHILLO LUMBER CO. 1560 Kingsbury St., CHICAGO
L. D. Phones: Lincoln 410-411

GREENHOUSE LUMBER

1866-1917
"ALL-HEART" CYPRESS
WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

LOCKLAND LUMBER CO., Lockland, O.

Peter Reinberg Says:

"We have had the Garland gutters in use over twenty years. They are in just as good condition as when they were first put in. We are not in need of any construction material at present, but when we are we **will place our order with your firm."**

Garland Quality Product has thousands of friends such as Mr. Reinberg.

Our 1917 Catalogue is very interesting. Send for your copy now.

GARLAND MANUFACTURING COMPANY

DES PLAINES, LOUIS WITTBOLD, President. **ILLINOIS.**

Mention the American Florist when writing.

USE WIZARD BRAND

TRADE MARK

CONCENTRATED PULVERIZED

MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — R. C. KERR, Houston, Texas, President; A. L. MILLER, Jamaica, N. Y., Vice-President; JOHN YOUNG, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer. Next annual convention at New York, August 21-24, 1917.

Fifth National Flower Show.

The Fifth National Flower Show and the Thirty-fourth convention of the Society of American Florists will be held at St. Louis, Mo., April 6-15, 1918.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition St. Louis, Mo., April 6-15, 1918. BENJAMIN HAMMOND, Beacon, N. Y., President; WM. L. ROCK, Kansas City, Mo., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at Boston, Mass., January 30-31, 1918. W. J. VESEY, JR., Ft. Wayne, Ind., President; CHAS. S. STROUT, Biddeford, Me., Vice-President; A. F. J. BAUR, Thirty-eighth Street and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition at New York, August 21-24, 1917. CHAS. F. FAIRBANKS, Boston, Mass., President; HENRY YOUELL, 538 Cedar Street, Syracuse, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Annual convention and exhibition at Cleveland, O., November 1917. WM. VERT, Port Washington, N. Y., President; C. W. JOHNSON, 2134 W. 110th Street, Chicago, Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Cleveland, O., June 1918. JAMES BOYD, Haverford, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

HOW WHOLESALER HELPS RETAILER.

The Old Attitude.

The credit man and a traveling salesman in the employ of a large supply house were wrangling. The former was much vexed because the house had lost several hundred dollars through the business failure of one of the latter's customers. The salesman was annoyed because he believed the money could have been saved and a good customer maintained on his feet by timely advice and assistance from the credit man.

"He had been in business for himself only four years and hadn't learned how to handle customers who didn't pay. He did first rate in other respects, and if some one had helped him study his problem, and enabled him to collect the bills due, he would be on our books yet, with everything paid up to date," declared the traveler.

"I have enough to do to collect from our own customers, let alone bothering about other people's," was the short reply of the credit man. And he expressed the sentiments of the majority of credit men of his generation.

The Change of View.

But as business men study their problems more minutely and thoroughly, they are finding that what are their customers' troubles are likewise their own troubles, or, at the least, are likely to cause them trouble. Many large concerns which sell to retail merchants —some manufacturers, some wholesalers, some jobbers, some supply houses—are comprehending more and more completely that they are in possession of a vast store of knowledge, through their experience with large numbers of retailers from year to year, which can be put at the disposal of the small merchants, to the advantage of both parties. Selling helps have been provided by manufacturers and distributors to retail merchants for many years past, in the form of folders, posters, window trims, samples, etc., etc. Now they are beginning to give help in other ways, not so concrete and tangible in first appearance, but often much more valuable and profitable in the end.

A credit man of disposition quite opposite to that of the one introduced in the first paragraph, set out to accelerate collections from delinquent customers along what were then rather novel lines.

Adopting the Personal Tone.

When the usual two or three letters, more or less forms, had been sent out unavailingly, he dictated a personal communication along the following lines:

"Dear Sir: Because we assume, from our knowledge of your previous dealings and reputation, that you have every intention of meeting your indebtedness to us as soon as you are conveniently able, we believe that our failure to receive remittance from you in response to letters of (dates given) is due to causes with which we are unacquainted.

"Your patronage of this house makes us feel that we are to a degree friends of yours, and interested in your business problems from a friendly point of view, separately from any concern we have in a business way.

"If, therefore, our acquaintance with scores of merchants doing business under similar conditions to your own, and our experience with their difficulties and how they met them, can, you think, be of service to you in the solution of your problems, we shall be only too glad to give you the benefit of our information and opinions on any point you wish.

"Please write us freely on the business situation as you find it just now, and rely fully upon our confidence and desire to be of whatever assistance to you that we can."

Replies Show Causes.

The first or second communication of this sort brought a reply from the retail merchant, stating in more or less detail his own reasons for lack of success. Usually it is fairly easy to get a delinquent customer to tell his troubles, particularly if he feels he may be the gainer by so doing.

The replies the credit man received varied. Sometimes the merchant

blamed an abortive attempt at advertising for his setback; sometimes he complained of the inroads of the department store upon his trade; sometimes cut prices and unfair competitive methods were given as the cause of reduced receipts and loss of business. Nine causes out of 10 belonged to the common sorts that occurred time and time again in the experience of the credit man.

Sometimes the merchant's policy was at the root of his troubles; then the credit man, in a wise and tactful way, suggested modifications. Sometimes legal points were involved and the retailer was working himself deeper in the mire when the counsel of a lawyer could soon extricate him; the remedy there was easy. In other cases, there were real and ominous financial straits; sometimes the customer could be nursed along until he weathered them safely; sometimes the statement enabled the credit man to step in for the protection of his own company and the other creditors before it was too late.

Method Saves Financially.

In all such work there is a large element of personal judgment involved, and the consultation of traveling salesmen who may have the acquaintance of the customer, of sales manager, of the head of the firm, and possibly of the attorney, together with the credit man, is advisable in cases of unusual character. The time and effort involved may appear great at first sight, but if the result is the saving of all the way from a few hundreds to perhaps several thousands of dollars in the course of a year, the expenditure is amply repaid.

At the present time, when the high cost of business is climbing higher, and the necessity of saving wherever possible is re-echoed all about us, the example of this credit man, now followed by many in the bigger fields of business, contains suggestions for the wholesalers and supply houses and dealers in general in this trade. Help keep your customers out of trouble, and you will keep out of trouble yourself.

Store Economies.

When at the end of the season the showing of the ledger's total is anything but satisfactory, or that on which some men depend to see the result of their year's labor, the balance in bank, has a very emaciated appearance, it is high time to do what should have been done before, find out what has been clogging the machinery.

First, take up purchasing of stock plants and cutflowers. When buying cutflowers, some men forget why they are in business; they purchase lavishly at times, then go to the other extreme and do not lay in enough. An excellent sheet anchor is a trash book, in which an account is made of all cutflowers that are thrown out. To keep such a record may seem quite a job, but if carefully done, covering flowers with prices, showing the kinds not sold, there is no question but the first month's report will influence the buying and help very materially to make a better showing of the balance sheet at the close of the season. Plants that go to waste should also be included.

BUYING SUPPLIES.

Considerable money goes into supplies, many of the items bought as required in small lots. This may seem economical, but it is extravagant in the end. Better prices are always quoted in quantity lots. With stock on hand, many embarrasing situations are avoided, such as having customers who are in a hurry, wait while you send out for palm leaves, ribbon, letters, a suitable box or other such articles that should be in the shop. All such items are, if cared for, good until used. A saving of at least $25 in every $100 can be made by buying in quantity over the almost retail prices of small lots, not counting the time, car fares and phone calls saved when the articles have to be frequently hurriedly ordered and sent for. The supply men, eager for business, bring out from time to time, many basket and other novelties all having more or less merit and some of which become standard goods. Judgment should be used in purchasing such novelties, as things not in demand for the trade catered to, will soon become shop worn and unsalable. Ordering too many of a kind of various goods, baskets, etc., that are considered standard, is also bad policy as they tax the shelf or case facilities and soon become shop worn. Judicious buying, keeping the stock bright and up-to-date, is one of the secrets of successful storekeeping. Pottery is difficult to handle, as is glassware, although both are necessary, but the least chip on the foot or edge stamps the article with an O. K. for the trash book. Ribbons, which are so necessary in the finishing of pieces of cutflower work, should be carefully handled. Corsage ties are complete in themselves, but the guess work in cutting ribbon from the roll for this purpose is often wasteful. The practice in many stores is to cut into correct lengths and have ready for instant use. Madeup, wired bows of wide ribbons for wreaths, clusters or spray bunches, are most convenient and economical, all waste being eliminated. A sample or two of each colored ribbon, will hold their shape for a long time in the ribbon case. Paper should be economically handled, ruled lines on the wrapping table will show the length for the various sizes of boxes, so that when torn from the roll there is no waste. Wax paper should be cut the size for most of the smaller boxes or twice as much as is necessary will often be used.

Cutflower boxes should always be kept in a clean, dry place. Under a shelf back of a counter is dangerous, as careless cleaning will often spatter the ends and make junk of an otherwise good box.

PLANNING THE WORK AHEAD.

Planning the work for the next day will often make for economy. Frequently it is discovered that certain stock is required that can be ordered over the phone and will be on hand by the first delivery. Orders to go out early in the morning are gotten ready the day before, which often lessens the expense of delivery. The precaution of looking ahead and being fully prepared in many ways for each day's business means a great saving in time and money.

Delivery is an ever-growing cost that is most burdensome. As far as possible, hours of delivery should be established, orders when taken being marked early or late, morning or afternoon, and not every hour. In this way many packages will go out together. Keeping the store clean and particularly the floor is imperative. With pot plants standing about, there is always some soil waste from these. This and other dust floats about and settles on the baskets and other stock on the shelves. Every article in the store should be dusted at least once a week and the shelves wiped clean. Dust laden articles are never salable.

Having things handy about the store always tends towards efficiency. The order sheets should be within reach when the order is to be put down; to have to hunt one up looks careless.

FLOWERS HIGHLY PERISHABLE

IMPORTANT NOTICE

EXPRESS AGENT:

If immediate delivery of this package cannot be effected, communicate with consignee by telephone or otherwise, advising of arrival of shipment and say why immediate delivery cannot be made. Your assistance in expediting delivery will be appreciated.

THIS LABEL IS APPROVED BY

E. M. WILLIAMS, Vice-President, ADAMS EXPRESS COMPANY
D. S. ELLIOTT, Vice-President, AMERICAN EXPRESS COMPANY
F. S. HOLBROOK, Vice-President, WELLS FARGO EXPRESS COMPANY

LABEL FOR EXPRESS SHIPMENTS OF FLORISTS' STOCK. SIZE 7 x 8¼ INCHES.

The proper sized box must be at hand; to keep the customer waiting while the boy runs down cellar after one is an annoyance—it consumes time.

A competent person should be within reach of the phones — much business is lost by careless work here. How to have this service effective every minute of the day is well worth the best planning and has much to do with swelling the profits of the year.

How many men take advantage of discounts? To save six per cent on a ribbon bill, paid within 10 days of purchase, is well worth while. Two per cent in 10 days after rendering of statement is ordinary practice, while supply houses will allow five on many lines. Open a discount page in your ledger, spot every discount opportunity, and you will be surprised at the footing at the end of the year.

Taking an inventory of every article in stock at least once a year is good economy. Books cannot be balanced without this information, but many, very many storekeepers, do not keep books that will or can be made to balance. By the inventory, however, they get an idea of what they have on hand. The damaged, shop worn or junk-like material may be repaired, some of it can be made almost like new, all of which is good economy.

The most successful men in the trade never feel satisfied; they are always on the alert, studying out economies that count for efficiency in time and money. In short, they are in business for profit and never forget it. K.

Express Service Improvement.

We are in receipt of a communication dated July 5 from Max Schling, the well-known New York florist, who has been working in the interests of the betterment of express service for florists, previous announcement of whose efforts in this good cause, extending over a period of two years, appeared in our issue of March 10, 1917, page 390. The excellent progress made by Mr. Schling since that time can be seen from his report, which is as follows:

"During exhibition week last winter the legislative committee of the Society of American Florists joined me in my efforts to secure better shipping conditions from the express companies. We had a meeting in New York in March with three vice-presidents of the express companies, for which meeting I had arranged previously, and these gentlemen, after an hour's discussion, decided to look into our complaints and try to assist us as much as possible to secure better service. Since that time I have kept working at this matter and finally, after several consultations with these gentlemen, succeeded in securing a label, a reproduction of which is shown herewith. This label is good for plant or flower shipping, and will be sent throughout the country to be placed on the bulletin boards of the different express companies, and in this way is made an official label. The cost of the label is $1.50 per thousand, and anyone desiring to secure them should write to me, enclosing additional cost of postage, as the price is net to us. They can be secured in lots of 500 or 1,000—anyway anyone wants to buy.

"This is not the only privilege I secured. We florists explained to the express companies that we would gladly pay an additional cost for securing quick service and would gladly pay for telephone calls which this quick service at times necessitates. The express companies cannot go into this matter on that basis. The interstate commerce commission does not allow them to change rates, even with our consent, and their system does not allow them to make it a rule to lay out expenses for a shipper and to collect that money, because to collect these small items they would have to go through the same routine as if they shipped a package, and in consequence the collection would cost them the same as it would cost to express a package and would require too much bookkeeping. Therefore, they decided to carry the cost of the additional telephone calls whenever necessary. I am willing to keep on working on this matter and I hope within a short time to secure a way which will insure us against any possible loss.

"I will bring this matter before the interested parties during convention week in New York, and therefore would like very much that any parties interested in expressage should write or call and arrange for a meeting on express matters in New York during convention week. The best way would be for the different florists in the different states or the various florists' associations to elect a delegate who would call on and work with me in conjunction. The influence of one alone never can secure as much as a body of men, each one willing to do a little work, and I am sure that if I keep on working in this direction we will be able to do some good to ourselves and to others in our business."

DAFFODILS AND YELLOW RIBBON.
Design by Students in Floriculture, University of Illinois, Urbana.

Hill-Bertermann Merger in Effect.

The consolidation of the Indianapolis interests of the E. G. Hill Co., of Richmond, Ind., and Bertermann Bros. Co., of the first named city, advance notice of which was made in our issue of May 5, page 843, became effective July 1. The new arrangement with the selling forces combined makes possible better service at moderate prices.

Stock Plants.

The care of the stock plants is one of the very important parts of a plant grower's work, whether his business is chiefly growing a miscellaneous stock of plants for planting out as bedding plants in the spring, or the more fancy stock for retail store trade. Many of these stock plants are now either planted in the field or in the frames. Experienced growers realize the importance of giving the stock plants the best of care at this season of the year, and pay particular attention to seeing that they are not allowed to suffer by being neglected in any way. Clean, healthy stock plants are very essential in being able to produce any line of pot plants in first class shape.

The hardier line of these plants, such as geraniums, salvias, vincas, etc., are generally planted in rows in the field and the more tender stock in frames. The work needed to be done to keep the stock in the field in good condition requires constant attention, particularly at a time like the present, when owing to the frequent rains, the work of keeping the land clean of weeds is a big job, but this work must not be neglected if the expectation of the stock plants furnishing a liberal supply of cuttings is to be realized. After the land is once cleared of weeds, the frequent use of the cultivator will keep it in good condition for the balance of the summer. Geraniums are planted in the field to produce cuttings for propagating in September, or before the first killing frosts. To obtain enough geranium cuttings to meet the needs of the business where large quantities of these plants are demanded, is always one of the problems that a grower has to contend with every fall, and while a good many cuttings can be rooted during the winter months, yet every grower knows the advantage there is in starting the season with a good big stock of healthy cuttings. Beyond the work of weeding and cultivating there is not much attention that the plants require; they grow vigorously, their principal need being enough space to develop healthy cuttings. When the weeds are allowed to smother up the plants, the cuttings become soft and result in a big loss in the propagating bed. The same rule applies to all other field grown stock plants. Give them a chance to develop and properly fulfill the purpose for which they are intended.

It is not too late to plant out any other left-over plants if there is a need of the stock, though it is better to plant these in frames so that they can be watered and encouraged along a little to give them a start. Eight to 10 weeks outside will be far better for any of these plants than carrying them in the greenhouse for that length of time.

The English ivy is always one of the short items. These plants are being used for so many purposes that the demand increases with each year. Planted out now, properly cultivated and watered when it is very dry, good strong roots with long vines can be lifted early in October. Some of the vines can be used for cutting, the rest left on the plants, which can be potted in 4 or 5-inch pots and plunged along the edges of the greenhouse benches until spring, when they will have made good strong plants for vases or window boxes.

Plants of alternanthera, dwarf ageratum, Gloire de Chatelaine and Luminosa begonias, petunias, abutilons, heliotropes, etc., planted in frames and properly cared for, will be loaded with good cuttings by September 1. The stock plants can then also be lifted, potted and taken into the greenhouse and continue in clean, fresh condition to furnish a good supply of cuttings. These plants require a light, fairly rich soil—leaf-mold, well rotted manure and fiberous sod loam in equal proportions make a fine compost. Any clay or other soil that has a tendency to bake, should be avoided.

Herman Fisher, Marysville, Kan.

CARE OF LEFT OVER PLANTS.

Azaleas, left over from the season before, are usually seen stuck away in some corner to become smothered with thrip, and then the grower cannot understand why they do not flower equally as well each season following the other. On the other hand, if they receive the right attention by seeing that the drainage is all right, giving them fresh soil as they need it (but not over potting) and plunged in a frame outside under a lath covering, azaleas will carry over and flower in fine shape, season after season. They must not be allowed to suffer for want of water and should be syringed thoroughly daily during very hot weather. An occasional watering with liquid manure is also very beneficial to them. Dracæna indivisa and Phormium tenax variegatum (two of the best plants for the center of vases) should also be given similar treatment as the azaleas. Large palms, bay trees and other decorative plants of a like character, are better off for a short period outdoors. This of course cannot be done with a large stock, but it is worth while for the man with a small supply. It not only is good for the plants, but gives a chance for the house to be cleaned up.

Now is the time to work up a good stock of the different varieties of this genus of ferns. Small stock from 2½, 3 or 4-inch pots, planted in a greenhouse bench, will make good stock for potting in September. They require liberal treatment in every respect. With good live soil, with plenty of space for each plant's development, with an abundance of air and the daily routine attention, good 5, 6, 7 and 8-inch plants can be worked up for winter sales. Fine short frond plants of Boston's can be had by planting strong young plants in frames in the open and lifting them before any danger of frost.

H. R. FISHER IN OFFICE OF HIS MODERN ESTABLISHMENT, MARYSVILLE, KAN.

PEONY SHOW AT ROCHESTER, N. Y., JUNE 29-30.

See Issue of July 7, Page 1314.

Every encouragement should be given cyclamens to remain in good condition during the very hot weather, which is the trying period for them. After the cool weather starts in they grow much more freely. If being grown in the greenhouse, they need a light shading, plenty of ventilation and a moist atmosphere maintained at all times. Pay particular attention to the watering, syringing and repotting. When in need repot without delay, making sure that ample drainage is provided for. A large number of cyclamen are grown in frames under raised sash, which, during the very hot weather, is the best place for them, but they must be transferred to the inside before frost or severe fall storms.

The young seedlings or small plants of the different varieties of primulas should receive attention as they need it. Do not allow them to become hard or potbound, but encourage them to keep up active growth all the time. The same rule applies to cinerarias, poinsettias and begonias. The main thing to bear in mind, to be successful with these plants is, to keep them in active growth from start to finish.

C. W. JOHNSON.

RIVERSIDE, ILL.—Martin H. Radke, formerly of Maywood, has taken a five-year lease on the range formerly known as the National Grove Greenhouses, consisting of 23,000 square feet of glass.

Newport Hort. Society Summer Show.

Owing to a backward season the annual June show of the Newport Horticultural Society and the Newport Garden Association did not take place until July 3-4, the exhibition being held in La Fayette theater and the entire proceeds, including the prize money, being donated to the Red Cross Society. The opening day was stormy and the attendance was poor, but there were a goodly number of visitors on the second day. The exhibits were effectively staged, resulting in a handsome display. In the palm and fern classes, Vincent Astor took first for the best group, and Governor Beeckman (J. B. Urquhart, Gr.) showed some handsome Farleyense. In the rose classes, Miss Fannie Foster (C. N. Bogholt, Gr.) took five firsts. Mrs. W. B. Leeds (Wm. Gray, Gr.) captured four firsts and had also the most artistically arranged display. Mrs. Emery (Andrew Doward, Gr.) was given first honors for the best collection. Gov. Beeckman and Mrs. W. W. Sherman (Andrew Ramsay, Gr.) each captured a first in the hybrid tea classes. Hardy perennials and biennials were well shown by Mrs. Auchincloss (John Mahan, Gr.), and Mrs. J. T. Emery (Wm. McKay, Gr.) had the best 12 gardenias. The sweet peas were shown in 12 classes. Mrs. French Vanderbilt captured six firsts, the silver cup and the sweepstakes prize for the best vase on exhibition. William Gardiner Taylor won four firsts. Mrs. W. G. Weld (Jas. Watts, Gr.) captured two blue ribbons, the latter for the best display. In the orchid section Arthur Curtis James had a fine display arranged with ferns. Mrs. French Vanderbilt and Mrs. W. W. Sherman showed beds 4x8 feet arranged with canterbury bells, foxgloves, violas and petunias all nicely staged. Vincent Astor (Jas. Boyd, Gr.) had a remarkably fine group of calceolarias and the same is true of the groups of gloxinias and tuberous begonias exhibited by Mrs. Weld. Mrs. French Vanderbilt and Mrs. Emery divided the honors in the fruit classes. The judges were Bruce Butterton, Jas. McLeish and Richard Gardner. Among the other prize winners were: T. O. Richardson, Mrs. Sidney Webster, Mrs. Slater, H. A. C. Taylor, T. Burrows, T. Brooks and Stewart Richie.

J. J. B.

Fisher's New Range, Marysville, Kan.

The accompanying illustration shows H. R. Fisher of Marysville, Kan., in the office of his establishment consisting of about 5,000 feet of glass, all of which was recently rebuilt, and is today one of the most up-to-date establishments in that section. The material was furnished by John C. Moninger Co., Chicago. Mr. Fisher, who has had thirty years' experience in the trade, started in Marysville seven years ago with one old house 20x80 feet, with very limited finances, and has built a very successful business. He is 50 years of age and is highly thought of in both civic and fraternal circles in that city.

Penna. Hort. Society's Sweet Pea Show.

In order to interest flower lovers and have them become familiar with the advantages of membership in the organization the sweet pea exhibitions of the above society have for several years past been held in the suburban districts in the neighborhood of Philadelphia. Last year a very successful show was held at Jenkintown, while this year, Bryn Mawr was selected, where in Firemen's hall, the finest display ever staged by the society was made, July 2. It was from four days to a week late for the best flowers, the previous few days of hot weather making them smaller, but taken on the whole, the exhibition was very fine.

The largest number of vases were in the collection of W. Atlee Burpee & Co., Philadelphia, Pa., who staged over 100 varieties with from 25 to 50 sprays to a vase. These were artistically arranged, filling the stage completely. Three conspicuous displays contained new English varieties—Faith, a light lavender; Hope, fiery red, and Charity, crimson red. Other new and superb sorts were: Frilled Pink, Beryl, Floradale Fairy and Tea Rose among many others. This was a splendid display and well worthy of the silver medal awarded it. There were four long tables the length of the hall filled with the other collections of 25 and 50 sprays and larger vases. The competition was very keen, there being an average of six entries in each class. There were also exhibits of Japanese iris and hardy perennials, the latter display being the finest and most varied at any exhibition of the society. These were given a wide space in the center of the hall. The judges were Wm. Kleinheinz, G. W. Kerr and John Dodds. Among the principal prize winners were the following: E. C. Dale, J. W. Pepper, Thos. McKean, W. S. Ellis, Mrs. S. F. Wheeler, W. Hinckle, G. H. McFadden, S. M. Vaucelain, Mrs. S. D. Riddle, Mrs. C. H. Clark, H. J. Dean, Mrs. Ervien and Mrs. H. K. Taylor.

K.

Rose Test Garden at Cornell University.

The roses are now in the height of perfection, being several weeks later than in previous years. An outdoor meeting of the Plant Industry Conference was held in the garden Thursday, July 5. About 40 members of the campus community were present, and the outing was most enjoyable. Professor E. A. White welcomed the members of the conference to the garden and spoke of the aims and purposes of the American Rose Society in fostering the test garden work. He was followed by Professor A. C. Beal, who spoke on the value of different species and varieties of roses and described their location in the garden plan. After a bountiful picnic supper the party inspected the beds and made careful observations of varieties.

Rose Garden at Hartford, Conn.

Hartford, being one of the "cities beautiful" of America and Elizabeth Park one of the beauty spots of Hartford, it is an omission to visit Hartford in the rose season without seeing the gardens. In an ordinary season the crimson ramblers that are prominent in the arches would have been failing by July 4, but under the cool and backward weather they were about two weeks late, and on the above date we found them just pushing out and many had not yet shown color; but there was a grand display in the beds of hybrid perpetuals and teas.

In the planting there has been a happy blending of the old and new varieties. We have not at hand the exact date on which General Jacqueminot first became known on this side of the Atlantic, but it was over 50 years ago, probably nearer 60, and it yet finds a place in the collections of fanciers. Paul Neyron is another old rose that deservedly retains its popularity and Frau Karl Druschki is another.

In the garden there is a fine collection of both old and newer varieties to choose from and we mention a few that were particularly attractive, including the above: Soleil d'Or, Ulrich Brunner, Jules Margottin, Baroness Rothschild, Mme. Charles Wood, Gloire Lyonnaise, Marchioness of Larne, Caroline Testout, H. T., Oscar Cardel, Gruss an Teplitz, H. T., and Captain Christy, H. T. There are many other good roses in the garden which is doubtless one of the best public collections in this country.

The park has many good features as well as the roses, and lovers of nature and skillful gardening should not fail to visit it.

A. F. F.

Tacoma Rose Society Show.

The seventh annual rose show of the Tacoma Rose Society held June 29-30 was a splendid exhibition that brought together a collection of new, rare and perfect flowers that could not have been surpassed anywhere. The wild rose, the old-fashioned June rose and the moss rose were in their places alongside of the latest introductions of the greatest living rosarians, and all finding favor with someone. They were all there and the number of varieties would not fall far short of a thousand, and there were many thousands of blooms that typified every class. Especially notable was the display of yellows. When compared with the list of this color of seven years ago when the society's first show was staged, the present day showing is marvelous. Will it be possible to continue the improvement much longer? The show was a financial success and quite a neat sum was added to the Red Cross fund. The park board made an unusually fine display which reflected great credit to them, and especially to Mr. Milton who arranged and staged it. The Mitchell Nursery Co. also had a splendid display of hardy perennials. The display of 380 varieties, all of the newer introductions, grown by Carl Morrisse in his backyard, was beautiful and they were exceptionally well displayed. This was grand enough to cause a real sensation almost in any city but Tacoma. Hugh Dickson, the city's "official" rose, was truly magnificent in its numerous entries and the judges had some difficulty in picking the blue ribbon winners. H. R. Lea and J. A. Hays both staged a number of choice blooms of late varieties of direct importations. Local florists made no attempt to enter any displays as they considered it altogether a show by and for the general public.

Prominent among the successful contestants were the following: H. R. Lea, Miss Ada Bond, Mrs. J. C. Guyles, Mrs. Talmadge Hamilton, E. E. Johnson, Mrs. J. Bell, A. C. C. Gauser, Mrs. H. G. Fitch, Mrs. A. J. Brossian, Dr. J. N. Rawlins, Mrs. R. Long, N. B. Jones, Miss Lucilla Bibb, Mrs. E. G. Finehan, R. E. Mahaffy, Mrs. Paskill, C. A. Gordon, R. J. Quick, Chas. Bachman, Mrs. A. Ham, E. G. Polahan, J. H. Holman, J. W. Hays, Mrs. Dora West, G. C. Cleveland, Mrs. J. W. Brokaw and Carl Morrisse.

S. L. H.

ROSE TEST GARDEN, CORNELL UNIVERSITY, AND PLANT INDUSTRY CONFERENCE, JULY 5.

PENNSYLVANIA HORTICULTURAL SOCIETY'S SWEET PEA SHOW, BRYN MAWR, JULY 2.
Perennials and Herbaceous Stock. G. W. Kerr, Judging. W. Atlee Burpee & Co.'s Exhibit.

Pittsburgh.

BUSINESS CONTINUES SATISFACTORY.

Business still holds up very well and there is plenty of good stock to supply the demand—lilies, roses, carnations and plenty of outdoor stock to take the place of greenhouse varieties. Market gardeners and farmers come to this market loaded with roses, larkspurs, feverfews, gaillardias, coreopsis, calendulas and cornflowers and the retailers are on hand early as the prices are cheap and very good window displays can be made at little cost. Funeral work continues to hold up and is the bulk of the summer business. Some peonies are still to be seen and the asters have begun to come in, but they are short in stem and the flowers are small. Some very fine gladioli are to be had but the quantity is limited. Some American Beauties are being received and they hold up well in price. Orchids are still very good but lily of the valley is scarce.

CLUB MEETING.

The regular meeting of the florists' club was held at the Fort Pitt hotel, July 5. There was a large attendance considering that this was the first meeting the club has ever held in July and the night was very warm. There will be no meeting in August. There were only two exhibits, one by Wm. Thompson of sweet peas, which was awarded a cultural certificate; the other by the club president, Carl Becherer, who staged outdoor flowers. He has been displaying some very beautiful flowers at the last few meetings, which makes these gatherings very interesting. A committee was appointed to arrange an auto trip for a visit to the parks and cemeteries of this city.

M'CALLUM CO.'S OUTING.

The outing held by the employes and friends of the McCallum Co. reminded one of the old-time picnics held by the florists years ago. There were about 450 present, including most of the club members, and everyone had a most enjoyable time. There were baskets of lunch of generous proportions and the McCallum Co. furnished plenty of ice cream. The games were as usual an interesting feature, including the ball game between the store and greenhouse forces, which the latter won, 17 to 12. Suitable prizes were awarded in all events, among the winners being the following: Girls' race, Miss Peterson; boys' race, Wm. Morgan; ladies' race, Miss Morgan; men's race, Earl Schuler; egg and spoon race, Miss M. G. Blocher; potato race, Elmer Blind. Most of the growers present were much interested in the construction of the new house, which is of the most modern type. The coal mine and reservoir were also points of interest. Joseph Haube brought his family to the outing in his new Overland, making a trip of 65 miles each way. Al. Briggs and Orville Crissman also drove over in their machines loaded with friends and lunch baskets. Pete Hoffman, of New Galilee, was on hand to look after the girls. After the evening repast a dance was held at the home of Superintendent Morgan, which brought to a close a delightful day that will be long remembered. It is hoped by all that there will be a repetition next year.

NOTES.

There is a 9-pound son at the home of Gilbert Ludwig of the Ludwig Floral Co. The proud father was seen the other day passing the "perfectos."

Clarence Phillips will leave on his vacation next week. He expects to spend the time fishing in West Virginia.

J. E Bonsall, of Salem, is cutting some very fine larkspurs in all colors.

M.

Baltimore, Md.

SUMMER DULLNESS NOTICEABLE.

Business is slowing up with the arrival of summer, the demand as a rule being confined to funeral work. Gladioli are arriving in limited numbers and are sold immediately. Lilies are to be had in any quantity and water lilies are more plentiful. Roses are the heaviest arrivals, but meet with scant call. Good American Beauties are hard to obtain. The supply of carnations is decreasing with prices varying from 50 cents to $2 per 100. Sweet peas that are offered are poor quality and do not move. Orchids are in moderate supply. Hollyhocks and white hydrangeas cannot be sold at any price.

NOTES.

The S. S. Pennock Co. will close during the summer at 1 o'clock on Saturdays. The stores on North Charles street are now closing at the same time.

The coal situation seems to be greatly improved. A large number of local growers are withholding orders, awaiting a further drop in price.

The street merchants are still on the job—something unusual for this time of the year.

Michael Hilpert, of Belair road, is sending in some fine ferns.

C. S.

Cleveland, O.

STOCK ARRIVING IN GOOD SUPPLY.

There is quite a difference in the supply of stock on the local market today and that of last week. Roses have gone off crop and are showing the effects of summer heat. Carnations are in the same "boat," getting scarcer and smaller, and their keeping qualities are poor. Easter lilies have been very plentiful and cheap. Sweet peas, both indoor and outside stock, are arriving in large quantities. There are an abundance of all varieties of outdoor flowers on the market, larkspurs (all colors), phloxes, snapdragons, gaillardias, coreopsis, rambler roses (all colors), sweet williams, daisies and calendulas. Candidum lilies are meeting with a good demand. Storage peonies are now on the market. Lily of the valley is good and quite plentiful just now, and will continue to arrive daily throughout the summer. Greens of all kinds are plentiful.

NOTES.

The sympathy of the trade is extended to Herman Hart and family in the loss of their son, Beno L., who died suddenly June 30 at his home, 1369 West 85th street. He was buried at Riverside cemetery July 2. The deceased and his brother Al had recently taken over the business of their father, Herman Hart, one of the pioneer florists of Cleveland.

H. A. Quackenbush, 1525 Guardian building, has sued Timothy Smith, florist, East 46th street and Euclid avenue, for $25,000 damages, claiming that May 13 his skull was fractured when Smith's auto crashed into his on Carnegie avenue.

C. F. B.

Providence, R. I.

Business during the past week has been quite good, weddings and funeral orders keeping the stores busy. Stock is plentiful and prices are the lowest experienced this year. The rose crop is now very heavy. Carnations are poor, but sweet peas of excellent quality are to be had. The peony season is about over.

NOTES.

The June exhibition of the Rhode Island Horticultural Society, postponed from June 22, due to the late season, was held in the Narragansett hotel June 29.

Joseph Solomon has closed his store on Empire street, but will continue the stand in Kresge's store.

John Kelly, of T. J. Johnston & Co.'s staff, is at Edgewood Beach for the summer months.

H. A. T.

Milwaukee.

OVERSUPPLY DEPRESSES MARKET.

Due to a heavy supply of roses, plus the exceedingly large cut of local peonies, the past two weeks, market conditions reached the lowest mark thus far this season. Carnations, which are still of good quality, due to the cool weather, and Easter lilies alike suffered in the depression. The sweet peas plainly show that line of indoor stock is done for, but the outdoor grown will soon take their place. There is a good supply of delphiniums, coreopsis, Shasta daisies, gaillardias and the like to give the retailer a chance as to variety in colors. With the passing of the peonies and a shorter supply of roses, due to replanting and resting, we can see better conditions ahead in the near future.

CLUB MEETING.

The president again occupied the chair at a well attended meeting of the local florists' club July 5. A letter from the mayor asking that the club select one of its most efficient members to act as member of the city beautiful committee was taken up and Herman V. Hunkel selected to fill that office. After a lengthy discussion following the report of A. Hare as chairman of the entertainment committee, it was decided not to have a regular Sunday picnic, but instead an outing to Waukesha Beach on July 17, via electric car, to leave the terminal station at 9:30 a. m. Cars leave every hour on the half, and it is expected that those whose work will not permit them to go so early will take a later one. All florists and friends are welcome, and we hope to have a large attendance.

NOTES.

A visit to the Waukesha Floral Co., Waukesha, Wis., on July 4 found them well cleaned up on bedding stock. They report the best year ever; especially was the business done for June most satisfactory. They are fortunate in having their coal supply for the coming winter on hand. After a most strenuous season the proprietor, Fred Bliese, and family left July 5 for a week's fishing trip to Lake Poygan, Wis.

The Holton & Hunkel Co. will hold the annual picnic for its employes at Ehler's Grove, Brown Deer, July 15. This generally proves a big affair and is looked forward to with much pleasure. Fred Holton will spend his vacation next week at Beaver Lake, where his family is now enjoying the great outdoors.

Wm. Eschrich, of North Milwaukee, is right in crop on Belladonna delphiniums, which he consigns to Gust Rusch & Co. Gust Rusch reported moving his family to their summer home at Little Cedar Lake, July 7, where he also will spend most of the dull summer season.

Wm. Kennedy, superintendent of the C. C. Pollworth Co.'s greenhouses, reports unending trouble in regard to the help problem—too much coming and going to be of value in order to keep up with the work and get good results.

Mrs. McDonald, of Logansport, Ind., mother of Archie McDonald, manager of Gimbel Bros.' cut flower department, returned home after spending the past fortnight in our city visiting with her son.

Now that the spring rush is over, Rich Lietz, 1433 Fond du Lac avenue, can devote most of his time to his greenhouses at the rear of his store, which are planted to chrysanthemums.

Riebs Bros., who of late had the Wm. Eschrich greenhouses, moved to their new place on the Cedarburg Plank road June 30. Everything on this place is new.

John Keehl, of the Holton & Hunkel Co., returned July 9, having enjoyed a well earned vacation of a week.

E. O.

Boston.

DEMAND WEAKENS BUT PRICES FIRM.

The market has taken on its summer aspect with a sudden dropping off in stock, but prices are very good. America, Panama and Francis King gladioli are of the best and sell for $1 per dozen. Outdoor sweet peas are also good and bring 75 cents per 100. Centaureas are extra fine and move readily at $1 per 100. Roses are of good quality and prices are low.

NOTES.

The rose, peony and strawberry show held under the auspices of the Massachusetts Horticultural Society June 30-July 1, was a success, numerous entries being brought out by the very liberal premium list. The rose section attracted especial attention, as did also the peonies staged by Thos. Thurlow & Sons, Inc., West Newbury, Mass., and the Wellesley Nurseries, both being awarded silver medals. The vegetable section also made a creditable showing.

The insignia of the Order of Elks has been constructed from varieties of echeveria by the park department and placed in the Public Garden in honor of the Elk convention held in this city this week. A similar floral emblem is also under way for the G. A. R. convention, which is to be held in this city in August.

Wm. Thurston, general manager of the flower market, has purchased a home in Belmont, with a garage for his new Hupmobile. His family is growing and something had to be done to keep everything moving. Some live wire, this manager.

Mann Bros. are receiving large shipments of bachelor buttons daily, and in spite of the fact that sentiment has it that this is the Kaiser's favorite, ready sales are the rule at good prices.

Patrick Welch is enjoying the usual run of good sales. The lily of the valley carried here would be a credit to any establishment. It is the best coming to this city.

J. Cohen, one of the leading salesmen of the flower market, has taken up his summer abode at Hough Neck, but motors to the city each day in his new Studebaker.

The wholesale houses are feeling the summer trade, and are taking advantage of the dullness by remodelling their stores and preparing for the winter trade.

Some very fine French hydrangeas, with good foliage and extra large flowers of good color, are being received from Frank Edgar, of Waverly.

B. A. Snyder & Co. report business very good. At the time of our call, the force was rushing shipments of early morning orders.

Both of Galvin's stores report very good summer business, with plenty of funeral work and several decorations for the visiting Elks.

Wm. Nicholson of Framingham, Mass., will ship his stock to Albert Walsh, who will sell for him the balance of the summer.

Thomas Roland is cutting extra good Ophelia, Killarney Queen, Ward and Stanley roses. They find ready sale at good prices.

Andrew Christensen is cutting excellent Delphinium Bella Donna, the most perfect sprays seen in this market.

Lester Comley, son of Henry Comley, is expecting a call any day to join the hospital unit in France.

Ernest Borowski's condition shows wonderful improvement and his many friends hope to see him with us again very soon.

Chas. Evans, of Watertown, Mass., is sending in some of the best Mrs. Francis King gladioli seen in this market.

Wm. Penn is enjoying a five weeks' jaunt, fishing in the Maine woods.

S. K. G.

Cincinnati.

FAIR DEMAND AND AMPLE SUPPLY.

The supply in the market is sufficient for all present needs. For summer business the demand is fair, but is not strong enough to take up all receipts. There is a strong demand from out-of-town for new ferns and leucothoe. Roses are plentiful, but most of the offerings are very short stemmed. The carnations available are all small. Lilies are excellent and are in a good supply. Gladioli are seen in limited numbers, and sell well. The first asters came in the early part of this week. Other offerings are sweet peas, snapdragons, rubrum lilies and nympheas.

NOTES.

Visitors: Robert Schoch, representing the M. Rice Co., Philadelphia, Pa.; Jos. Marks, representing A. Henderson & Co., Chicago; C. E. Ruch, Richmond, Ind., and Mr. and Mrs. Honaker, Lexington, Ky.

At the annual meeting of the florists' society, Wm. Schumann was re-elected president, Jas. Allen, vice-president; Alex Ostendorp, secretary; J. Chas. Murphy, treasurer, and Gus Adrian, trustee.

C. E. Critchell was the first in the market to get in asters this year. They came in on Tuesday of this week.

The Cincinnati Cut Flower Exchange have been offering some excellent rubrum lilies.

The William Murphy Co. has been receiving some excellent gladioli from local growers.

H.

Oklahoma City.

FUNERAL WORK MAINSTAY OF TRADE.

Most of the business that is coming the way of the florists is for funerals just now. There seems to be more of this work this summer than has been the rule in previous years. The weather has turned quite warm. Thermometers on the streets have been registering the 110 mark, not a very conducive temperature for the flower trade. As the gladioli are becoming more popular in this community, the merits of the various kinds are beginning to receive closer attention. Without going into any discussion of the different varieties at this time, we might observe that the old Brenchlyensis is proving the best red to grow, and the variety, Mrs. Francis King, does not do so well as the upper buds of the spike burn and will not develop properly after the spike is cut.

Visitor: —— Young, representing A. L. Randall Co., Chicago. This firm sends a man to call on the trade here about four times a year and the florists find it a great convenience to them.

S. S. B.

PORTLAND, ORE.—Local postal authorities have notified the trade that hereafter corrugated boxes must be used in all shipments of flowers.

MT. VERNON, N. Y.—The firm of George Hermann, Inc., manufacturing stakes, toothpicks and other specialties for florists, is being re-organized to meet the requirements of its increasing business.

OBITUARY.

Philippe L. de Vilmorin.

Philippe L. de Vilmorin, head of the well known firm of Vilmorin-Andrieux & Co., Paris, France, died June 30. Mr. de Vilmorin had been ill all winter in the south of France and in a letter written to a close American friend, June 18, he stated he was then too weak to stand. Mr. de Vilmorin had worked very hard for his country during the war and soon after its outbreak was assigned to duty in London as director of purchasing with a corps of some 70 assistants. It is believed his health gave way under the strain of constant application. Born in 1872, Mr. de Vilmorin succeeded to the presidency of the firm on the death of his father, the late Henri Leveque de Vilmorin, in 1899 and closely followed in his foot-steps as author, traveler and scientist in agriculture and horticulture. The great work of Philippe de Vilmorin and his predecessors is familiar to the horticultural world and his early death will be widely deplored. In the company of his father he visited the United States in 1893. Madame Henri Leveque de Vilmorin, mother of Philippe, still maintains the family traditions at Verrieres-le-Buisson, the ancestral home, and a wife with six children also survive.

The house of Vilmorin-Andrieux & Co. had its beginning early in the eighteenth century. Pierre Andrieux, botanist to the king, Louis XV, in 1724 married Claude Goeffroy, who inherited her father's seed business on the Quai de la Megisserie. He bought out and united with his wife's business that of a certain Le Fevre, which is recorded to have existed prior to 1692. The daughter of this couple, Adelaide Andrieux, married, in 1774, Philippe Victoire Leveque de Vilmorin. Upon the death of Pierre Andrieux in 1779, he became sole partner in the seed house, which has since borne the name of Vilmorin-Andrieux. Philippe Victoire de Vilmorin was one of the first members of the Royal Society of Agriculture, now the National Society of Agriculture of France, a society composed of the most distinguished men in this field. Succeeding heads of the house of Vilmorin have been chosen members of this society, and have also belonged, like the first, to the legion of honor. Pierre Philippe Andre Leveque de Vilmorin, born in 1776, succeeded his father as head of the firm, on the latter's death in 1804. His experiments with cereals and grasses, his arboretum and rich collection of American oaks, and his descriptive lists of vegetables brought him fame and many honors. He retired in 1842, leaving the business in the hands of his eldest son, Pierre Louis Francois Leveque de Vilmorin, then 27, whose development of an improved sugar beet made possible the present enormous industry utilizing that vegetable. He died in 1860, two years before his father. His widow, Mme. Elisa de Vilmorin, whose monograph on "The Strawberry and Its History," is considered a classic, took an active part in the business. The eldest of her sons, Henri Leveque de Vilmorin, born in 1843, was taken into the business in 1866, two years before her death. He wrote many books on horticultural and agricultural subjects, carried on important work in hybridization, traveled widely, speaking half a dozen languages, and addressed the seedsmen's session of the World's Fair Horticultural Congress at Chicago in 1893. He was a member of many famous societies, recipient of the Veitch medal in 1896, and belonged to the legion of honor and many foreign orders.

Philippe de Vilmorin's uncle, Maurice L. H. de Vilmorin, who has been active in the firm for over 40 years, attending specially to the foreign department, is an authority on arboriculture, has received many honors at home and abroad, and has visited the United States twice, attending the expositions of 1876 and 1893. The present partnership also includes Count d' Estienne, brother-in-law of Philippe de Vilmorin. These and other members of the family have been closely identified with the conduct of the business during recent years and will no doubt continue it without change along the same lines.

George Washington Hillman.

The wholesale district of New York received a great stock on the morning of July 7 when it became known that George W. Hillman, secretary and treasurer of the New York Cut Flower Co., had died suddenly the previous afternoon of heart failure. He was at his office as usual, July 6, and appeared to be in good health. After business was over for the day he returned to his home in Flushing and soon after was called away suddenly.

George W. Hillman was born in Manhattan 54 years ago. He had lived in Flushing 26 years, where he had a fine home, and in his leisure hours took great interest in his flower garden. He had been a trustee of the First Baptist church of Flushing for 25 years. A recent incident, taken in connection with his sudden death, has greatly aroused the patriotic people of Flushing. One of his sons was a clerk in the Queen's County Savings bank. A short time ago he and another young man enlisted in the Seventh Regiment, N. Y. N. G. For this, it is charged, A. C. Hageman, cashier of the bank, discharged them. The incident greatly affected the father, who was intensely patriotic, and was continually on his mind. The alternate excitement and depression is believed to have hastened his death. Charges brought against Hageman by the two young men are now being investigated by the grand jury.

He had been with the New York Cut Flower Co. since its organization, 23 years ago, and for about 12 years had been its secretary and treasurer. Previous to going with the company he had been, for four or five years, business manager for the John Henderson Co. of Flushing, a firm of growers long out of business. For many years he had made his home in Flushing and took an active interest in civic and political affairs, being an ardent republican, but a strong supporter of Col. Roosevelt in his campaign as a progressive. He was a genial and kindly man, popular with his neighbors and business associates. He is survived by a widow, four daughters and three sons. His funeral was held July 9 at 3:15 p. m. at the family home, 174 Franklin place, Flushing. Many friends from New York left the Pennsylvania terminal on the 2:41 p. m. train to attend the funeral.

Frank L. Carter.

Frank Carter, who in years past afforded the Chicago florists and trade visitors so much enjoyment in his delightful vocal music, died July 9 at the Washington Boulevard hospital. He had suffered for some months from an epidemic trouble of the throat and ears. An operation made last week to relieve the intense pain in his head was followed by cerebral meningitis and death ensued closely. Mrs. Carter, long an invalid, survives. Mr. Carter was a native of England and spent some years at Rockford, Ill. Later he resided in Chicago, occupying a responsible position with the Chicago, Milwaukee & St. Paul Railroad. He was a fine type of man, devoted to his home and ever ready to place his splendid talents at the service of any worthy cause without reward other than the pleasure he found in doing it.

Miss Alice Miller.

Miss Alice Miller, who for the last 12 years has conducted a flower store at 225 West Jefferson street, Louisville, Ky., was found dead July 9, heart disease being attributed as the cause. She was 61 years of age. The deceased was a native of Louisville and had been connected with the florist business there for the past 35 years. She is said to have been in failing health for several years. She is survived by two sisters and four brothers. The remains were placed at rest in Cave Hill cemetery, following services at Maas' chapel.

H. G. W.

Ludwig Teweles.

Ludwig Teweles, president of the L. Teweles Seed Co., one of the oldest seed houses in Milwaukee, Wis., died at his home in that city, July 8, aged 76 years.

The deceased was born in Austria and came to Milwaukee 52 years ago, opening a seed store immediately after his arrival and later admitting his five sons as business partners. These are: Hugo, vice-president of the company; Max, secretary and treasurer; Arthur, Oscar and Edwin, who, with one daughter, Mrs. H. Herz, survive.

DULUTH, MINN.—The second annual peony show will be held July 13-14.

WHEATLAND, PA. — The Wheatland Greenhouses, Geo. B. Wilson, proprietor, will be sold and the ground cleared.

SALT LAKE CITY, UTAH.—A state wide horticultural conference was held here June 30 in the interest of food conservation.

SAN FRANCISCO, CALIF.—Plans are already under way for an elaborate spring flower show in 1918 under the auspices of the Pacific Coast Horticultural Society.

SOMERVILLE, MASS.—This city has established a "punishment lot" for boys who trespass on gardens under cultivation. Offenders are required to work out their sentences.

WHEELING, W. VA.—William F. Zane, founder of the firm of W. F. Zane & Son, one of the best known florist firms in this locality, died at his home here June 17, aged 68 years.

FITCHBURG, MASS.—The flower shop at 446 Main street, for a number of years conducted by Otto Mallgrav, has changed hands, the business having been purchased by W. H. Ritter.

ASHTABULA, O.—Permission has been granted the following greenhouse establishments to lay temporary gas lines into their buildings: Tong & Weeks Floral Co., E. A. Adams & Sons, C. C. Phelps & Son, R. W. Griswold, Lake Shore Greenhouse Co., and Ashtabula Lettuce & Vegetable Co.

OSHKOSH, WIS.—The florist business established a number of years ago by the late Isaac Miles, and since his death conducted by his daughters, has been transferred by them to R. E. Pamplin, J. E. Taylor and Wm. Bucholz, former employes, who will continue to conduct the establishment under the name of The Miles Co.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO.

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IN the west the ground has been too wet for favorable results with gladioli.

FERTILIZER EXPORT PROHIBITED.—Vaughan's Seed Store, Chicago, has received advices from England that for the time being fertilizers are prohibited of export.

Personal.

Edward H. R. Green, formerly identified with the greenhouse industry at Dallas, Texas, and Miss Mabel Harlow were married at Highland Park, a Chicago suburb, July 10.

Frederic W. Taylor, chief of horticulture at the St. Louis World's Fair in 1904, now engaged on irrigation problems at Tucson, Arizona, was a caller this week.

A CARGO of 3,700 tons of nitrate of soda reached Boston June 12 from Chile, the first to arrive in several months. Part will be used in the manufacture of explosives and remainder for fertilizer.

"GROUND LIMESTONE for Use in New York State," is the title of Bulletin 430, treating on the subject of soil application, which has been issued by the state agricultural experiment station at Geneva.

Illinois State Florists' Association.

It has been decided to hold the fall meeting of the Illinois State Florists' Association at the Armory, Galesburg, November 6-7. We expect to make it a big flower show and to interest the boys and girls of the schools in growing chrysanthemum plants. We are giving them plants and offering premiums.

I. L. PILLSBURY, President.

Society of American Florists.

I have appointed Anders Rasmussen, New Albany, Ind.; E. G. Hill, Richmond, Ind., and J. F. Ammann, Edwardsville, Ill., as a committee to look into the matter of storm insurance for florists. They will go over the subject thoroughly and will have something definite to report at the convention in New York in August.

R. C. KERR, President.

Chicago to New York.

The New York Central railroad has been chosen for the trip of the Chicago Florists' Club members and friends to the annual convention of the Society of American Florists to be held at New York, Tuesday, Wednesday, Thursday and Friday, August 21-24, leaving the LaSalle street station, Sunday, August 19, at 11:45 p. m., due New York, Tuesday, August 21, at 5:05 a. m. Sleepers may be occupied to 7:00 a. m. The round trip fare is $35, tickets good 30 days; lower Pullman berths $5, upper berths, $4, each way.

The return trip may be made by steamer, New York to Albany, on the Hudson river, with a 10-day stopover at Niagara Falls.

Returning from New York by way of Philadelphia and Washington on the Pennsylvania railroad the fare is $38, tickets good 60 days.

Returning from New York by way of Baltimore and Washington on the Baltimore & Ohio railroad the fare is $36.20, tickets good 60 days.

Returning from New York via boat to Norfolk and Washington, and Baltimore & Ohio, Chesapeake & Ohio or Pennsylvania railroad to Chicago, the fare is $38, tickets good 60 days.

Other return trips may be arranged to suit members of the party at similar summer rates.

Delegations from the north, south and west are invited to join the party at Chicago.

The traffic eastward is very heavy at this time of year and reservations should be made early.

For reservations and all further particulars address O. W. Crapser, City Ticket Agent, 100 South Clark street, Chicago. Telephone Randolph 5300.

MICHAEL BARKER,
Chairman Transportation Committee.

W. Atlee Burpee & Co.'s Directorate.

Changed business conditions since the passing of the late W. Atlee Burpee, founder of the well-known seed firm of W. Atlee Burpee & Co., Philadelphia, Pa., principal among these being the inability to secure seeds of some varieties from Europe, a demand that has increased approximately 100 per cent, making it necessary to work day and night for a period of three months, and a great shortage of labor, has made a reorganization of the firm's executive force necessary.

Following the death of A. Eldridge Brown, who for many years was the efficient cashier of the company, and whose death occurred shortly after that of Mr. Burpee, W. Atlee Burpee, Jr., was placed in full charge of the cashier's department, continuing in that position until at present he is acting treasurer. Mr. Bougy continues in charge of the auditing department and W. F. Therkildson directs the advertising force as heretofore. Howard M. Earl, actively identified with the Burpee interests for more than 30 years, especially in the producing end, has been appointed production manager and is now directly responsible for the economic operation of the Burpee farms. In the placing of contracts, purchase of stock, inspection of crops and the conduct of trials, Geo. W. Kerr co-operates as superintendent of trial grounds and sweet pea expert. W. Scott Carroll is now superintendent and has charge of all operating departments, including the storage and handling of all seeds after they reach the warehouses at Philadelphia. At the head of this capable organization is David Burpee, active executor and general manager.

American Rose Society.

An executive committee meeting of the American Rose Society was held at the City Club, Philadelphia, Pa., June 27. A revision of the constitution and bylaws, so as to allow for changes in membership fees, was discussed, and it was voted that the secretary should send out notices of the contemplated changes to all active members that a vote might be secured, as provided for in the constitution and by-laws, before the meeting in Cleveland next fall.

It was resolved, "That the present rules for affiliated societies be revised to make affiliation dues one dollar a year for each member of the society, provided that payment of such dues be made to the American Rose Society before February 1 of each year, so that provision might be made for the required number of annuals."

A report of the Washington rose test garden was submitted for the committee by Robert Pyle.

It was voted that a financial statement regarding the society's exhibition held in Philadelphia, March 20-24, be prepared by President Hammond and sent to all guarantors.

A. Farenwald presented the plans of the national flower show committee and asked that the American Rose Society prepare a preliminary schedule of premiums for the coming exhibition. A. Farenwald, S. S. Pennock and E. J. Fancourt were appointed on this committee.

E. A. WHITE, Sec'y.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

August 23-26, New York.—Annual exhibition of the American Gladiolus Society, Museum building, Bronx park. Henry Youell, secretary, 538 Cedar street, Syracuse, N. Y.

September 25-27, New York.—Dahlia exhibition of the American Dahlia Society and the American Institute of the City of New York. Wm. A. Eagleson, secretary board of managers, 322 West 23rd street, New York.

November 7-9, Newport, R. I.—Annual fall show of the Newport Horticultural Society. Fred P. Webber, secretary, Newport.

November 8-11, Cleveland, O.—Cleveland flower show, including annual meeting of the Chrysanthemum Society of America and fall shows of the American Rose Society and the American Carnation Society. M. A. Vinson, manager, 402 Leader-News building, Cleveland.

November, 1917, Baltimore, Md.—Exhibition of the Maryland Horticultural Society, during "Maryland Week." Wm. F. Ekas, chairman, 5 West Center street, Baltimore.

January 30-31, 1918, Boston, Mass.—Annual exhibition of the American Carnation Society, Horticultural Hall. A. F. J. Baur, Thirty-eighth and Rockwood avenue, Indianapolis, Ind., secretary.

March 14-21, 1918, New York.—Spring flower show in Grand Central Palace.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By experienced gardener for general greenhouse work or private place. Address
Charles Frohlich,
23 Eleventh St., Anderson, Ind.

Situation Wanted—As foreman or manager of establishment where roses, carnations, chrysanthemums and general line of plants are grown; thoroughly capable of handling help; good worker who can produce fine stock for Christmas and Easter and assist in making up. German, age 30; single, strictly sober. Good wages only.
Key 800, care American Florist.

For Sale—Well established greenhouse business nearly 30,000 feet of glass in one of the best cities in southern Alberta, Canada; warm climate, cheap fuel, unlimited market, with good prices. Reasons for selling. For particulars address
Key 799, care American Florist.

Help Wanted—Young man for general greenhouse work. Address
George Bischoff,
220 Chapin St., Ann Arbor, Mich.

SITUATION WANTED

As working foreman by expert grower of roses, carnations and chrysanthemums; Russell roses a specialty. Many years scientific practice and experience.
Key 795, care American Florist.

HELP WANTED

Outdoor Plantsman

One who thoroughly understands care and propagation of perennial stocks to work as foreman under superintendent. Only man with experience need apply. State wages and details in first letter.
Key 802, care American Florist.

Help Wanted

At once, two experienced greenhouse men, good wages and steady position; state wages and experience in application.
Randolph & McClements
5936 Penn Avenue, Pittsburgh, Pa.

Business Opportunity

To an active man (married or single) who has some knowledge of ornamental plants and floral design work. I have an attractive proposition in one of the most prosperous communities in southern California.
Pacific Ornamental Plant Gardens,
Orange, California.

WANTED—CEMETERY LOCATIONS.

Cemetery Sales Experts—Specializing in cemetery organization, advertising and selling campaigns, will organize and manage lot selling campaigns; outline and plan organization and business management for new cemeteries and organize new stock companies or reorganize old cemeteries. If there is an opportunity for a new cemetery in your locality let us help you.
GEO. P. GARIN & CO.,
R 510, 117 N. Dearborn St., Chicago, Ill.

Will Trade

Modern Chicago apartment buildings, valued at $25,000 to $50,000, for cleared greenhouses or farms. State full particulars in first letter to command attention.
Key 784, care American Florist.

GREENHOUSES FOR SALE.

I have three houses under glass, 35x175, all cement wall and iron and steel supports all through; one of the finest steam-heat plants, with a first-class pumping station; has large water tank inside of work-rooms, with ten acres of soil; fine steam-heated house, with good barn, one-half mile from coaling station and close to Grand Rapids; only $9,000.00.

This bargain will interest you if you are looking for a greenhouse proposition. Address
Key 790, care American Florist.

Situation Wanted

By first-class grower of cut flowers and plants to take entire charge. Capable supervisor of help and manager; single, British subject; excellent credentials.
FLORIST,
55 West Ontario Street, CHICAGO, ILL.

SITUATION WANTED

Good all around storeman is open for engagement. Expert salesman and designer. Ready to start work at once. Chicago preferred. Address
KEY 791, CARE AMERICAN FLORIST.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000 $5.00. Samples on request. Electro of leaf, postpaid, $1.50. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price $3.00, Postpaid.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO.

Large Supply Fine Summer Flowe

Particularly Russell and American Beauty Roses as well as all other stock. This stock grown purposely for use during the hot weather months and will surely please your trad

OUR VALLEY, ORCHIDS AND EASTER LIL

Are Favorably Known and Recognized as the Best.

We have at bargain prices Good Roses and Carnations that we can supply in large quantities. Write or wire for special quotations. Our Roses are cut specially for shipment in hot weather.

Our supply of this favorite baskets is limited; order early and protect your supply.

111—1 each 5c	111—4 each. 50c
111—2 each..30c	111—5 each..60c
111—3 each..35c	

Cecile Brunner Hoosier Beauty Oph
White Killarney Killarney Brilliant
Killarney Milady Sunburs
Richmond Aaron Wards

Our Roses consist of all grades, Short, Medium, Long and Special.

We are now supplying New Ferns, Adiantum Smilax, Plumosus, Galax, Mexican Ivy, Sprengerii

Price List mailed weekly; if you are not on our list, let us know.

SUPPLY DEPARTMEN

Pre-Inventory Sale

Before taking stock we offer a lot of our merchandise at prices that should appeal to any florist desirous of saving money. Let us estimate for you on your accessories. Prices will not be any lower on goods that have been advancing right along, so buy now.

If you should happen not to receive one of our price send us a postal and we will mail one to you by return

We Close at 5 p. m. during July, August and September; At Noon on Sundays.

POEHLMA

72-74 E. Randolph St.,

OSE PLANTS, GRAFTED AND OWN ROOT

The Poehlmann Quality, Known Favorably Throughout the Land.

ED—2½-inch Aaron Ward, Milady, Brilliant, Cecile
er, Richmond, Sunburst and Ophelia.....$120.00 per 1000
of 5000 or more..... 110.00 per 1000
Killarney and Pink Killarney..... 100.00 per 1000

TED—3½-INCH WHITE KILLARNEY AND PINK KILLARNEY.
or 3½-inch stock an additional $50.00 per 1000 will be charged.
These prices are absolutely net cash.

OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady, Richmond, Cecile Brunner.....$7.00 per 100; $65.00 per 1000
Lots of 5000 or more..... 62.50 per 1000
Sunburst, 2½-inch ..... 80.00 per 1000
Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

H GRAFTED DORMANT ROSE PLANTS.

	Per 100	Per 1000
k Killarney, Gold ar	$6.00	$50.00

3½-INCH OWN ROOT DORMANT ROSE PLANTS.

	Per 1000
1300 Richmond 165 Old Gold 3000 Pink Killarney 200 Elgar	$50.00

2½-INCH OWN ROOT DORMANT ROSE PLANTS.

	Per 1000
350 White Killarney 2500 Pink Killarney	$30.00

CHRYSANTHEMUMS

OW—	About time they bloom.	100	2½-Inch Stock. 1000
Glow	October 1	$3.00	$27.00
ra	October 14	3.00	27.00
rgan (Improved Yellow	October 25	7.00	.....
Eaton		3.00	27.00
	October 24	3.00	27.00
	November 2	3.00	27.00
rdt	November 2	3.00	27.00
ate Pink	November 7	3.00	27.00

WHITE—	About time they bloom.	100	2½-Inch Stock. 1000
Early Frost	October 26	$3.00	$27.00
Oconto	October 19	3.00	27.00
Smith's Ideal	November 2	3.00	27.00
Virginia Poehlmann		3.00	27.00
White Chieftain	October 24	3.00	27.00
Eaton	November 1	3.00	27.00
Chas. Razer	October 29	3.00	27.00
Elise Papworth	November 2	3.00	27.00
BRONZE—			
O. H. Kahn	November 2	3.00	27.00

POMPONS

OW—	About time they bloom.	100	2½-Inch Stock. 1000
bel	October 16	$3.50	$32.00
	November 1	3.50	32.00
	November 9	3.50	32.00
	November 16	3.50	32.00
		3.50	32.00

PINK—	About time they bloom.	100	2½-Inch Stock. 1000
Queen Marie	October 25	$3.50	$32.00
BRONZE—			
Madam La Port	November 9	3.50	32.00
Skibo—Bronze Button	October 16	3.50	32.00

PALMS

IA FORSTERIANA SINGLE PLANTS.

	Doz.	100	1,000
pots	$1.50	$12.00	$100.00
pots	2.50	18.00	150.00

IA BELMOREANA SINGLE PLANTS.

Leaves	Doz.	100	1,000
pots	$1.50	$12.00	$100.00
pots, 5 10-12 in. high	2.50	18.00	150.00

ARECA LUTESCENS.
ts, 4 plants.....per doz. $4.20

PHOENIX ROEBELENII

	Each
5 inch pots	$1.00

STEVENSONIA GRANDIFOLIA.

4 inch pots	.50
5 inch pots	1.00

LIVISTONA ROTUNDIFOLIA.

4 inch pots	.50
3 inch pots	$14.00 per 100
6 inch pots	$1.25 each

PTYSCHOSPERMA ALEXANDRAE.
3 inch pots, $1.75 per doz.....$14.00 per 100

COCOS WEDDELIANA.
2 inch pots, $1.75 per doz.....$14.00 per 100

LATANIA BORBONICA.
2 inch pots, 75c per doz.....$5.00 per 100

MARTINEZIA CARYOTAEFOLIA.
3 inch pots, 30c each.....$3.00 per doz.

CYCLAMEN

e transplanted seedlings, $5.00 per 100; 3-inch plants, $10.00 per 100; 4-inch, $20.00 per 100

VINCAS

ra strong 4-inch plants, $10.00 per 100.

SMILAX

Strong new stock, 2¼-inch, $3.00 per 100.

	Size pots.	Per 100
Plumosus, 3-in. pots, per 100		$8.00
Chatelaine	2½-in.	4.00
Chatelaine	3 -in.	10.00
, fancy leaved, each	5 -in. 50c-	.75
, fancy leaved, each	6 -in.	1.00
, made up, each	7 -in.	$1.50-2.00
well colored, 5-inch, 60c and 75c each; 1.25 each.		

	Size pots.	Per 100
Pandanus Veitchii, 4-in., per doz.		$4.20
Pandanus Veitchii, 5-in., per doz.		7.20
Pandanus Veitchii, 8-in., per doz.		$30.00
Rubber Plants, 4-in. pots, each		.35
Rubber Plants, 5-in. pots, each		.50
Rubber Plants, 6-in. pots, per doz.		9.00
Rubber Plants, 7-in. pots, each		$1.50 to 2.00

	Size pots.	Per 100
Larger Plants, each		2.50 to 3.00
Table Ferns, 2½-in. pots, per 100		4.00
Table Ferns, 3-in. pots, per 100		8.00
Pteris Assorted, 4-in. pots, per 100		$15.00 to 20.00
Holly Ferns, 4-in. pots, per 100		15.00 to 20.00
Primula Obconica, 2½-inch		$5.00 per 100

A Nominal Charge is Made for Packing.

N BROS. CO.

ng Distance Phone, Randolph 35.

CHICAGO, ILL.

BEST SUMMER ROSES

Beauties, Yellow Roses, Fancy Russell, Red and Pink Roses

HEAVY CUT OF EXTRA CHOICE OPHELIA ROSES—FINEST OBTAINABLE.

All our own growth and guaranteed fresh cut. Packed to arrive in good condition.

NEW FERNS We have them fresh picked from the woods every day . . . . . per 1000—$1.50

CURRENT PRICE LIST

AMERICAN BEAUTIES	Per dozen
Specials, extra long stems	$3.00
Stems 30 to 36 inches	2.00 to 2.50
Stems 18 to 24 inches	1.00 to 1.50
Stems 12 to 15 inches	1.00
Shorter lengths	.35 to .50

RUSSELL—The best in this market.	Per doz.
Long	1.50
Good medium	1.00 to 1.25
Good short	.50 to .75

RED ROSES Rhea Reid, Richmond and Hoosier Beauty	Per 100
Long	$6.00 to $8.00
Good medium	4.00 to 5.00
Good short	3.00 to 4.00

Ophelia, Shawyer and Sunburst	Per 100
Long	$6.00 to $8.00
Good medium stems	4.00 to 5.00
Good short stems	3.00

Pink and White Killarney, Brilliant	Per 100
Long	$6.00
Good medium	$4.00 to 5.00
Good short	3.00

OUR SELECTION: Assorted Roses, our selection, in lots of 300 or more, at the rate of $2.50 per 100.

VALLEY ..... $5.00 to $6.00

GREENS

ASPARAGUS SPRENGERI	Per 100 $2.00 to $3.00
GALAX, Green or Bronze	Per 1000 1.25
NEW COMMON FERNS	Per 1000 1.50

All other seasonable stock at market prices.

In buying direct of the grower you are assured of fresh stock at all times, and the most even run of quality possible.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.

Greenhouses Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

BUSINESS GOOD FOR JULY.

Business is good for July with the total sales so far showing a favorable increase over the same period of 1916. Peonies are still a factor in the market, but the supply is rapidly decreasing and another week will about mark the end of those now in storage. Roses are in good demand, especially Mrs. Chas. Russell, which are cleaning up nicely at good prices every day. American Beauty roses are selling quickly, particularly in the longer stemmed grades, and there is hardly ever any surplus to speak of. Ophelia and Sunburst are also having a good call and there are always ready buyers for My Maryland and Champ Weiland. Double White Killarney clean up early, for the supply is limited and the same holds true to a certain extent for White Killarney, which are good property right now. Roses in general have been moving fairly well and while prices are not as high as they might be under the existing condition, no one is complaining. Carnations are in fair supply and in good demand, but the daily receipts are gradually shortening now that replanting is well under way. Gladioli sold exceptionally well the past week and fancy stock brought as high as $6.00 to $8.00 per 100. The local supply of out-door stock is at least two weeks late, and so far none have reached the market. Some of the growers expect to cut their first lot in about another week, which will strike the market about the time that the peonies are over. Orchids are still bringing high prices, which also holds good for lily of the valley. Lilies are moving pretty well and while at times there appears to be an oversupply there is always a steady demand which keeps the tables pretty well cleared. The first asters of the season made their appearance this week and are in brisk demand. There is a large quantity of miscellaneous outdoor stock in the market in addition to a good supply of other indoor flowers not already mentioned here.

PEONIES! ROSES!

Large Supply. Write for prices.

M. C. GUNTERBERG, WHOLESALE FLORIST

158 N. Wabash Ave., Telephone Central 3067 CHICAGO

FLORISTS' CLUB MEETING.

The attendance at the regular meeting of the Florists' Club, held at the Briggs House July 5, was rather light. President Amling was in the chair and only routine matters needed attention. The transportation committee presented completed schedule for the trip to New York on the occasion of the annual convention of the Society of American Florists August 21-24. The local party, with others from points north, south and west who may wish to join it, will leave the La Salle street station on the New York Central Sunday, August 19, at 11:45 p. m., due New York Tuesday, August 21, at 5:05 a. m. Sleepers may be occupied to 7:00 a. m. The round trip fare is $35, tickets good 30 days; lower Pullman berths, $5; upper berths, $4, each way. Further particulars of the trip will be found elsewhere in this issue, page 1366.

A letter was read from A. D. King, Mattoon, Ill., who suffered serious loss in the recent tornado at that place. Mr. King sought the aid of brother florists in making a new start in business, everything he had being destroyed, and the secretary was instructed to send a special letter to the members requesting them to advise Mr. King direct as to any surplus plants or other materials they could supply, the case being one of real hardship.

The regular meetings of the club were suspended until October.

NOTES.

Percy Jones, Inc., closed its books for the past six months on July 1, with a splendid record, the total sales being more than those of the best twelve months the firm has ever experienced. There is no slackening in the demand, for the sales for last week were double those of the two best weeks of any summer month since Jercy Jones, Inc., has been in existence.

Julius Kline, of the Wietor Bros.' store force, is back on the job, after enjoying a well earned vacation. Chas. Drissler left this week to take a special course in checker playing, so he will be able to trim the coming champions when he returns.

Matt Mann, of Zech & Mann, is quarantined at his home with diphtheria.

PETER REINBERG

WHOLESALE FLORIST

30 East Randolph St., LONG DISTANCE PHONES: CENTRAL 601 and 2846. **CHICAGO**

HEAVY CROPS

Russell and Maryland

Sunburst, White Killarney, Killarney Brilliant, Ophelia, Richmond, Milady, Champ Weiland, Lilies, Valley, Peonies. Complete line of Greens.

Buy Direct From The Grower. **CURRENT PRICE LIST** **Subject to Change Without Notice.**

AMERICAN BEAUTIES	Per doz.
48 to 60-inch stems	$5.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.00
20-inch stems	1.50

MRS. CHAS. RUSSELL	Per 100
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	4.00 to 8.00

RICHMOND	Per 100
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

MILADY	Per 100
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

Champ Weiland... Killarney... White Killarney... Killarney Brilliant. Sunburst ... My Maryland..... Ophelia	Per 100
Specials	$10.00
Select	8.00
Medium	$5.00 to 6.00
Short	4.00

ROSES, OUR SELECTION	Per 100
	$4.00

CARNATIONS—Fancy ..... $2.00 to $3.00

Peonies, fancy	$ 6.00 to $ 8.00
Harrisii	12.50 to 15.00
Valley	6.00
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Boxwood	per bunch, 25c
Galax, bronze and green, per 1,000	$1.25
Ferns, per 1,000	2.50
Leucothoe Sprays	.75 to 1.00
Smilax	per doz. strings 2.00 to 2.50

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631 **CHICAGO**

HEAVY SUPPLY

Russell, Milady, Ophelia, Hoosier Beauty, Ward,

Sunburst, Killarney Brilliant, White Killarney, Etc.

Orchids, Valley, Lilies, Carnations, Peonies, Candytuft, Foxgloves, Snapdragons, Statice, Stocks, Pansies, Daisies, Delphiniums, Iris, Gladioli, Feverfew and everything else seasonable that is obtainable in the great Chicago Market.

We handle the output of nearly 100 of the best and leading growers consigning their stock to the World's Largest Wholesale Cut Flower Market, enabling us to fill all orders to your satisfaction at all times.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **Chicago**

Heavy Supply of Roses and Carnations. Order Here and Get the Best.

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	$10.00 to $12.00
Good	6.00 to 8.00
MINIATURE ROSES.	**Per 100**
Baby Doll	$3.00
Elgar	3.00
WHITE AND PINK KILLARNEY, OPHELIA, SUNBURST AND RICHMOND.	**Per 100**
Extra Special	$6.00
Select	5.00
Fancy	4.00
Medium	3.00
Short	2.00
ROSES, OUR SELECTION	**4.00**

CARNATIONS.	Per 100
Fancy	$3.00
Good	2.00
MISCELLANEOUS.	**Per 100**
Peonies	$ 6.00 to $ 8.00
Valley	6.00
Lilies	12.50 to 15.00
Ferns, per 1,000	2.50
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000	1.50
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.25

OTHER GREEN GOODS AT MARKET RATES.

Our Range of Greenhouses is one of the Three Largest in America.

H. E. Humiston, of the Chicago Feed & Fertilizer Co., returned last week after a highly successful tour of the eastern growers. Mr. Humiston expects to attend the New York convention with an extensive exhibit of his firm's specialties and will make a trip among the growers of Canada and western New York next month.

Mr. and Mrs. A. L. Vaughan and daughter, Thelma, will leave this week on an auto trip through Wisconsin, going as far north as Sturgeon Bay. Mr. Vaughan reports business as good for July, with the total sales showing a great increase over the corresponding period of 1916.

Miss Ester Olson, of the Zech & Mann office force, and Tony Adamiter, of the cut-flower department, have returned from their vacations and are again on duty. Nicholas Wuestenberg, of the shipping department, left July 7 for Milwaukee, Wis., on a two weeks' vacation.

D. F. Simonds, of the Ogden Floral Co., has returned from Benton Harbor, Mich., where he received treatment for rheumatism. He is feeling as fit as a fiddle and is again making his daily trips to the market.

A. R. Philips, 1008 Belmont avenue, and wife, celebrated their second wedding anniversary July 8. Mr. Philips' stepson, William, has the distinction of being one of the youngest officers in the United States navy.

A. Miller, of the American Bulb Co., and wife, have returned from their honeymoon in the west. Mr. Miller reports the arrival of a carload of sphagnum moss.

Raymond Ziska, superintendent of Joseph Ziska & Sons' delivery service, is spending his vacation with relatives at Oxford Junction, Ia. He flivvered down.

Chas. Balluff, with A. Wiegand & Sons Co., Indianapolis, Ind., and wife, passed through here this week on their way to Fox Lake on a fishing trip.

Frank Pasternik is representing the Ernest Wienhoeber Co. in the wholesale market, while Lou Bunte, the regular buyer, is away on a vacation.

Miss Nettie Parker, secretary of A. T. Pyfer & Co., and sister Mary, will spend their vacation in the east, taking in the New York convention.

Henry Wehrmann and family, of Maywood, are making an auto trip to Sturgeon Bay, Wis., the home of the celebrated Door County cherries.

Phil. Schupp reports a brisk demand for Asparagus plumosus, which J. A. Budlong is growing in quantity at their greenhouses this season.

M. Weiland, of Evanston, is cutting from a splendid crop of orchids which is handled exclusively by the Chicago Flower Growers' Association.

Harry Gardner, of A. T. Pyfer & Co., is now proprietor of the store known as The Willard Florist, 346 East Fifty-first street.

F. O. Franzen, 5319 North Clark street, is confined to his home with a severe attack of grippe and bronchitis.

Benhard J. Delinke, 3802 West Chicago avenue, has placed an order for a new refrigerator with Buchbinder Bros.

George Fisher and family are rejoicing over the arrival of a seven-pound baby boy.

Joe Marks, with A. Henderson & Co., is back from a successful out-of-town trip.

Frank Klemke, of the John Kruchten Co., is enjoying a two weeks' vacation.

Extra Fancy PEONIES Local Stock

$3.00 to $6.00 per 100. Large Supply of Red.

Roses, Snapdragons, Carnations, Sweet Peas, Calendulas, Daisies, Greens and all Other Miscellaneous Seasonable Stock.

SUPPLIES

Fancy line of Cut Flowers and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies **30 E. Randolph St., Chicago, Ill.**

Mention the American Florist when writing.

RUSTIC HANGING BASKETS

NATURAL GROWTH CYPRESS

Price List and Sample, postpaid 25c, and 50c.

FLORIDA GRAY MOSS, 20-lb. Sack, $1.00; Seven Sacks, $5.00.

ALSO RUSTIC STANDS, ETC.

Order a $10.60 assorted lot by freight and have a display that will attract.

VICTOR SCHMELZ & SON, Route A, Sanford, Fla.

Mention the American Florist when writing.

WHITE WOOD EASELS

Very desirable for mounting your floral designs. They add much in appearance to any design.

Sizes	Each	Sizes	Each
36 inches...	$0.50	54 inches...	$0.85
42 inches...	.65	60 inches. .	1.00
48 inches...	.75	66 inches...	1.15

Get our complete list of all other Supplies—It's free.

GEO. H. ANGERMUELLER,

Wholesale Florist

1324 Pine St., ST. LOUIS, MO.

THE RIGHT PLACE

This is the Right Place to buy your Summer Flowers. Everything Seasonable at right prices. Try us.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.
Extra long stems	$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	$1.00 to 1.50
Short stems	per 100, 4.00 to 6.00

MRS. CHAS. RUSSELL.	Per 100
Special	$20.00
Select	$12.50 to 15.00
Medium	$6.00 to 10.00
Short	4.00

ROSES.	
Richmond, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	3.00 to 4.00
Milady, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	3.00 to 4.00
Killarney Brilliant, special	$10.00
" " select	8.00
" " medium	$5.00 to 6.00
" " short	3.00 to 4.00
Ophelia, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	3.00 to 4.00

ROSES—Continued.	Per 100
White Killarney, special	$10.00
" " select	8.00
" " medium	$5.00 to 6.00
" " short	3.00 to 4.00
Killarney, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	3.00 to 4.00
Mrs. Ward, special	$10.00
" " select	8.00
" " medium	$5.00 to 6.00
" " short	4.00
Sunburst, special	$10.00
" select	8.00
" medium	$5.00 to 6.00
" short	3.00 to 4.00
Cecile Brunner	2.00
Elgar	2.00
Baby Doll	2.00
ROSES, OUR SELECTION	4.00

Extra special roses billed accordingly.

CARNATIONS.	Per 100
Fancy	$3.00
Red and pink	2.00

ORCHIDS.	Per doz.
Cattleyas	$9.00

EASTER LILIES.	Per 100
Select	$10.00 to $12.50

PEONIES.	
Fancy	$8.00
Special	6.00
Good	4.00

MISCELLANEOUS.	Per 100
Valley	$5.00 to $6.00
Calendulas	2.00
Daisies	.50 to 2.00
Callas per doz.	1.50 to 2.00
Gladioli (indoor grown)	6.00 to 8.00

GREENS.	
Asp. plumosus, per string	$0.50 to $0.75
Asp. plumosus sprays—bunch	.35 to .50
Sprengeri, per bunch	.35 to .50
Adiantum, per 100	1.00
Smilax, choice, per doz.	1.50 to 2.00
Fancy Ferns, per 1,000	1.50 to 2.00
Galax leaves, per 1,000	1.25
Boxwood —per lb., 25c; 50-lb. case.	7.50
Mexican Ivy	.75
Leucothoe Sprays	.75

A. L. VAUGHAN & CO.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Mention the American Florist when writing

ZECH & MANN

SUMMER SPECIALS

LILIES

RUSSELL--OPHELIA

SUNBURST-KILLARNEY-WHITE KILLARNEY
MILADY AND ALL OTHER LEADING ROSES.

We have a regular supply of Lilium Giganteums the year round. This stock, grown by Damm Bros., well-known expert growers, is noted for its supreme quality in the Chicago Market. Our supply of this and all other seasonable stock is so large that we can conveniently supply a greater number of reliable florists. It will pay you to become one of our regular customers.

CARNATIONS-LILY OF THE VALLEY-ETC.

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

30 E. Randolph St., L. D. Phones Central 3283, 3284 Automatic, 42-965 **Chicago**

Mention the American Florist when writing

PERCY JONES INC.

JUST ONE HUNDRED% SERVICE

56 EAST RANDOLPH STREET, CHICAGO

—WHOLESALE FLORISTS—

Bill Says: Van 100% Service

Means earnest, sincere, untiring effort devoted to your interests—service such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

LILIES

Extra Heavy Supply

Of fine stock all the year 'round.

ROSES

All the Leading Varieties

In quantity, especially fancy Ophelia and Russell.

Everything Else Seasonable in Cut Flowers

A. L. RANDALL COMPANY

Wholesale Cut Flowers and Florists' Supplies

WABASH AVE. AND LAKE ST., CHICAGO, ILLINOIS

Poehlmann Bros. Co. is having a brisk demand for chrysanthemum plants and is shipping out a large number of boxes every day. Tony Gabel, who has charge of the chrysanthemums and carnations at the greenhouses, says that the demand this season has been exceptionally heavy for Yellow Chadwick and Golden Glow. Earl Poehlmann, eldest son of August Poehlmann, is now employed in the cut flower department at the city salesrooms.

Peter Reinberg is filling orders for field grown carnation plants for immediate delivery and reports over 500,000 in the field. The stock is in extra fine condition and is the best this firm ever had. Anton Then has made arrangements with this firm to handle the exclusive sale of his field grown Thenanthos carnation plants.

Peter Miller, with the George Wienhoeber Co., has perfected a wire hook for suspending wreaths and sprays for display purposes and has applied for a patent on same. Poehlmann Bros. Co. has made arrangements with him to handle it and T. E. Waters has a number on hand for inspection in the supply department.

Swain, Nelson & Sons Co. held a peony show in their rooms, 937-41 Marquette building, July 5-7, which was largely attended and proved to be a good investment. In addition to a splendid show of peonies, they had on display other perennial flowers from their nurseries in Glenview.

The A. L. Randall Co. is strong on lilies, which they handle in quantity all through the year. Pond lilies have been in good demand at this house for window displays and are seen featured in a great many of the retail stores throughout the city.

O. A. & L. A. Tonner are pleasing their trade with a supply of peonies that will carry them through at least another week.

Curtis Kindler, of the Raedlein Basket Co., is back from a pleasant visit at Denver, Colo., and other western cities.

Miss Florence Schriven, of the office force of the Chicago Flower Growers' Association, is away on her vacation.

E. C. Amling and H. N. Bruns and families are making an extended automobile trip through Michigan.

J. C. Nielsen, with Poehlmann Bros. Co., has just returned from a very satisfactory business trip.

Vaughan's Seed Store reports California grown freesias now arriving.

Visitors: Mrs. H. Lindahl, of Golden Glow Groves, Fla.; H. Frey, Lincoln, Neb.; Roy Holt, of the Kirkwood Floral Co., Des Moines, Ia.; Miss Dallam, Lyons, Ia.; Wm. Feniger, Toledo, O.; Mrs. Elsie Swenson, Wilson, Fla.

FOUNDED BY FLINT KENNICOTT 1st

IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.
J. E. POLLWORTH, Sec'y and Gen'l Mgr.

—THE—

Cleveland Florists' Exchange

Wholesale Commission Florists and Florists' Supplies.

606 HURON RD., CLEVELAND, O.

Mention the American Florist when writing

Summer Roses A1 Quality None Better on the Chicago Market

If you want good stock and good treatment

Send Your Orders to us for

Roses, Carnations, Peonies

Valley, Sweet Peas, Harrissi, Callas, Snapdragons, Stocks, Calendulas, Daisies, Feverfew, Gladioli, Baby Gladioli, Gypsophila, Coreopsis and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Adiantum, Mexican Ivy and Boxwood. **We have home grown Asparagus**—Hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley,** which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

We make a specialty of

High Grade Flowers

that will reach our customers in good condition and give complete satisfaction.

INCREASE YOUR PROFITS by placing your orders with us.

NICE CUT OF SUMMER ROSES

Russell-Ophelia-Killarney-White Killarney
Killarney Brilliant--Richmond--Sunburst.

PEONIES-DAISIES-CARNATIONS-LILIES-ETC.

Also large quantity of Ferns—New Crop.

A. T. PYFER & COMPANY

30 East Randolph Street, CHICAGO, ILL.

Long Distance Telephone—Central 3373.

Los Angeles.

MARKET CONDITIONS IMPROVED.

With flowers recovering from the intense heat of the past few weeks, market conditions are much improved. Dahlias are showing up very good and some excellent stock of the varieties Golden West and Minnie Burgle are to be seen. The first good zinnias made their appearance this week.

NOTES.

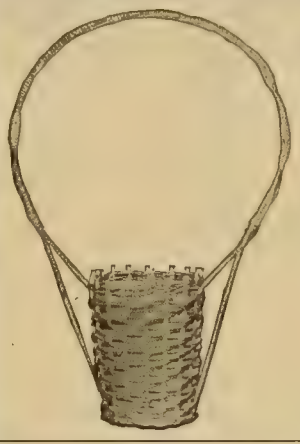
The Redondo Floral Co. is featuring excellent Minnie Burgle dahlias. The force here has been quite busy with funeral work. Mr. Knopf has been taking an outing at his lemon ranch, where he is building a bungalow and garage.

Howard & Smith have been enjoying a good trade with their rose, Los Angeles, and are receiving praise from all quarters. June was a busy month at this establishment.

O. C. Saake has been making a good showing in roses, gladioli, sweet peas and zinnias. Funeral work was also much in evidence here.

At Wright's Flower Shop there were displayed large dahlias and Killarney and other roses, including Cecile Brunner.

G. H. H.



Special Summer Offer

25 Tumbler Baskets $8.75

25 Medium Cut Flower Baskets $14.75

Finished in Two-Tone Colors. Each Offer Includes Liners.

Write for Descriptive Circular of Porch and Sun Parlor Baskets. Also Wedding Baskets.

RAEDLEIN BASKET COMPANY

713-717 Milwaukee Avenue, CHICAGO, ILL.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

St. Louis.

MARKET SHOWS POOR CONDITION.

The market the past week, in so far as stock was concerned, was in rather poor shape. Carnations are small and faded. Roses are in the same condition, with the possible exception of Russell, which is holding up fairly well. American Beauties have disappeared almost entirely. Gladioli are fair and command a good price. Lilies are in fair supply. Sweet peas are tightening up somewhat with the quality very poor. Shasta daisies, delphiniums, gaillardias and other outdoor hardy perennials are fairly good and have a ready call. Reports from all over the city are to the effect that business is slow, except where funeral work livens things up. Fortunately, there has been considerable of this. In greens the market is well supplied.

NOTES.

W. S. Wells, landscape gardener for Washington University for the past year and a half, has resigned his position. He has not as yet announced his plans for the future. He is also secretary of the Missouri State Florists' Association, and expects quite a delegation from St. Louis to attend the annual meeting in Columbia during the current month.

Christ. Winterich, cyclamen specialist of Defiance, Ohio, passed through this city last week, and the writer had quite a long chat with him. He was on the way home from a visit to southeastern Missouri, where he bought 200 acres of land. He is quite an enthusiast about Missouri land.

A. S. Cerny, of Kirkwood, has about finished planting his new greenhouse to Russell. He is also transplanting a lot of his old stock with Ophelia, as he intends to specialize on Ophelia, Russell, Milady and Cecile Brunner. His greatest trouble, he states, is the lack of help.

H. C. Irish, of Irish & Moskopf, who is also connected with the local school board, is looking for experienced help. He states he would be glad if anyone looking for such a position would call to see him or call him up.

F. C. Weber, Sr., and wife, have gone to the northern lakes on their annual vacation. Fred C. Weber, Jr., and his brother-in-law, Arthur Beyer, are on the job and the store is well taken care of.

Al Gumz, of the Windler Wholesale Floral Co., had a fall a couple of days ago and fractured a rib. While it does not seem to be anything serious, it has laid him up for a few days.

Through an error last week the writer announced A. H. Hummert as a member of the florists' club publicity committee. It should have been W. J. Pilcher.

Miss Martha Kniest of Windler's Flowers, on South Grand avenue, has recovered from her operation and is now back on the job after an absence of a month.

Phil. Goebel, of Kirkwood, has been cutting very heavily from his snapdragons. He expects to have a large chrysanthemum crop this fall.

J. J. W.

JEROME, IDA.—Mrs. Celia C. White, who located here two years ago, with one small house, has been obliged to increase the capacity of her establishment. This year, in addition to a good general line of flowering plants, she disposed of over 20,000 tomato plants, but only had half enough to meet the demand. Mrs. White says: "I enjoy reading THE AMERICAN FLORIST very much and it is a great help to me. I never had experience except as an amateur, but I have been successful with flowers and plants."

New Crop Plumosus Sprays

Now Ready

Write for special prices.

L. A. FLORAL CO.

407 So. Los Angeles St., Los Angeles, Calif.

AUTOMOBILE SUPPLIES

Have you received our catalogue? Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE

Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL

RAPID WRAPPER

Pat. May, 1916—Trade Mark Registered.

The Pedestal—a beautiful ornament for any store, is invaluable for decorative purposes, and has a range in height from 26 to 52 inches. It is also a part of the Rapid Rapper, the fastest plant wrapping device known to the Florists' Trade. Write for free illustrated booklet entitled "The Art of Wrapping Potted Plants and Floral Baskets."

California orders filled direct from branch office 448 Bush St., San Francisco, Calif.

THE RAPID WRAPPER CO.

56 E. Randolph St., Chicago.

John Kruchten Co.

162 North Wabash Avenue, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

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Store: 162 N. Wabash Ave. Chicago

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Wholesale Florists

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173 N. Wabash Ave., CHICAGO

A. L. Randall Co.,

RANDO BRAND Wabash Ave. and Lake St., CHICAGO, ILL. RANDO BRAND

Wholesale Cut Flowers, Florists' Supplies.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

ZECH & MANN

Wholesale Florists

30 East Randolph St., Chicago

Telephone Central 3284

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

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CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen
Roses, Beauty, specials	$5 00
" " 36-in.	4 00
" " 30-in.	3 00
" " 24-in.	2 00
" " 20-in.	1 50
" " 18-in.	1 00
" " short, per 100	6 00@ 8 00
" Mrs. Chas. Russell	1 00@ 3 00
	100
" Hoosier Beauty	4 00@12 00
" Killarney Brilliant	3 00@10 00
" Killarney	3 00@10 00
" White Killarney	3 00@10 00
" Richmond	3 00@10 00
" Prince de Bulgarie	3 00@10 00
" Rhea Reid	3 00@10 00
" My Maryland	3 00@10 00
" Mrs. Geo. Shawyer	3 00@10 00
" Milady	3 00@10 00
" Sunburst	3 00@10 00
" Mrs. Aaron Ward	3 00@10 00
" Hadley	4 00@12 00
" Ophelia	3 00@10 00
" Double White Killarney	3 00@10 00
" Mrs. Moorfield Storey	3 00@10 00
" Champ Weiland	3 00@10 00
" Stanley	3 00@10 00
" Tipperary	3 00@10 00
" Francis Scott Key	3 00@10 00
" Bayard Thayer	3 00@10 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Fireflame	4 00
" Our selection	4 00
Carnations	1 00@ 3 00
Cattleyas, per doz.	$9 00
Sweet Peas	50@ 1 00
Daisies	1 00@ 2 00
Snapdragons, $0.50@$0.75 per bu.	
Lilium Harrisii	12 50@15 00
Valley	4 00@ 6 00
Peonies	4 00@ 8 00
Spanish Iris	4 00@ 8 00
Ferns, per 1000	$1 50@ $2 00
Galax	" 1 00@ 1 25
Leucothoe	75
Mexican Ivy, per 1000	5 00@6 00
Plumosus Strings, each	60@ 75
Smilax, per doz.	2 00@2 50
Sprengeri, Plumosus Sprays	3 00
Boxwood, 25c per lb., per case	8.00

H. KUSIK & CO.

Wholesale Florists and Supplies

Manufacturers of Wire Designs.

We are the largest cut flower shippers in Kansas City. If on the market, we have it. Get our prices and we will fill your orders. Satisfaction guaranteed.

1016-1018 McGee Street

Kansas City, Mo.

HUCKLEBERRY FOLIAGE

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

Caldwell The Woodsman Co.
Evergreen, Ala.

Huckleberry Foliage

$2.00 per case.

Natural Green Sheet Moss, $1.75 per bag of 100 square feet.

Perpetuated Green Sheet Moss, $3.50 per bag of 100 square feet.

Southern Grey Moss, $2.50 per bag of 25 lbs.

E. A. BEAVEN, Evergreen, Ala.

D. E. FRERES R. J. WINDLER

THE FRERES-WINDLER CO.

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GROWERS AND SHIPPERS
SHIPMENTS EVERYWHERE — CUT FLOWERS — IMMEDIATE DELIVERIES
154 NO. WABASH AVE. CHICAGO
PHONE CENTRAL 879

FIELD GROWN CARNATION PLANTS

White	100	1000	Red	100	1000	Pink	100	1000
Matchless	$7.00	$60.00	Champion	$7.50	$65.00	Alice	$7.50	$60.00
Alma Ward	7.00	55.00	Beacon	7.00	55 00	C. W. Ward	7.00	55.00
White Enchantress	7.50	60.00	Victory	7.00	60 00	R. P. and L. P. Enchantress	7.00	55.00
White Wonder, Perfection	7.50	60.00	Belle Washburn	8.00	75.00	Siegward	7.50	60.00
						Enchantress Supreme	8.00	75.00
						Miss Theo	7.00	65.00

We are now ready to book orders for Carnation Plants. If you expect a shortage it is not too early for you to arrange for your supply of plants. Some of the Carnation growers consider it quite an advantage to plant early and we agree with them. We are ready to ship plants beginning July 15th. Satisfaction is guaranteed with all that we ship out.

THE LEO NIESSEN CO., 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

DEMAND ON PAR WITH LAST SUMMER.

The midsummer demand is about on a par with that of last season at this time; in fact, some of the wholesale men think it a little better. "Business better than usual" is certainly a good sign and will keep the slogan "Business as usual" hustling, if it wants to be in the running. Good roses are in demand, because, perhaps, there are so few of them. Growers are now drying off many of the beds in their preparations for next season. Eastern Beauties are still in good demand; in fact, with the exception of a few Russells, they are the only high class stock to be had. Ophelia, Sunburst, My Maryland and Kaiserin are the next best. A few fair carnations are seen, but they must soon make way on the benches for the new stock. Mrs. Ward, Matchless and Benora are the leaders. Easter and rubrum lilies of good quality are seen in quantity. These and gladioli, both indoor and outdoor stock, are much used in funeral work. Cattleyas are ahead of the demand. There is lily of the valley, if ordered ahead at top prices. Hydrangea arborescens is added to the outside flowers. There are a few asters, with plenty more in sight. Growers say there will be no such dearth as last season.

NOTES.

The express companies are combining and endeavoring to get a ruling from the interstate commerce commission that twenty-four hours is not an unreasonable delay in delivering packages of any kind. If the trade allows anything like this to be put over, it will mean there will be no certainty as to time in the arrival of shipments and no redress from the carrying companies for delays over which they have control. Leo Niessen thinks that every florists' organization in the country should get together to fight any such legislation. Everybody should get all the data they can bearing on this matter and come with it to the S. A. F. convention. They will then be in a position to back up the committee of the S. A. F. who have this matter in hand. As if this was not enough, "the worst is yet to come," for Mr. Niessen says they are also trying to get the right to place an embargo on all shipments of cut flowers and plants, when they see fit to do so, similar to that now practiced by the railroad and steamship lines, which is the cause of so much inconvenience to the trade.

The July meeting of the florists' club, while not largely attended, was interesting. The topic of the evening was the removal to other quarters. Keeping up a similar room with the various games as installed at present, was thought inadvisable. The disposal of the pool and billiard tables, shuffle boards and bowling alleys was left in the hands of the house committee. The bowling trophies are to be stored for the present. A room for the monthly meetings has been selected in the Parkway building. It was thought possible that when the Horticultural Society was permanently located, the florists' club might obtain the use of their room for their meetings. The August meeting was postponed. It will not be positively known whether the sale of the hall will go through until after July 15, when the option expires.

H. Bayersdorfer & Co. have some surprises for the coming season, which as yet are under cover. Vacations are now in order. James Magee, the obliging salesman who has charge of their front counter, took unto himself a wife last week and is spending his honeymoon at Asbury Park.

A dealer, when asked if the great quantity of Russell roses that are being planted this year would not make them too plentiful, figured there would be a good demand, as much of the stock that was going out was the free blooming Killarney, which would shorten the supply.

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

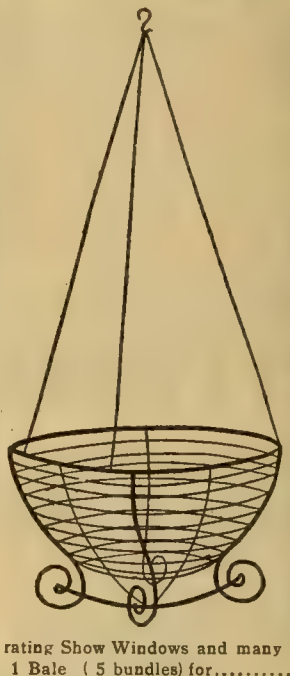
Wholesale Flower Markets

CINCINNATI, July 11.	Per 100
American Beauty, per doz... 75@	3 00
Roses, Killarney	2 00@ 6 00
" Mrs. Chas. Russell	4 00@ 8 00
" Ophelia	2 00@ 6 00
" Richmond	2 00@ 6 00
" Sunburst	2 00@ 6 00
Carnations	1 00@ 1 50
Lilium Giganteum	6 00@10 00
Sweet Peas	25@ 50
Gladiolus	3 00@ 6 00

BOSTON, July 11.	Per 100
Roses Beauty	10 00@25 00
" Killarney Queen	2 00@ 8 00
" White and Pink Killarney	2 00@ 8 00
" Double White Killarney	2 00@ 8 00
" Killarney Brilliant	4 00@10 00
" Hadley	2 00@ 8 00
" Cardinal	2 00@ 8 00
" Mock	4 00@12 00
" Mrs. Chas. Russell	2 00@ 8 00
" Sunburst	2 00@ 8 00
" Taft	4 00@ 2 00
" Milady	2 00@ 8 00
" Ward and Hillingdon	2 00@ 8 00
" My Maryland	2 00@ 8 00
Cattleyas	35 00@50 00
Lily of the Valley	4 00@ 6 00
Sweet Peas	1 50@ 2 00
Carnations	1 50@ 4 00
Paper White	2 50@ 3 00

BUFFALO. July 11.	Per 100
Beauty Special	20 00@25 00
" Fancy	15 00@20 00
" Extra	10 00@12 00
" 1st	6 00@10 00
Roses, Killarney	3 00@ 8 00
" My Maryland	3 00@ 6 00
" Sunburst	2 00@ 5 00
" Ward	2 00@ 5 00
" Ophelia	3 00@ 8 00
" Russell	8 00@12 00
" Stanley	3 00@ 6 00
" Mock	3 00@ 5 00
" Shawyer	3 00@ 8 00
Lily of the Valley	6 00@ 7 00
Lilies	8 00@10 00
Cattleyas	50 00@60 00
Carnations	1 25@ 2 50
Peonies	2 00@ 3 00
Asparagus Sprengeri... 35@	50
Ferns	per 1000, 2 50
Smilax	15 00@20 00

Wire Hanging Baskets



We make our baskets strong and substantial, so do not compare them with other "cheap" made-up baskets.

Measure across top of basket.

Size	Per doz.
8 inch	$1.10
10 inch	1.35
12-inch	1.60
14-inch	2.10

(Special larger sizes made to order,)

GREEN SHEET MOSS.

Natural Green Moss, which comes in large sheets. This is one necessary item to every florist all during the spring and summer. Can be used for lining Hanging Baskets, covering soil on Pot Plants, decorating Show Windows and many other purposes.

1 Bale (5 bundles) for $ 1.25
5 Bales (25 bundles) for 6.00
10 Bales (50 bundles) for 11.00

H. G. BERNING,
1402 Pine St., St. Louis, Mo.

WELCH BROS. CO.

WHOLESALE
Cut Flower Market
262B DEVONSHIRE ST.,
BOSTON, MASS.

Consignments of all the leading varieties of cut flowers received daily. Selected line of Florists' Supplies. Price list mailed weekly.

BERGER BROS.

Central Market
ROSES, ORCHIDS, VALLEY
Sweet Peas-Gladioli
Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

C. C. POLLWORTH CO.

Everything in the line of Cut Flowers, Plants and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers and Greens

RIGE BROTHERS

Wholesale Florists and Florists' Supplies

We are the largest cut flower shippers in MINNEAPOLIS. Let us supply your wants. If it is on the market we can furnish it.

Florists' Supplies

Get our prices before placing order. Guarantee satisfaction.

Mention the American Florist when writing.

EUGENE BERNHEIMER

——Wholesale Florist——

ROSES

Prima Donna, September Morn and Ophelia. Sweet Peas and all the summer flowers.

1531 Ranstead St.. Philadelphia, Pa.

Mention the American Florist when writing.

Philadelphia Wholesale Florists' Exchange

HIGH GRADE ROSES, SWEET PEAS, EASTER LILIES

and other Seasonable Flowers.

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

BEST QUALITY

Hanging Baskets

8 in.....	$0.90 doz.	14 in.....	$2.00 doz.
10 in.....	1.30 doz.	16 in.....	2.75 doz.
12 in.....	1.75 doz.	18 in.....	3.60 doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Philadelphia, Pa.

Mention the American Florist when writing.

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

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NEW FANCY FERNS, Special Picked

Leave your orders for regular shipments.

Lilies, Seasonable Cut Flowers, Gladioli, Sphagnum Moss and Green Sheet Moss.

Florist Supplies, Manufacturer of Wire Designs.

C. A. KUEHN, Wholesale Florist. 1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, July 11.	Per 100
Roses, Beauty, special	20 00@25 00
" " fancy	10 00@20 00
" " extra	8 00@10 00
" " shorter grades	6 00@ 8 00
" Mrs. Chas. Russell	4 00@15 00
" Prima Donna	4 00@10 00
" Killarney	2 00@ 8 00
" White Killarney	2 00@ 8 00
" Hadley	4 00@10 00
" Sunburst	3 00@ 8 00
" Ophelia	3 00@ 8 00
" Hoosier Beauty	2 00@ 6 00
Carnations	1 00@ 2 00
Cattleyas.....each. $0 35@ 75	
Lilium Rubrum	6 00@ 8 00
Valley	6 00@ 8 00
Calendulas	50@ 1 00
Sweet Peas	50@ 1 00
Easter Lilies	6 00@ 8 00
Gladiolus	2 00@ 4 00
Snapdragons	2 00@ 4 00
Larkspur	2 00@ 4 00
Asters	2 00@ 3 00
Asparagus.....string or bunch,	35@ 50

PITTSBURGH, July 11.	Per 100
Roses, Beauty, special	25 00
" " fancy	20 00
" " extra	12 00
" " No. 1	8 00
" Killarney	3 00@ 8 00
" My Maryland	3 00@ 8 00
" Sunburst	3 00@ 8 00
" Mrs. Aaron Ward	3 00@ 8 00
Cattleyas	50 00
Lilium Giganteum	6 00@ 8 00
Carnations	2 00
Spanish Iris	4 00
Adiantum	1 25
Asparagus Sprengeri, per bunch,	35@40

MILWAUKEE, July 11.	Per 100
Roses, Killarney and W. Killarney	2 00@ 8 00
" Ward	2 00@ 6 00
" Mrs. Chas. Russell	4 00@20 00
" Ophelia	2 00@ 8 00
" Hoosier Beauty	2 00@ 8 00
Lilies	8 00@10 00
Cattleyas.....per doz.,	6 00@ 7 50
Carnations	1 00@ 2 00
Valley	4 00@ 6 00
Sweet Peas	50@ 75

Hanging Baskets

BEST MADE

	Per Doz.
8-inch	$1.00
10-inch	1.35
12-inch	1.75
14-inch	2.25
16-inch	2.90
18-inch	3.70

THE McCALLUM CO.

INC.

Pittsburgh, - Pa.

Mention the American Florist when writing

ST. LOUIS, July 11.	Per 100
Beauty, Special	5 00 per doz.
" Fancy	4 00 "
" Extra	3 00 "
" No 1	2 00 "
" No 2	1 50 "
" Short	8 00
Hadley	4 00@ 8 00
Killarney	2 00@ 5 00
White Killarney	3 00@ 6 00
Hoosier Beauty	4 00@ 8 00
Richmond	4 00@ 8 00
Sunburst	3 00@ 8 00
Ward	4 00@ 5 00
Mrs Shawyer	4 00@ 8 00
Mrs Russell	4 00@ 8 00
Ophelia	4 00@ 8 00
Carnations	1 50@ 1 50
Valley	4 00@ 6 00
Lillies	8 00@10 00
Orchids	50 00@ 60 00
Ferns.....per 1000.	3 00@ 4 00

Don't Wait

Now is the time to send us a shipment of flowers and acquaint yourself with the satisfactory treatment you receive when you ship to New York's Foremost Commission House in the flower trade.

Extensive experience, ample capital, modern facilities and, in fact, everything to commend us to you.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is larger than our supply.

UNITED CUT FLOWER CO., Inc., 111 W. 28th St., New York City

The S. S. Pennock-Meehan Co. has been succeeded by the S. S. Pennock Co., the change to date July 1, Charles Meehan retiring. The officers of the corporation are: S. S. Pennock, president; Percy B. Rigby, vice-president and manager of the New York store; E. J. Fancourt, second vice-president and manager of ribbon and supply department; Clarence U. Ligget, treasurer and manager of plant and bulb department; Ralph E. Faust, secretary; Alvah R. Jones, manager Philadelphia cut flower department; John G. Perry, manager Baltimore store; Otto Bauer, manager Washington store.

Edward Reid says he likes soldering, but finds time for business as usual at 1615 Ransted street. Eastern Beauties, gladioli, Easter lilies and summer flowers are leaders here.

The Bickmore greenhouses are shipping Easter and rubrum lilies of fine quality to Berger Bros. Business at this central market has the edge on that of last season at this time.

A. B. Cartledge is in St. Luke's hospital, recovering from an operation for stomach trouble. His many friends hope for a speedy recovery. His condition is very favorable.

John Burton and his sister, Mrs. Edwin Lonsdale, now in St. Timothy's hospital, at Roxboro, are much improved and expect to be able to return home next week.

G. W. Kerr, of Doylestown, attended the annual meeting and exhibition of the American Sweet Pea Society, of which he is president, at Boston, Mass., July 7-8.

At Eugene Bernheimer's, Benny Bibbs reports Prima Donna, Sunburst and Ward roses with good summer trade. Sweet peas are leading stock.

The Philadelphia Wholesale Florists' Exchange is proud of its line of summer roses. Sweet peas are also a feature. Trade is good for the season.

John F. Graff, Jr., son-in-law of Robert Craig, died at his summer home, Ventor, N. J., July 6. His wife and one daughter survive him.

K.

New York.

WARM WEATHER BRINGS DULL BUSINESS.

Warm weather continued throughout the past week and there was very little real business. American Beauties were very hard to move, 20 cents being top price for the best specials, and many went for 10 cents. The hot weather brought in a big supply of tea roses that were poor and they sold very cheap. Cattleyas and lilies are all too plentiful for the demand; also carnations, thought it is reasonable to suppose that many of them have been thrown out. A great amount of outdoor stock continues to arrive, phlox being added to what was enumerated a week ago. We have seen a few asters, but they are not yet plentiful or good enough to be factors. We assume that the few that now arrive are greenhouse grown. Considering the cool weather, up to the past two weeks, it is unreasonable to expect many outdoor asters before the last of this month. It will also be much better for all concerned if the asters do not come in great volume until the carnations are well out of the way.

July 9.—Since the wholesalers began to close on Sundays there is more activity on Monday morning, but everything is slow. Neither cattleyas nor lily of the valley are in surplus and they move fairly well. In roses 20 cents is top for special American Beauties. No Hadleys worth noting are arriving. Special Ophelias, Mocks, Wards and Double White Killarneys bring fair prices, but a large amount of all rose stock is arriving in poor condition. A large stock of field-grown sweet peas is on the market, the best being short and going at 35 cents per 100. A great supply of feverfews, pink rambler roses and other outdoor stocks is arriving, which goes cheap—when it does sell.

CLUB MEETING.

The club met in its hall in the Grand Opera House building on the evening of July 9, President Stumpp in the chair. There was a good attendance. After the reading of the minutes, there was a discussion relating to the action taken at the June meeting when all entertainment for the visiting members of the Society of American Florists to the coming convention was barred, excepting a theatre party for the ladies. W. A. Manda, who was strongly in favor of an entertainment, moved that the vote taken at the June meeting on that question be reconsidered. By a standing vote his motion was lost.

A letter was read from F. R. Newbold suggesting that the club render some assistance to the French nurserymen, whose stocks had been devastated by the war. Max Schling spoke in favor of the proposition, but said in effect that under present conditions in shipping nothing could be sent there.

The resignation of F. A. Bolles was accepted with regret. The resignation of Edward Manda, son of Joseph A. Manda, who it is understood has enlisted, was read. It was voted that any member of the club who has joined the federal service be retained as a member without payment of dues. This also applies to A. M. Henshaw, who is in the Naval Reserve. Letters were read from J. F. Ammann, Mrs. Maynard, secretary of the Ladies' Society of American Florists, and from an official of the Red Cross. W. M. Hunt and Harry Goldberg, of New York, were proposed for membership.

A. L. Miller reported on the Convention Garden. Ten thousand square feet of space have been sold and 40,000 square feet remain unsold. W. A. Manda stated that Dr. Britton, of the Bronx Botanical Garden, was disappointed at the lack of interest, but would be willing to have the club take space every year. Secretary Young suggested that retail florists of the prominence of President Stumpp and Max Schling, and others, take an interest in the garden.

Secretary Young moved that resolutions of sympathy be prepared and sent to the family of the late George W. Hillman, of the New York Cut Flower Co.; carried. (An obituary notice of Mr. Hillman will be found in another column.)

Prof. Hottes, of the Columbus, O., Florists' Club, gave an interesting and humorous talk.

P. W. Popp, Mamaroneck, N. Y., exhibited a vase of hybrid delphinium; highly commended. John Scheepers & Co., New York, exhibited a vase of lilium in variety; vote of thanks; also eramanus in variety; highly commended. Vase of delphinium; vote of thanks.

NOTES.

Alex. M. Westwood, the Pennsylvania Terminal florist, says: "If the wholesale florists have the right to close up on Sunday on account of the labor law or any other law, so have the retailers; and if the retailers close on Sunday it means less flowers sold and will lessen the demand for the growers' product just that much. Certainly it will not increase the demand and will result in the wholesalers unloading to the peddlers every Saturday at prices that will make some growers weary. The labor law does not call for a day off for help on Sunday, but any one day of the week. I give my men every Tuesday."

The retail business at 373 Bleecker street, formerly known as Kremer Brothers, is now conducted by Harry F. Kremer, his brother having taken up another line. This business has been established for many years and

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
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All the NEW ROSES, CARNATIONS and Seasonable Flowers.

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NEW YORK, July 11.

	Per 100
Roses, Beauty, special	15 00@20 00
" " extra and fancy	5 00@10 00
" " No 1 and No 2	1 00@ 3 00
" Prima Donna	50@ 6 00
" Alice Stanley	50@ 4 00
" Mrs Geo. Shawyer	50@ 4 00
" Double White Killarney	2 00@ 6 00
" Killarney, Special	4 00
" " No 1 and No 2	50@ 1 00
" " Queen	50@ 5 00
" " Brilliant	50@ 5 00
" My Maryland	50@ 5 00
" Aaron Ward	1 00@ 6 00
" Sunburst	50@ 4 00
" J L Mock	1 00@ 6 00
" Ophelia	50@ 6 00
" Mrs. Chas. Russell	1 00@ 6 00
" Hoosier Beauty	50@ 4 00
Cattleya Orchids, special	50 00@75 00
" " inferior grades	15 00@25 00
Rubrums	3 00@ 4 00
Lilies, Longiflorum and Formosum	1 00@ 3 00
Lily of the Valley	4 00@ 6 00
Carnations	50@ 1 25
Sweet Peas, Spencers	35
Adiantum Croweanum and Hybridum	75@ 1 00
Asparagus Plumosus....doz. bchs.	1 00@ 2 50
Smilax .....doz. strings,	1 00@ 1 25
Peonies	1 00@ 6 00
Gladiolus.....per doz.,	25@ 40
Gladiolus, America	50@ 75
Larkspur	2 00@ 3 00
Feverfew.....doz. bunches,	40@ 50

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Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
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Between 26th and 27th Sts.
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Consignments solicited.

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Roses, Carnations, Violets
And all the NOVELTIES in the market.
LILIES AND VALLEY EVERY DAY IN THE YEAR
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Desirable wall space to rent fo advertising.
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Fresh Cut Evergreens
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440 S. Dearborn St., CHICAGO

The Florists' Supply House of America

Magnolia Leaves in Cartons or Bulk.

Oak leaves in all good colors, brown, green, leather and red. Natural prepared green and and red Lycopodium. Also Minerva in all good colors. Helpful items for your Oak and Magnolia Wreaths. Make up stock in dull times; be ready when the rush comes. Send for our illustrated list of requisites and standard goods.

Summer closing hours 5 p. m. Saturdays 1 p. m. all the year round.

H. BAYERSDORFER & CO., 1127-1129 Arch Street, PHILADELPHIA, PA.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

1302-1308 W. Division St., CHICAGO

Natural Prepared Green Lycopodium

Make Your Own Christmas Moss Wreaths—Start Them Now.

Our lycopodium is guaranteed not to become brittle. It is fireproof, put up in 10 lb. net cartons. Try a sample carton.

Pittsburgh Cut Flower Co., 116-118 Seventh Street, Pittsburgh, Pa.

has good patronage from the Greenwich Village section of this city. The mother of the boys, who died over a year ago, was formerly active in the business.

Alex. M. Westwood, who was married three years ago last April, was remarried to his present wife on June 29. This remarriage was made necessary owing to the difference in the marriage and divorce laws of this state and New Jersey. Mr. Westwood was divorced from his first wife.

Armido Triglia and wife, 184 Bleecker street, are constant buyers in the wholesale district. Their line of trade calls for considerable artificial stocks in addition, and Mrs. Triglia is an expert in making artificial flowers.

Samuel Gilbert, the wholesaler of 2188 Broadway, and Thomas Curry, manager for Henry Hart, 1000 Madison avenue, are on a trip to Niagara Falls and Canada.

J. Hughes & Co. have recently opened a good retail store at 200 West 96th street. J. Hughes has had many years' experience in the business.

J. G. and Mrs. Leikens are at their Newport store and James Bruce, their nephew, is conducting their New York establishment.

SPHAGNUM MOSS

For Florists.
For Nurserymen.

Contract prices made now for your Fall and Winter Supply.

CHICAGO, 31-33 W. Randolph Street NEW YORK, 43 Barclay Street

VAUGHAN'S SEED STORE

Gunther Brothers, 110 W. 28th street, are handling a fine stock of larkspurs, also good peonies and carnations.

Mrs. Anna Schumann, 336 Bleecker street, has a neat and attractive store and is ably assisted by her son.

Alfred Kottmiller, of 426 Madison avenue, has bought land at Manhasset, L. I., and will build a home and greenhouses.

Edward McCarty, buyer and manager at the store of James Weir, Inc., 324 Fulton street, Brooklyn, is seriously ill.

Mrs. Chas. Schenck and family are summering at New Egypt, N. J., and Charles spends his Sundays there.

Leo Klein, of 767 Lexington avenue, has taken his family to Long Beach, N. Y., for the summer.

During Samuel Gilbert's absence, Harry Charles is looking after the business.

Geo. Hildenbrand, of John Young & Co., is with his family in the mountains.

Frank Traendly and family are at Rowaton, Conn., for the summer.

A. F. F.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Wittbold FLORIST

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Send us your retail orders.

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Telegraph orders filled on short notice in St. Louis and rest of Missouri.

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WIRE YOUR ORDERS TO
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STORE
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NEW ORLEANS
ROSES ORCHIDS VIOLETS
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Delivered in Albany and vicinity on telegraphic order.

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Deliveries to Steamers and All Eastern Points

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No. 22 West 59th Street
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Member of the Florists' Telegraph Delivery

Original Decorations a Specialty.
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THE VANDERBILT HOTEL
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Amsterdam, N. Y.—John C. Hatcher.
Bangor, Me.—Sekenger, Adam, 32 Newbury St.
Boston, Mass.—Comley, Henry R.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Brooklyn Cut Flower Market.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Mangel, 17 E. Monroe St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—Edward A. Forter.
Cleveland, O.—A. Graham & Sons.
Cleveland, O.—Chas. F. Kirchner.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
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Duluth, Minn.—J. J. Leborius.
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Ft. Smith, Ark.—George Rye.
Galesburg, Ill.—I. L. Pillsbury.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
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Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Palez.
Los Angeles, Calif.—Howard & Smith.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
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Louisville, Ky.—The F. Walker Co.
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Minneapolis, Minn.—Whitted Floral Co.
Nashville, Tenn.—Joy Floral Co.
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Newark, N. J.—Philips Bros.
Newark, O.—Chas. A. Duerr.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New York—Dard's, 44th and Madison Ave.
New York—Hanft Bros.
New York—Hession.
New York—Alex. McConnell, 611 5th Ave.
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Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia—The London Flower Shop, Ltd.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Providence, R. I.—T. J. Johnston & Co.
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St. Louis, Mo.—Mullanphy Florists.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
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San Francisco—Joseph's, 233-35 Grant Ave.
San Francisco—Podesta & Baldocchi.
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Artistic Designs.
High Grade Cut Blooms

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Only the Best **Dunlop's**

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Orders filled for all points in Ohio. Satisfactory Service Assured.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to

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All orders carefully filled under the supervision of

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Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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The Largest Growers of Flowers in the City.

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Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Careful attention to all mail or telegraph orders for delivery in Wilmette—Chicago's North Shore Suburb—Evanston, Kenilworth Winnetka. Glencoe. Lake Forest.

New York. Established 1849

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Phones 1552-1552 Columbus

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Podesta & Baldocchi

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Mail or telegraphic orders promptly and most carefully executed.

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A. Newell FLORIST

Established over 20 Years.

N. E. Cor. 10th and Grand Ave.

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2953 Broadway. Opp. Columbia College

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Hession

Madison Ave. and 76th St.

NEW YORK

Quality Flowers

TWO GREENHOUSES ON PREMISES.

Plant Specialists Phones 107 420 775 Lenox

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The Park Floral Co.

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Cincinnati.

Julius Baer

FLOWERS

Mail and Telegraph Orders carefully executed.

138-140 Fourth Street East

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I. L. Pillsbury

Choice Cut Flowers and Designs

Patentee and Manufacturer of

PILLSBURY'S CARNATION STAPLE

Member of Florists' Telegraph Delivery.

Sedalia, Missouri.

Archias Floral Co.

Choice Cut flowers and Designs on short notice. Prompt attention to telegraph and telephone orders.

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Lang Floral & Nursery Co., Dallas Texas

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.

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JOY FLORAL COMPANY

Members of Florists' Telegraph Delivery.

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Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants.

We solicit telegraph orders. Regular trade disct.
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1017 Grand Avenue

Member of Florists' Telegraph Delivery.

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PAUL M. PALEZ

FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in city and state on short notice.

Member of Florists' Telegraph Delivery.

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California Florists

will take care of all telegraphic orders.

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Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florist of GRAND RAPIDS.
Members of Florists' Telegraph Delivery.

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GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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Orders Carefully Executed

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All Orders Promptly Executed

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Order Your Flowers for delivery in this section from the

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703 Olive St., St. Louis, Mo.

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Night and day service in all Central Pennsylvania.

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47 State St., NEWBURYPORT, MASS.,

Covers all New England points.

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1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice

Trade discounts. First-class stock.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

THE DOMINION FLORAL CO.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention

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3343 W. MADISON ST.

NEAR GARFIELD PARK

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For Wisconsin Delivery

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"Home Grown Flowers"

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DES MOINES IOWA

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Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

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Every Order sure to receive prompt and careful attention.

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WORCESTER, MASS.

Randall's Flower Shop,

13 Pleasant Street.

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Successor to A. Sunderbruch's Sons

128 W. Fourth St., Phones. Main 1874–1875

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EVENDEN BROS. CO.

Largest Growers in Central Pa.

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HENRY R. COMLEY, Florist, 6 Park St.

50 years' experience in the florists business guarantees efficiency to take care of all orders. Twenty per cent allowed.

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y. N. Y. C. Arcade, State St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffmans, N. Y.

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FREY & FREY,

1338 O Street, LINCOLN, NEB.

WHOLESALE AND RETAIL.

Members of Florists' Telegraph Delivery.

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El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

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Boston, Mass.

Penn, The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square and North Broadway

LARGEST RETAIL STORE IN WESTCHESTER COUNTY.

We Solicit Telegraph Orders.

Regular Trade Discount.

Chicago Detroit

CENTRAL FLORAL CO.

132 North State Street, CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to telegraph and mail orders for delivery in either city and adjoining territory. Both of our stores are located in the heart of each city, which means quick and efficient service to theatres, hotels, depots, etc. Our Chicago store is located opposite Marshall Field & Co.'s retail establishment and one block from the Great Central Cut Flower Market.

Mention the American Florist when writing.

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis

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Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

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TERRE HAUTE, IND.

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H. W. BUCKBEE.

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THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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GEO. H. COOKE

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S. A. ANDERSON

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

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DAYTON, OHIO

16 and 18 W. 3rd St.

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Established in 1883.

Greenhouses and Nurseries in Riverdale.

PROVIDENCE, R. I.

and all T. J. JOHNSTON & CO.

NEW ENGLAND POINTS. 107 WASHINGTON ST., PROVIDENCE

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The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

ONION SET crop prospects at Chicago continue excellent.

BRAZIL will send 11,000,000 bags of beans to the United States this year.

VISITED CHICAGO: A. A. Berry, of the A. A. Berry Seed Co., Clarinda, Ia.

DUTCH BULBS, according to cable advices recently received at New York, will be shipped this season.

LINCOLN, NEB.—In the matter of the Griswold Seed Co., bankrupt, final notice has been given to creditors for a meeting, July 18.

ARNOLD RINGIER, Chicago, who has just returned from New York, says he expects to make a tour of the Wisconsin pea districts soon.

ST. LOUIS, MO.—The American Seed Co., Ft. Worth, Tex., has leased the building at 1410 Broadway, where a branch will be established.

COUNTER seed trade, both east and west, is reported holding up well during the first third of July, practically double the business of ordinary seasons.

MILWAUKEE, WIS.—Ludwig Teweles, pioneer seedsman of this city, died at his home here, July 8. Further particulars will be found in the obituary column.

THE Hoboken Shore Road, heretofore controlled by C. D. Boyles, well-known to the seed trade, has been taken over by the government on account of its great terminal value.

UNDER the title "Soybeans" the Maryland agricultural experiment station, College Point, has issued Bulletin 201, descriptive of the uses, possibilities, variety tests, cultural directions, etc., of this crop.

NEW YORK.—A seed committee of the produce exchange has been appointed for the ensuing year as follows: Marshall H. Duryea, William Jacot, O. W. F. Randolph, Ernest Wehncke and Charles Wimmer.

PHILADELPHIA, PA.—For the first time in their history, W. Atlee Burpee & Co. have issued a mid-summer catalogue of 100 pages, with color plates. Sweet peas for fall sowing are given considerable attention.

WETHERSFIELD, CONN. — Comstock, Ferre & Co. report that the cold and wet weather has retarded growth, but the outlook is now more favorable and if the present good weather continues, it is believed there will be an average crop.

COGGESHALL, ESSEX, ENG.—Herbert T. King, sole proprietor of the firm of John T. King & Sons, seed growers, which dates back to 1793, was killed and his manager, J. H. Millard, seriously injured in the air raid which took place at London, June 13. The deceased, who was the second surviving son of the late John Kemp King, was 53 years of age.

Seed Growers' Latest Reports.

A Nebraska seed grower reports that the acreage does not exceed the usual one on many kinds, especially on sweet corn and melons. There will hardly be any surplus on these items even with good crops, and they may be short unless crops are unusually good in acreage contracted. Many crops are late and the coming midsummer and late fall will have to be good to mature them.

Florida melon growers report conditions July 1 not specially favorable, but there is still time for the vines to recover from the effects of the severe drought; estimating from present conditions the yield will be about 70 per cent. This, too, will apply to melons in Florida and Georgia, that were planted for market. The yield was about 50 per cent of a normal crop.

The Late Philippe L. de Vilmorin.
Photo Taken About 1893.
(See Obituary Page 1365)

Puget Sound cabbage seed reports of July 2 indicate full crop prospects on Glory of Enkhuizen, Surehead, Louisville Drumhead, Autumn King, Drumhead Savoy; practical crop failure on Danish Ballhead, 40 per cent on Danish Roundhead, 60 to 80 per cent on Wakefield, Charleston, Winningstadt, All Seasons, Early Summer, Succession, Late Drumhead.

One Eastern grower reports beets only about 25 per cent of a crop, spinach and radish approximately the same. Another eastern grower confirms report of poor acreage of beets owing to the loss of the roots in the trenches over winter. He reports a remarkably good stand of sweet corn, considering the unfavorable weather.

New Jersey growers report the season to be about two weeks late but with continued warm weather the crops should overcome all drawbacks. The acreage is about normal there on tomato, egg-plant, pepper, muskmelon, etc.

California growers state that the critical period for their crops is the last week in July and definite reports may be expected from them at that time.

The tomato seed crop is late. The radish outlook is rather poor; owing to the unfavorable weather and soil conditions a poor stand was obtained.

Lily Bulb Prospects in Bermuda.

According to a special report furnished by the director of agriculture of Bermuda, the acreage under lily bulb cultivation is probably a little larger this year than last. It appears that on account of the dullness of the market last season a number of the growers were not able to dispose of all their bulbs, which have been used for replanting this year. The fields of careful growers appear to be in good condition, and if there is sufficient rainfall between now and the time of gathering the bulbs, the crop should be above the average of recent years and equal, perhaps, to the good crop of last year.

Export Contracts.

The Department of Commerce has authorized this statement:

"In view of the fact that public necessity may in the future require the requisition of vessels by the government, and as this may be done quickly with but little time for adjustment, it is advisable that exporters, in making contracts for export, should state in the contracts that shipment is to be contingent on their obtaining shipping space. Attention is again called to the fact that exporters will save themselves much annoyance and possible claim for damages if a clause is inserted in bills of sale, stating that the sale is made subject to the seller's ability to secure an export permit, if such permit is required."

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Onion, Lettuce, Radish, Sweet Peas Etc.
Correspondence Solicited.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEAS, AND SUNFLOWER.
SAN JOSE, CALIFORNIA

Freesias California Grown

First Quality, ⅜ to ½-in.....per 1000, $4.00

Vaughan's Improved PURITY.

	Per 1000
⅝-in. and up	$18.00
½-in. to ⅝-in.	15.00
⅜-in. to ½-in.	12.00

PURITY--True.

⅝-in. and up	15.00
½-in. to ⅝-in.	10.00
⅜-in. to ½-in.	7.00

FRENCH FREESIAS

Ready for Delivery About Aug. 10th.

Jumbo, ¾-in. and up.....per 1000, $12.00
Mammoth, ½-¾-in.....per 1000, 10.00

BULBS FROM COLD STORAGE

LILIUM GIGANTEUM

	Per 1000
7- 9-in. (Case of 300, $14.00)	$45.00
8- 9-in. (Case of 250, 15 00)	58.00
9-10-in (Case of 200, 16 00)	75.00

COLORED LILIES

Splendid Solid Bulbs.	Per 100	Per 1000
L. Auratum, 8- 9-in. (160 to case)	$5.50	$48 00
L. Auratum, 9-11-in. (100 to case).	8.00	75.00
L. Rubrum, 8- 9-in. (160 to case)..	5.50	50.00
L. Rubrum, 9-11-in. (100 to case)..	9.00	85.00
L. Album, 9-11-in. (100 to case)....	12 00	100.00

Our Mid-Summer Flower Seed List is Ready. Ask For One.

VAUGHAN'S SEED STORE

CHICAGO NEW YORK

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER.

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety. Correspondence Solicited.

Mention the American Florist when writing

The L. D. Waller Seed Co.

Guadalupe, California

Wholesale Growers of

FLOWER SEEDS, SWEET PEAS AND NASTURTIUMS

Correspondence Solicited.

Mention the American Florist when writing

WRITE FOR OUR

SPECIAL OFFER

Crop 1917—Ready June 15th.

ASTER—All varieties including **AMERICAN BEAUTY** and our latest novelties.

PETUNIAS, STOCKS, ZINNIAS, PORTULACA, double and single; **SALPIGLOSSIS.**

SWEET PEAS—Early and late Spencers.

NASTURTIUMS—and other flower seeds.

JOHN BODGER & SONS CO.

STATION E. :-: :-: LOS ANGELES, CALIF.

Mention the American Florist when writing

Vick's Quality Flower Seeds

In All Leading Varieties.

JAMES VICK'S SONS, Rochester, N. Y.

Mention the American Florist when writing

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago, Ill.

Mention the American Florist when writing

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

A. N. Pierson, Inc.

WHOLESALE FLORISTS

CROMWELL, CONN.

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners.

Mention the American Florist when writing

Dracaena Canes

FALL SHIPMENT

All Commercial Varieties

Write for Prices.

McHutchison & Co.

THE IMPORT HOUSE

95 Chambers St., NEW YORK

Mention the American Florist when writing

Thorburn's

SEEDS AND BULBS

For the Trade

J. M. THORBURN & CO.

Established 1802

53 Barclay Street, - New York

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA.

Rocky Ford, Colorado.

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash, and Pumpkin seed; Sugar, Flint and Field Seed Corns.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; H. F. Thompson, Arlington, Mass., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Next annual convention will be held at Springfield, Mass., in 1917.

THE yield of Bermuda onions in Texas is said to have brought growers a revenue of $4,000,000.

NEW ORLEANS, LA.—The city authorities are being urged to buy a tractor to be used in a war garden campaign.

ONION prices continue to decline and the movement of Texas stock, much of which is arriving in poor condition, is very slow.

Prices of Indoor Fruits and Vegetables.

Chicago, July 9.—Mushrooms, home grown, No. 1, 20 to 25 cents per carton; lettuce, cases 5 to 10 cents; radishes, $1.00 per hundred bunches; celery, $2.50 per crate; tomatoes, per basket, $1; cucumbers, per crate, $1.50.

New York, July 9.—Celery, dozen stalks, 30 to 60 cents; cucumbers, 35 to 75 cents per dozen; mushrooms, $1.00 to $1.75 per 4-lb. basket; tomatoes, 7 to 15 cents per pound; radishes, per hundred bunches, 75 cents to $1.25; lettuce, per basket, 20 to 60 cents; rhubarb, per dozen bunches, 75 cents to $1.25.

Retail Prices Out of Proportion.

Commissioner Hartigan of the food supply committee of New York appointed by Mayor Mitchel has declared that investigations have proved that retail prices are out of all proportion to the wholesale figures. The following table prepared by him shows the remarkable difference between retail and wholesale prices on fresh vegetables in effect at the time of investigation:

Potatoes (Bermuda) lb.	6¼c	10c
Onions, pound	2½c	5c
Cabbage, head	4@6c	10c
String beans, quart	5c	18c
Cucumbers, each	2@3c	5c
Rhubarb, bunch	1c	2c
Peas, quart	12c	15c
Lettuce, head	2c	5c
Corn, ear	2c	5c
Turnips, bunch	2c	5@8c

Potato Prices at New York.

Heavy shipments of southern potatoes have been arriving and wholesale prices have dropped. On July 6, 117 carloads came in over the Pennsylvania R. R.; by Old Dominion steamer, 5,800 barrels. Only July 7 an Old Dominion steamer brought 5,800 barrels. Earlier in the week a delayed steamer unloaded 12,000 barrels from Virginia. The long trip had somewhat injured them and they sold at from $2.50 to $3.50 per barrel. For good stock, prices follow:

Bermuda, No. 1, per bbl.	$5.00
Eastern Shore, No. 1 (Maryland), per bbl.	$3.50@ 4.25
Eastern Shore, No. 2 (Maryland), per bbl.	1.25@ 2.00
Virginia, No. 1, per bbl.	2.50@ 4.00
South Carolina, No. 1, per bbl.	3.00@ 3.75

A. F. F.

Albany.

CLUB MEETING.

At the July meeting of the florists' club, the principal subject of discussion was flowers at school commencements. This year the ban was placed on the delivery of flowers to graduates at the commencement exercises of the local high school, June 29. The club decided to place the subject in the hands of a committee of nine, whose business it shall be to present, through the local newspapers, and to the school commissioners, arguments to show that the florists should not be discriminated against when it comes to purchasing gifts and requisites for commencements. Frederick Goldring was of the belief that had the club taken up the matter in time the ban this year would not have been pronounced, and that something should be done or the business of the growers and retailers would be jeojardized. President John J. Haggerty named on the committee: Thomas F. Tracey, chairman; Fred Goldring, Frederick A. Danker, Byron Holmes, Edward P. Tracey, William C. Gloeckner, Robert Davidson, A. D. Wemple, and Louis H. Schaefer. The secretary was instructed to write in behalf of the club, a letter to the editor of one of the local papers, who printed an editorial in favor of the use of flowers at school commencements.

The subject of the annual clambake was discussed and the whole referred to a committee made up of Louis H. Schaefer, chairman; Edward P. Tracey, and Frederick A. Danker. The committee has full power to make arrangements and will report at the August meeting.

The club accepted the invitation of Joseph Traudt to hold the September meeting at his place, Canajoharie, Saturday, September 1. The distance, 60 miles, will be traveled in automobiles, arrangements being made to leave this city early in the afternoon. Fred A. Danker extended an invitation to hold the October meeting at his place, 744 Central avenue, and it was accepted. The July meeting was held at the establishment of Fred Goldring, Font Grove, about eight miles out of the city on a good state road. Most of the members made the trip in automobiles.

NOTES.

The city has a number of amateurs who are interested in fine gardens. The list includes: Dudley Olcott, president of the Mechanics' and Farmers' Bank, whose grounds at his Ten Broeck street home are resplendent in the early spring and summer with masses of tulips and roses; George C. Hawley, president of the Dobler Brewing Company, who has a large place on Madison avenue with one of the finest displays of select tulips in this city, and Mrs. Edward W. Visscher, who is compelled to confine her ambitions to a city lot in the rear of her home at 311 State street. A visit to the yard of Mrs. Vischer is a revelation of what can be done in a small space in the line of attaining results well worth while. Frederick A. Danker, florist, at 40-42 Maiden Lane, supplied most of the stock that adorns Mrs. Visscher's yard and brings praise from many of the owner's friends. Along the west wall there were blooming lately two or three vines of the Climbing American Beauty with a profusion and color that brought admiration from all who saw them. Besides this variety, Mrs. Visscher had vines of Tausendschon, covered with buds, not to mention Excelsa, Dorothy Perkins, and Silver Moon. In groups in one or more corners were choice peonies in full bloom: Festiva Maxima, Marie Lemoine, Mme. Forel, Dutchess de Nemours, Felix Crousse, Marie Calot, Mons. Jules Elie, and Officinalis rubra were among the principal varieties. Included in the hybrid tea roses were 15 of the new Los Angeles. The garden grows also Speciosum, Auratum, and Candidum lilies, phloxes, delphiniums, and snapdragons. In the spring, the visitor sees a remarkable display of tulips, hyacinths, crocusses, and narcissi.

One of the Dutch bulb agents, A. Van Roogen, representing a house at Lisse, Holland, has assured the local trade that the outlook for the bulb business in his country this season is excellent, and that dealers need have no fear that orders given will fail of delivery. The Dutch bulb merchants, Van Roogen said, have good supplies and feel confident about their ability to deliver in this country.

Lord & Burnham Co., New York, are remodeling the houses of William Hannell, R. F. D., Watervliet, and converting them into up-to-date growing establishments through the use of their iron purlins and other specialties. Mr. Hannell has 30,000 square feet of glass.

R. D.

NEW HAVEN, CONN.—The iris show of the New Haven County Horticultural Society held here June 15-16 was a complete success, both in attendance and number and quality of the displays.

BULBS

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WESTERBEEK & KLYN,

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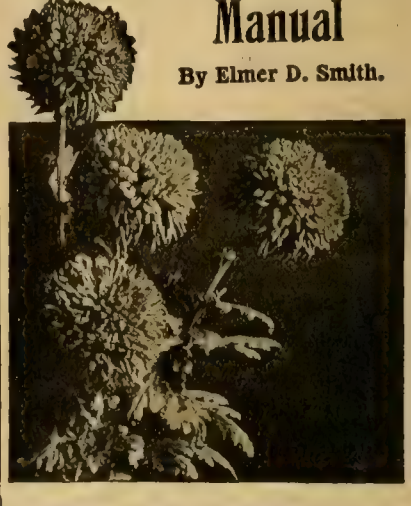
The only Holland house offering the advantages gained by handling their own shipping at New York.

The Chrysanthemum Manual

By Elmer D. Smith.



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CONTRACT GROWERS OF
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IMPROVED FARM ROOT SEEDS
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Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free
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Sweet Pea Price List
Has Been Mailed.
It Contains Many Splendid Novelties.
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Grown for the Wholesale Seed Trade
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SANTA ANA, CALIFORNIA

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SEEDSMEN
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Vinca Variegated
8c and 10c.
GERANIUMS, S. A. Nutt and La Favorite, out of 3½-inch, at 5c.
Cash, please.
LEONARD COUSINS, Jr, Concord Junction, Mass.
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GERANIUMS

Rooted Cuttings.	Per 1000
S. A. Nutt and Buchner	$10.00
Ricard and Poitevine	12.50

Grown right, rooted right, packed right. Quality is as important in summer as in winter. You get quality all the year buying my stock.
ALBERT M. HERR, LANCASTER, PA.

CARNATIONS
F. DORNER & SONS CO.,
Lafayette, - - - Indiana

Grass Mixtures
—FOR—
Golf-Tennis-Polo
MEET ALL REQUIREMENTS FOR ALL SOILS.
The Albert Dickinson Co.,
CHICAGO, ILL.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; J. R. Mayhew, Waxahachie, Tex., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel.

DEDHAM, MASS.—Francis Lazenby, formerly of Plymouth, Mass., has been placed in charge of the nursery department of W. & J. Farquhar & Co.

As a defense against foreign plant diseases, Italy has prohibited importation of certain plants and their products from France, Spain, the United States and Canada.

BELOIT, WIS.—F. M. Niquet, wife and daughter, Florence, attended the annual convention of the American Association of Nurserymen at Philadelphia, Pa., June 27-29.

GOODMAN, MO.—L. A. Goodman, a prominent horticulturist of this state, for 25 years president of the Missouri Valley Horticultural Society and 10 years president of the American Pomological Society, died suddenly at his home here June 27.

COLLEGE STATION, TEX.—The summer meeting of the Texas Nurserymen's Association will be held here August 2 during the Texas farmers' congress. Full particulars regarding the meeting may be had by addressing John S. Kerr, secretary-treasurer, Sherman, Tex.

American Association of Cemetery Supts.

The thirty-first annual convention of the Association of American Cemetery Superintendents will be held at Barre, Vt., August 28-31. An exceedingly interesting programme has been arranged and the local committee have spared no pains to make this meeting one of the most successful in the history of the organization. In order to facilitate its work in making room reservations, members who will attend are requested to notify the committee of the fact, together with the number of persons in the party, as the hotels are making reservations through the committee only. Alex Hanton, superintendent of the city cemeteries at Barre, is the local member of the convention committee. W. B. Jones of Highwood cemetery, Pittsburgh, Pa., is secretary-treasurer of the association.

Lonicera Henryi.

Lonicera Henryi is a native of western China and valuable and interesting, for, with the exception of Euonymus radicans and Vinca minor, it is the only vine with evergreen leaves which is hardy in this climate. It has long, dark green, pointed leaves and auxiliary clusters of flowers which are rose color when they first open but soon become orange-red; they are without odor. On the slopes of its native mountains this plant scrambles over rocks and bushes and, like other clinging honeysuckles, it will do best when allowed to grow naturally in this way, for none of these honeysuckles are really happy when they are fastened to a trellis. There is a good specimen of this plant now covered with flowers in the bed of Chinese shrubs on the southern slope of Bussey hill.—Arnold Arboretum Bulletin, July, 1916.

Torrington, Conn.

We reached this city after a tiresome trip over a branch of the New York, New Haven and Hartford railroad. Some of the branches of the N. Y., N. H. and H. seems to be like the branch road a drummer found somewhere in the south. The train was late and the drummer was fuming and fussing, when a native who was standing on the platform said: "Don't worry, stranger, the train'll be here soon fer I see the c'nductor's dog comin' up the track." Torrington is a city of about 25,000 souls, but if you want to leave it by the steam railroad after 6 p. m. you are stuck, for no trains leave it at night. It is a manufacturing city of considerable importance and has good business houses.

NOTES.

D. J. Castle, 271 South Main street, has four good greenhouses and grows a variety of stock.

Henry Riler, 422 Main street, has a considerable glass area and has a good local trade. A. F. F.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

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Storrs & Harrison Co.
PAINESVILLE NURSERIES
Catalogues and Price Lists
Free on Application.
PAINESVILLE, - OHIO

The Book of the Peony
The long and interesting history of the peony, charmingly written by Mrs. Edward Harding. Contains 259 pages with 44 illustrations in color and black and white. Handsome cloth binding.
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Shrubbery
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California Privet
Largest and finest stock of California Privet of any nursery in the world.
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The Original Growers of California Privet as a Hedge Pla

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The kind that are grown in the mountain districts of North Carolina. Write us for prices, samples and freight rates. Satisfaction guaranteed.
J. K. Morrison Grocery & Produce Company.
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PEONIES
Our list is ready.
—Ask for it—
Jackson & Perkins Company.
NEWARK, NEW YORK STATE.

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FLOWER SEEDS for SUMMER SOWING

VAUGHAN'S INTERNATIONAL PANSIES.

PANSY.

Vaughan's International Mixture, Trade Pkt., **50c;** ⅛ oz., **$1.50;** ¼ oz., **$5.00;** Oz. **$10.**
Vaughan's Giant Mixture, Trade Pkt. **25c;** ⅛ oz., **60c;** Oz., **$4.00;** ¼ lb., **$14.00.**
Vaughan's Cut Flower Mixture, Trade Pkt., **25c;** ⅛ oz., **60c;** Oz., **$4.00**
Vaughan's P. P., (Popular Price) **Mixture,** Trade Pkt., **20c;** ⅛ oz., **35c;** Oz., **$2;** 4 oz., **$7.**
Chicago Parks Bedding Mixture, Trade Pkt., **10c;** ¼ oz., **30c;** Oz., **$1.00;** ¼ lb., **$3.50.**

Write for list of Named Sorts with prices.

ASPARAGUS.

Plumosus Nanus. Northern Greenhouse Grown. Per 100 seeds, **50c;** 250 seeds, **$1.00.** 1000 seeds, **$3.50;** 5,000 to 10,000 seeds at **$3.00** per 1000.
Hatcherii. 100 seeds, **40c;** 1000 seeds, **$2.00.**
Sprengeri. 100 seeds, **15c;** 250 seeds, **25c;** 1000 seeds, **75c;** 5000 seeds, **$3.50;** Oz., **50c.**

BELLIS (Double Daisy).

		Trade Pkt.	Oz.
Monstrosa White, giant double	⅛ oz., **75c**	**$0.25**	
Pink, giant double	⅛ oz., **75c**	.25	
Longfellow, dark pink	⅛ oz., **30c**	.15	**$2.00**
Snowball, double white	⅛ oz., **30c**	.15	2.00
Vaughan's Mammoth Mixture	⅛ oz., **35c**	.25	2.40

CALCEOLARIA HYBRIDA.

Mixed, extra choice. Price, trade pkt., (1000 seeds), **50c;** 3 trade packets for **$1.35.**

CINERARIA HYBRIDA.

Vaughan's Columbian Mixture Trade pkt., (500 seeds), **$0.50**
Large-Flowering White 500 seeds, **.35**
James' Giant Mixture 500 seeds, **.50**
Crimson, Blue Each per trade pkt., (500 seeds) **35c**
Matador, brilliant scarlet Trade pkt., 500 seeds, **.50**
Old Rose, pink to rich coppery red 500 seeds, **.50**

MIGNONETTE.

New York Market. This is an extra choice strain of Mignonette for greenhouse culture. Our seed is greenhouse grown, raised by a most careful grower. The plants grow from 2 to 3 feet high and produce flower spikes up to 20 in. long, according to the quality of the soil, weather and treatment. **Packet (1000 seeds) 50c; oz., $7.00; ⅛ oz., $1.00.**

DRACAENA.

	Trade Pkt.	Oz.
Indivisa Lineata, striped	**$0.10**	**$0.40**
Indivisa, narrow green leaves lb., **$3.50**	.10	.30
Indivisa Latifolia, broad green leaves	.10	.40
Australis, green and red colored leaves	.10	.50

PRIMULA.

Vaughan's Chinese International Mixture. Packet of 500 seeds, **50c;** 3 for **$1.40;** per 1-16 oz., **$3.50.**

	Trade Pkt.
Malacoides. An improved Forbesii 1-16 oz., **60c**	**$0.25**
Alba	.25
Rosea	.50

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If you are interested in Mid-Winter

Blooming Plants

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Soft Wooded Plants

—Write—

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Begonia Glory of Cincinnati

Begonia Melior, Begonia Mrs. J. A. Peterson.
CYCLAMEN, our own selected strain.
ASPLENIUM NIDUS AVIS (Bird's Nest Fern).
Price list on application.

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From 2¼ inch pots, 20 varieties, $2.50 per 100; $22.50 per 1000.

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WASHINGTON, NEW JERSEY

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Boston Ferns

Large Supply of Fine Stock. Order Now.
7-in., 75c; 8-in., $1.00; 9-in., $1.25 each.

Pyramid Boxwoods

2½-ft. and 3-ft. $3.00 each.

Geo. Wittbold Co.

745 Buckingham Place
CHICAGO, ILL.

New Haven, Conn.

Nearly everybody that reads the newspapers associates Yale University, with its football players and oarsmen, with New Haven. It is quite natural that this should be so, for "Old Eli" is the pride and pet of New Haven. However, admirable as the university and many of its graduates are, it should also be remembered that New Haven in manufacture and other lines of commerce is a great business city. It has a number of good florists who do a thriving business. New Haven county has a wide-awake horticultural society, which will hold an exhibition in New Haven, September 19-20. We were a little unfortunate on our recent visits there in the matter of news gathering. As a matter of course, July 4 was given over to a real patriotic celebration, and it is not news that New Haven should celebrate the "Glorious Fourth" with appropriate ceremonies, unless it is to state that the patriotic spirit flamed higher this year than ever before. Dropping in again, on July 6, we found that the business men, florists included, have arranged to close their stores on Friday afternoons and give their employes a half holiday.

NOTES.

Charles Munro, who has a fine store at 974 Chapel street, has also a large glass area on Townsend avenue and grows a variety of stock. He is now paying considerable attention to ferns.

The Chapel street stores of the S. H. Moore Co. and John N. Champion & Co. are attractive and seemingly prosperous.

The Myers Flower Shop, 936 Chapel street, looks prosperous and a good season's business was reported.

Myer Wilson, 56 Congress street, says that he has been very busy.

GIBSON CITY, ILL.—The Peterson Floral Co. has been incorporated by Andrew and Mathilda Peterson and H. E. Ramsdell; capital stock, $10,000.

DETROIT, MICH.—Michael Bloy and wife motored to Cornell University, Ithaca, N. Y., for their son who has just finished his first year at college, stopping off at Buffalo on the return trip to visit old friends.

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The Best Of 1916 Introductions.

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Send for Catalogue or submit list of varieties desired and we will state definitely when they can be delivered with price.

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Mention the American Florist when writing

POT-GROWN PLANTS

Hollyhocks, Aquilegias, Gaillardias, Boltonia, white and pink; **Foxglove, Platycoden, Stokesia, Rudbeckia Purpurea,** 4-in., pot-grown, at $8.00 per 100.

Bleeding Hearts, Oriental Poppies, Hardy Sweet Peas, 4-in., pot-grown, at $10.00 per 100.

A. L. MILLER, Jamaica, N. Y.

Mention the American Florist when writing

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THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, $6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

ASPARAGUS Sprengeri and plumosus, 2-in. $3.00; 3-in., $5.00; 4-in., $12.50 per 100. HENRY SMITH, Grand Rapids, Mich.

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ASTERS. Extra fine stocky plants with plenty of fibre roots, $5.00 per 1,000. Queen White, King, White, Shell Pink and Lavender, Semple's Late Branching White, Shell Pink and Lavender.

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ASTERS. Thinly sown, strong field grown plants, fully as good as transplanted. Queen of the Market, Semple's Branching, Crego and Mikado. Separate colors, $3.50 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

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Good substitute for boxwood. Fine for filling window boxes. 24 to 30 inches high, $1.50 each.

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BEDDING PLANTS.

Geraniums, Fuchsias, Emeralds, Salvia, Marguerites, Cannas, Begonias, etc., 4-in, pots at $8 per 100. Fine large plants in bloom.

Coleus, Ageratum, Sweet Alyssum, Mignonette, Lobelia, Single Petunias, Candytuft, Phlox Drummondi, Cosmos, Salpiglosis, Snapdragons, Dusty Miller, Zinnia, Sultana, Lourenia, Verbenas, etc., $3.00 per 100.

HENRY SMITH,

Grand Rapids, Mich.

BEGONIAS.

BEGONIA LORRAINE, 2¼-in. pots, $14.00 per 100, $120.00 per 1,000. Mrs. J. A. Peterson, 2¼-in. pots, $20.00 per 100, $180.00 per 1,000. JULIUS ROEHRS Co., Rutherford, N. J.

Begonias, 2-in., $2 per 100; 3-in., $3 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BOXWOOD.

Boxwoods, Pyramid, 2½ and 3 ft., $3.00 each. Geo. Wittbold Co., 745 Buckingham Place, Chicago.

BULBS.

Bulbs. Freesias, California grown. First quality; ⅜ to ½-in., $4 per 1,000. Vaughan's Improved Purity, ⅝-in. and up, $18; ½-in. to ⅝-in., $15; ⅜-in. to ½-in., $12 per 1,000. Purity, true, ⅝-in. and up, $15; ½ to ⅝-in., $10; ⅜-in. to ½-in., $7 per 1,000. French Freesias, ready for delivery Aug. 10, ¾-in., $10; ½ to ¾-in., $8 per 1,000. Vaughan's Seed Store, Chicago and New York.

Bulbs. Cold storage. Giganteum and Magnificum. For sizes and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Cold storage and hardy lilies. For varieties, sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

BULBS.

Dwarf double pearl tuberoses. Caladium Esculentum, Lilium Multiflorum, Lilium Formosum. Sizes and prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Bulbs. Lilium Giganteum, 7 to 9-in., and 9 to 10-in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALADIUMS.

Fancy leaved caladium; plants, pots and pans, 35c to $1.50 each. Vaughan's Seed Store, Chicago and New York.

CANNAS.

Cannas. 3-in. pot plants. Florence Vaughan, Mad. Crozy, Richard Wallace, etc., $3.00 per 100; 25.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

CARNATIONS.

Carnation plants, field-grown. Write for varieties and prices. J. D. Thompson Carnation Co., Joliet, Ill.

Carnation plants, field-grown. For varieties and prices see advertisement elsewhere in this issue. The Leo Niessen Co., Philadelphia, Pa.

Carnation plants, field-grown, extra fine, $50 per 1,000. Cash with order. E. HUSTON & CO., Sistersville, W. Va.

Carnations. F. Dorner & Sons Co., Lafayette, Ind.

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The Best That Money Can Buy!
Can also supply all the other leading commercial varieties not mentioned here.
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	100	1,000
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Oconto	$2.00	$18.00
C. Touset	2.00	18.00
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October Frost	2.00	18.00
White Chieftain	2.00	18.00
Chas. Razer	2.00	18.00
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Chrysolora	2.00	18.00
Robert Halliday	2.00	18.00
Golden Wedding	2.00	18.00
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Nagoya	2.00	18.00
Pink		
Unaka	2.00	18.00
Pacific Supreme	2.00	18.00
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Dr. Enguehard	2.00	18.00
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Mensa	2.00	18.00
Diana	2.00	18.00
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Lady Lou	2.00	18.00
Klondyke	2.00	18.00
Mary Richardson	2.00	18.00
Yellow Garza	2.00	18.00
White Garza	2.00	18.00
Lilla	2.00	18.00
Golden Climax	2.00	18.00

Strong, sturdy 2¼-in. plants of the above varieties, $3.00 per 100, $25.00 per 1,000.

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CHRYSANTHEMUMS.

Plants out of soil—cut back stock.

Tremendous supply of fine, healthy stock, ready for immediate shipment. We have all the best commercial varieties and grow every one we have listed in quantity for wholesale purposes in the Chicago market. Our experience as chrysanthemum growers has taught us that the following varieties are the best money makers:

	Per 100	Per 1,000
Chrysolora	$2.00	$18.00
Maj. Bonnaffon	2.00	18.00
Roman Gold	2.00	18.00
Nogoya	2.00	18.00
Robt. Halliday	2.00	18.00
Bronze Touset	2.00	18.00
Col. Appleton	2.00	18.00
Golden Queen	2.50	20.00
Marigold	2.50	20.00
Chas. Razer	2.00	18.00
Lynwood Hall	2.00	18.00
Oconto	2.50	20.00
Clementine Touset	2.00	18.00
White Chieftain	2.00	18.00
Pink Chieftain	2.00	18.00
Intensity	2.00	18.00

CUT BACK PLANTS.

	100	1000
Chrysolora	$2.00	$18.00
Maj. Bonnaffon	2.00	18.00
Roman Gold	2.50	20.00
Nagoya	2.00	18.00
Rob. Halliday	2.00	18.00
Golden Queen	2.50	20.00
Buckbee	2.50	20.00
Chas. Razer	2.00	18.00
Lynwood Hall	2.00	18.00
Oconto	3.00	25.00
White Chieftain	2.50	20.00
Pink Chieftain	2.50	20.00

POMPONS.

Plants Out of Soil—Cut-back Stock.

	Per 100	Per 1,000
Baby Margaret	$2.00	$18.00
Diana	2.00	18.00
Lulu	2.00	18.00
Souv. Mellania	2.00	18.00
Mensa	2.00	18.00
Lillian Doty	2.00	18.00
Fairy Queen	2.00	18.00
Emily	2.00	18.00
E. D. Godfrey	3.00	25.00
Fine Thanksgiving Pink Single.		
Billy Primrose	3.00	25.00
Fine Thanksgiving Pink Button.		
Mrs. Buckingham	2.00	18.00
Leona, midseason fine pink	2.00	18.00
Golden Climax	2.00	18.00
Golden Wedding	2.00	18.00
Quinola	2.00	18.00
Baby	2.00	18.00
Eugene Langulot	2.00	18.00
Pretoria	2.00	18.00
Mrs. Aster	2.00	18.00
Sabey	2.00	18.00
Lillia red	2.00	18.00
Mary Richardson bronze	2.00	18.00
Tiber	2.00	18.00
Mrs. Beu	2.00	18.00
Croesus	2.00	18.00
Mrs. Julia	2.00	18.00

WIETOR BROS.,
162 N. Wabash Avenue. Chicago, Ill.

CHRYSANTHEMUMS. 200,000 2½-in.; send for list of 60 sorts, all money makers. Large stock of following sorts: Unaka, Early Frost, Pacific Supreme, Tints of Gold, Yellow Ivory, Oconto, Smith's Ideal, Pink and White Chieftain, Merry Jane, Maud Dean, Edw. Seidéwitz, Pink and White Frick, White and Yellow Jones, White Bonnaffon. Pompons: Tilia, red; Diana, best white; early Bronze Baby, tiny yellow; Mensa, best single. Price, $3.00 per 100; $25.00 per 1,000. Cash.

G. SCHNEIDER,
22 East High St., Springfield, O.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS

CHRYSANTHEMUMS.
3,000 Maj. Bonnaffon, fine 2½-in. stock, $2.50 per 100; $22.50 per 1,000. Cash.
JOSEPH BANCROFT & SON.
Cedar Falls, Iowa.

CHRYSANTHEMUMS. Strong, cut back 3-in. stock. Halliday, Diana, Ea. Snow, Chrysolora, Supreme, Dr. Enguebard, Alice Salomon, $3.00 per 100. DAVIDSON FLORAL CO., Holdrege, Neb.

CHRYSANTHEMUMS. Plants out of soil, strong and healthy; Yellow Bonnaffon and Diana, $1.25 per 100; $10.00 per 1,000. Cash with order. JAMES PSENICKA, Gross Point, Ill.

Chrysanthemums. Novelties for 1917. The best of 1916 introductions. Also pompons, anemones and singles. Send for catalogue. Elmer D. Smith & Co., Adrian, Mich.

Chrysanthemums, pompons and singles. For varieties and prices see advertisement elsewhere in this isue. Charles H. Totty, Madison, N. J.

Chrysanthemums. 300,000 from 2¼-in. pots; 20 varieties, $2.50 per 100, $22.50 per 1,000. Alonzo J. Bryan, Washington, N. J.

CHRYSANTHEMUMS. Leading commercial varieties, $3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

COLEUS.

Coleus. From 2½-in. pots, $3.00 per 100; from 3-in. pots, $5.00 per 100. GEO. BISCHOFF, Ann Arbor, Mich.

CROTONS.

Crotons. Best ever shown, assorted varieties, 4-in. pots, $40 per 100. Vaughan's Seed Store, Chicago and New York.

Crotons, well colored, 5-in., 60c and 75c each; 6-in., $1.25 each. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclamen giganteum; improved Wandsbek type, the finest in existence, our output 350,000 this season. We have many testimonials as to quality of strain and plants. Eight varieties equally divided.

	100	1,000
2½-in., extra select, strong.....	$ 7.50	$65.00
2½-in., strong	6.50	60.00
3-in., extra strong..............	10.00	90.00
3-in., strong	8.00	75.00

Transplanted seedlings, 4 leaves and up to 8, mostly fit for 3-in. pots, $5.00 per 100, $40.00 per 1,000; extra select, $6.00 per 100, $50.00 per 1,000; small seedlings for 2½-in. only, $4.00 per 100; $35.00 per 1,000. Careful packing assured. No extra charges on packing.
Ernest Rober, Wilmette, Ill.

CYCLAMENS. Best strain, separate colors or mixed, 3-in. pots, $10.00 per 100; $90.00 per 1,000. JULIUS ROEHRS CO., Rutherford, N. J.

CYCLAMEN. Best strain, separate colors or mixed, 2¼-in. pots, $7.50 per 100; $60.00 per 1,000. J. H. FIESSER, North Bergen, N. J.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DRACAENAS.

Dracaenas. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

Dracaena Indivisa, 3-in., 7c; 3½-in., 10c; 5-in., 35c. HARRY HEINL, West Toledo, O.

DRACAENAS.

DRACAENA INDIVISA, 4-in., 12c; 5-in., 20 and 25c; 6-in., 50c. ERNEST ROHER, Wilmette, Illinois.

Dracaena Indivisa, 2-in., $2 per 100, $18 per 1,000. Elmer Rawlings, Allegany, N. Y.

FERNS.

Ferns, 2½-in., good, healthy stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. Nephrolepis. Fine stock for immediate shipment. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson Co., Tarrytown, N. Y.

Ferns, Boston; large supply of fine stock; 7-in., 75c; 8-in., $1.00; 9-in., $1.25 each. Geo. Wittbold Co., 745 Buckingham Place, Chicago.

FREESIAS.

Freesia Refracta alba, ½x¾, $6.00 per 1,000; ¾ and up, $9.00. Ready now. Express prepaid if cash is sent with order. HARRY BAILEY, Montebello, Calif.

GERANIUMS.

Geraniums, 2-in., $2 per 100, $18.50 per 1,000; 3-in., $3 per 100, $25 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. S. A. Nutt and Buchner, $10 per 1,000; Ricard and Poitevine, $12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums out of 3½-in. pots, 5c each. Cash. Leonard Cousins, Jr., Concord Junction, Mass.

GREENS.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. E. A. Beaven, Evergreen, Ala.

Greens. Huckleberry foliage, $2.00 per case; natural green sheet moss, $1.75 per bag of 100 sq. ft.; perpetuated green sheet moss, $3.50 per bag of 100 sq. ft.; southern grey moss, $2.50 per bag of 25 lbs. Caldwell the Woodsman Co., Evergreen, Ala.

IRISES.

IRISES—FINE STOCK.

	Per 100
Queen of May and Sambucina	$3.00
Crimson King and Her Majesty............	5.00
Maritana and Mrs. Reuthe................	5.00
Albert Victor and Leonidas..............	9.00
Tineae and Lohengrin	9.00
Trojana	12.00
Caterina	20.00

THE DEAN IRIS GARDENS.
Moneta, Calif.

IVIES.

GERMAN IVIES.
4-inch, $1.50 per dozen. Extra fine stock.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

English Ivy, 3-in., 6c; extra strong, 3½-in., 8c; 2 to 3 vines, 2 to 3 ft., 4-in., 15c. HARRY HEINL, West Toledo, O.

German Ivy, 2½-in., 2½c each. ODOR GREENHOUSES, Iola, Kans.

LAUROCERASUS.

LAUROCERASUS.
24 to 30 inches high, $1.00 each.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

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Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

Orchids. All varieties of Colombian Orchids. Careful packing, prompt and efficient services. Write for prices and all particulars. Drew Roca & Co., Inc., 50 Broad St., New York.

ORCHIDS. HASSAL & CO., Orchid Growers and Raisers, Southgate, London, England. Immense stock of cattleyas.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

KENTIA FORSTERIANA: SINGLE PLANTS.

	Doz.	100	1000
2¼-inch pots	$1.50	$12.00	$100.00
3 -inch pots	2.50	18.00	150.00

KENTIA BELMOREANA: SINGLE PLANTS

Leaves.	Doz.	100	1000
2¼-inch pots	$1.50	$12	$100
3 -inch pots, 5 10-12 in. high.	2.50	18	150

ARECA LUTESCENS.
4-inch pots, 4 plants..............$4.20 per doz.

PHOENIX ROEBELENII.
5-inch pots ....$1.00 each

STEVENSONIA GRANDIFOLIA.
4-inch pots .... 50c each
5-inch pots. ....$1.00 each

LIVISTONA ROTUNDIFOLIA.
4-inch .... 50c each
3-inch ....$14.00 per 100

PTYCHOSPERMA ALEXANDRAE.
3-inch............$1.75 per doz., $14.00 per 100

COCOS WEDDELIANA.
2-inch pots.......$1.75 per doz., $14.00 per 100

LATANIA BORBONICA.
2-inch pots..........75c per doz., $5.00 per 100

MARTINEZIA CARYOTÆFOLIA.
3-inch pots.............30c each, $3.00 per doz.

POEHLMANN BROS. CO.,
Morton Grove, Illinois.

KENTIA NURSERIES, Santa Barbara, Calif., for medium-sized and large specimens of Kentias and all kinds of palms.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Padanus Veitchii, 4-in., $4.20; 5-in., $7.20; 7-in., $18 to $24; 8-in., $30 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

PANSIES in bloom, $2.00 per 100. HENRY SMITH, Grand Rapils, Mich.

PELARGONIUMS.

PELARGONIUMS, mixed varieties, strong 4-in. stock, $15; 2-in., $5 per 100. Flowering plants, 6 to 8 in. pots, 25c to 50c each. HENRY SMITH, Grand Rapids, Mich.

PEONIES.

French peonies can be shipped with celerity and security via Bordeaux-New York. Catalogue free. DESSERT, Peony Specialist, Chenonceaux, France.

PETUNIAS.

PETUNIA ROSY MORN.
3-inch, $6.00 per 100.
GEORGE WITTBOLD CO.,
745 Buckingham Place, Chicago, Ill.
L. D. Phone Graceland 1112.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

PRIVET.

California, Polish or Ironclad, Amoor or Russian Privet. Very attractive prices on carload lots. J. T. Lovett, Inc., Little Silver, N. J.

ROSES.

ROSE PLANTS.

Grafted and Own Root.
The Poehlmann Quality. Known Favorably Throughout the Land.

GRAFTED—2½-inch Aaron Ward, Milady, Brilliant, Cecile Brunner, Richmond, Sunburst and Ophelia .....$120.00 per 1,000
Lots of 5,000 or more..... 110.00 per 1,000
White Killarney and Pink Killarney ..... 100.00 per 1,000

GRAFTED—3½-inch White Killarney and Pink Killarney.

For 3½-inch stock an additional $50.00 per 1,000 will be charged.

These prices are absolutely net cash.

OWN ROOT—2½-inch White Killarney, Aaron Ward, Milady, Richmond, Cecile Brunner, $7.00 per 100.....$65.00 per 1,000
Lots of 5,000 or more..... 62.50 per 1,000
Sunburst, 2½-inch, own root, $10.00 per 100..... 80.00 per 1,000

Orders will be booked in strict rotation and none but well established plants, ready for a shift or ready to be benched, will be shipped.

POEHLMANN BROS. CO.
Morton Grove, Illinois.

ROSE PLANTS—2½-INCH STOCK.

	100	1,000
Killarney Brilliant	$4.50	$40.00
Pink Killarney	4.50	40.00
White Killarney	4.50	40.00
Sunburst	5.00	45.00
Richmond	4.00	35.00
American Beauty	6.00	55.00
Baby Elgar	4.00	35.00

WIETOR BROS.,
L. D. Phone: Randolph 2081.
162 N. Wabash Ave., Chicago.

ROSE PLANTS.

Good stock ready for planting.

Sunburst .....$30.00 per 1,000
White Killarney ..... 30.00 per 1,000
Richmond ..... 25.00 per 1,000

GEORGE REINBERG.
162 N. Wabash Avenue, Chicago.

Roses. Choice young rose stock, ready to bench. White and Pink Killarney, Killarney Brilliant, Hoosier Beauty and Ophelia. Grafted 2½-in., $12 per 100; own root, 2½-in., $6.50 per 100. Vaughan's Seed Store, Chicago and New York.

ROSES. 8,000 Sunburst, 2¼-in., fine stock, ready to shift or plant, $6.00 per 100; $55.00 per 1,000. Cash with order unless known. L. B. CODDINGTON, Murray Hill, N. J.

Roses. Own root, 2½-in. stock and 3-in. plants. For varieties and prices see advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

BABY ROSES. Well-rooted; started in pots; in bud, $4 per dozen. Ernest Rober, Wilmette, Ill.

SEEDS.

ASPARAGUS LUTZII SEEDLINGS, $2.50 per 100; $20.00 per 1000. Asparagus Lutzii seed, $1.25 per 100; $10 per 1,000. Asparagus Hatcherii seed, 60c per 100; $4.50 per 1,000. Asparagus Elongatus seed, $2.00 per 100; $15.00 per 1,000. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Seeds. Flower, for summer sowing. Pansy, Asparagus, Bellis, Calceolaria Hybrida, Cineraria, Dracaena and Primula. For sorts and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seed. Winter Orchid Flowering Sweet Pea. New price list containing many splendid novelties now ready. Send postal for copy. Anton C. Zvolanek, Sweet Pea Ranch, Lompoc, Calif.

Seeds, wholesale growers and dealers in Sweet, Flint and Dent Corn, Cucumbers, Musk and Watermelons, Pumpkins and Squash. Western Seed and Irrigation Co., Fremont, Neb.

SEEDS.

Seeds, tomato, pepper, egg plant, squash, pumpkin, cucumber, cantaloupe, watermelon and field corn in variety on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Asters, Petunias, Sweet Peas and Nasturtiums, etc. Write for our special offer, 1917 crop. John Bodger & Sons Co., Station E, Los Angeles, Calif.

Seeds, contract growers of cucumbers, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beets, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

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Seed. Grass mixtures for golf, tennis, polo, Meets all requirements. The Albert Dickinson Co., Chicago.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, specialties: beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

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Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds. Flower, sweet pea and nasturtiums. The L. D. Waller Seed Co., Guadaloupe, Calif.

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Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds. Pea and bean. Alfred O. Brown Seed Co., Grand Rapids, Mich.

Seeds. Flowers in all the leading varieties. James Vick's Sons, Rochester, N. Y.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

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Vinca Variegata, 4-in., 8c and 10c each; 2-in., $2 per 100; $20 per 1000. Elmer Rawlings, Allegany, N. Y.

Vinca variegata, 4-in., $12.00 per 100. Worth 1,000. Elmer Rawlings, Allegany, N. Y.

Vincas from 2½-in. pots, $2 per 100. GEO. BISCHOFF, Ann Arbor, Mich.

MISCELLANEOUS.

Wire Hanging Baskets. They are made strong and substantial and do not compare with other "cheap" made-up baskets. 8-in., $1.10, 10-in., $1.35, 12-in., $1.60, 14-in., $2.10 per doz. H. G. Berning, 1402 Pine St., St. Louis, Mo.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Natural prepared green Lycopodium. Guaranteed not to become brittle; fireproof. Sample carton of 10 lbs. Pittsburgh Cut Flower Co., 116-118 Seventh St., Pittsburgh, Pa.

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White wood easels. Very desirable for mounting floral designs. Sizes 36 inches to 66 inches, 50c to $1.15 each. Geo. H. Angermueller, 1324 Pine St., St. Louis, Mo.

Heavy hanging baskets with extra heavy hangers. For sizes and prices see advertisement elsewhere in this issue. The McCallum Co., Pittsburgh, Pa.

Hammond's greenhouse white paint and Twemlow's old English liquid putty. Hammond's Paint and Slug Shot Works, Beacon, N. Y.

Flues, for retubing boilers. Selected and in first-class condition. Cleaned both inside and outside. H. Munson, 1433 Wells St., Chicago.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburgh, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

"Superior" internal-fired boiler for hot water heating. Superior Machine and Boiler Works, 846 W. Superior St., Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

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Evans Improved Challenge Ventilating Apparatus. Write for catalogue. The John A. Evans Co., Richmond, Ind.

Dreer's "Riverton Special" cedar plant tabs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

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Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, Ohio.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Boilers of high grade for greenhouses. Write for catalogues. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Blooming plants or anything in soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. We design, manufacture and build greenhouses of every style and size. Building material of all kinds. American Greenhouse Mfg. Co., 1000 Masonic Temple, Chicago.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. Builders of greenhouses and conservatories of every description. Lord & Burnham Co., 42nd Street Bldg., New York.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

THE AMERICAN FLORIST COMPANY'S
Trade Directory

CONTAINS the usual fully corrected and revised lists of Florists, Seedsmen, Nurserymen, Catalogue Firms, Horticulturists, Landscape Architects, Parks, Cemeteries, Botanical Gardens, Horticultural Societies and Horticultural Supply Concerns of the United States and Canada.

Price $3.00 Postpaid.

AMERICAN FLORIST COMPANY,
440 S. Dearborn Street, CHICAGO.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Estimates on request. The Foley Greenhouse Mfg. Co., 31st and Spaulding Ave., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

POTS AND PANS.

Kramer's pot hangers, $1 per doz., by express. I. N. Kramer & Sons, Cedar Rapids, Iowa.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Pots. Hews' standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

Red Pots. Geo. Keller & Sons, 2614-22 Herndon St., Chicago.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt., $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far. 35c for 1,000; 3,000 for $1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

WHOLESALE CUT FLOWERS.

Amling Co., E. C., Chicago.
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Berger Bros., Philadelphia, Pa.
Bernheimer, Eugene, Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Ass'n., Chicago.
Cleveland Florists' Exchange, Cleveland, O.
Coan, J. J., New York.
Coyle, James, New York.
Erne & Company, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Freres-Windler Co., The, Chicago.
Froment, H. E., New York.
Goldstein & Futterman, N. Y.
Growers' Cut Flower Co., Inc., New York.
Gunterberg, M. C., Chicago.
Guttman & Raynor, Inc., New York.
Hart, George B., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Hoerber Bros. Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., Wm. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., H., Kansas City, Mo.
Kyle & Forester, Chicago.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The Leo, Philadelphia, Pa.
Percy Jones, Inc., Chicago.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, Geo., Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust, Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Thompson Carnation Co., J. D., Joliet, Ill.
Tonner, O. A. & L. A., Chicago.
Totty, Chas. H. Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L., & Co., Chicago.
Weiland & Risch, Chicago.
Weiss, Herman, New York.
Welch Bros. Co., Boston, Mass.
Wietor Bros., Chicago.
Wiltgen & Freres, Chicago.
Wittbold, Geo., Co., Chicago.
Young & Co., John, New York.
Zech & Mann., Chicago.

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TRADE UNUSUALLY QUIET.

The summer season is now upon us and the usual sluggish conditions of trade prevail. The wind-up of the trade of busy June was perhaps better than a year ago, as there was no perceptible falling off until July was reached, but then suddenly all activity ceased and only the occasional funeral order serves to remind us that we are still doing some business. Accompanying the slow demand and accentuating its significance, are the heavy receipts of flowers which defy all efforts of both wholesalers and retailers to move. Chief of these in the long list of seasonable flowers is an unprecedented supply of lilies and most of them of most excellent quality. Many of these were calculated for June cutting, but the continuous cold weather of the three months required to bloom them deferred their flowering period two or three weeks.

NOTES.

Robert Rahaley, E. A. Fetters and A. Pochelon are enjoying a fishing outing on the Au Sable river at Lovell, Mich. A visit there of two weeks is contemplated. They autoed to the place from here.

In contrast with weather conditions this time last year we are now suffering wth excessive rains that keep the ground saturated, prevents cultivation, and allows the rampant growth of weeds.

Frank Dolsky, of the Michigan Cut Flower Exchange, one of their star bowlers, was married last week, and with his bride is visiting friends in New York state.

W. L. Lindsay, florist, Tillsonburg, Ont., visited here Sunday, July 8. He reports business conditions with him very satisfactory. J. F. S.

Washington, D. C.

BUSINESS QUIET AND STOCK FAIR.

Trade is very quiet as can be expected at this season, with the quality of stock being received nothing extra. Some very good gladioli are being received, however.

NOTES.

Miss Fay West and Hubert Doty surprised their friends by motoring to Baltimore July 10, where they were married. Both are well known in the trade and have the well wishes of many friends.

Lloyd Jenkins, president of the florists' club and one of the firm of C. L. Jenkins & Son, Anacostia, D. C., was married June 18 to Miss Opie Allen.

J. Harper Heatherington, manager of the Washington Floral Co., is spending his vacation with his family at Wildwood, N. J.

Nearly every store in this city has arranged a rockery wondow and some of them are especially artistic.

Anthony Hankie is now connected with the Washington Floral Co. in the capacity of designer.

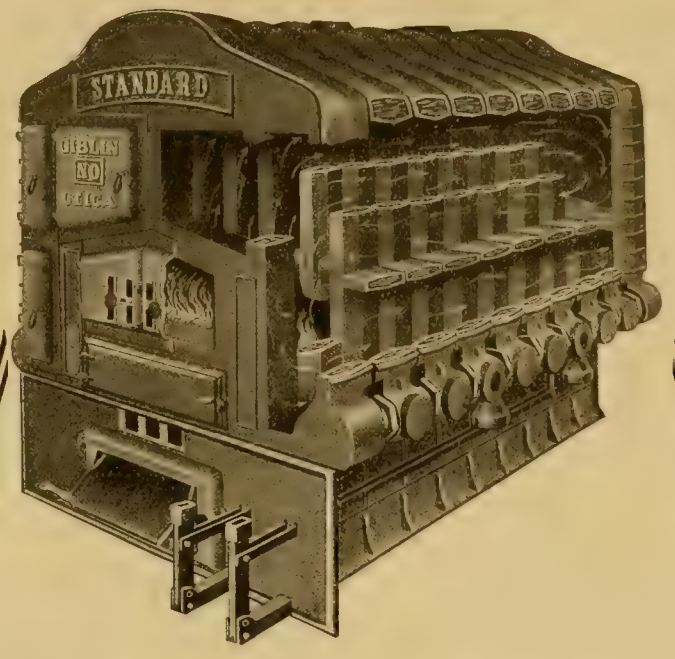
Miss Shea, bookkeeper for the S. S. Pennock Co., is enjoying a vacation of a few weeks.

Theo. Dieterich is always well in advance and his dahlias are in good demand.

George Gouldman is enjoying his vacation at his home at Frederick, Md.

Marche & Co. are cutting fine sweet peas and gaillardias. G. C. D.

EAST ST. LOUIS, ILL.—Grimm & Gorly have arranged with the owners of the building at 111 Collinsville avenue, occupied by them, to erect an annex, which, it is reported, will be used for the sale of artificial flowers in funeral work and decorations.



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GARLAND MANUFACTURING COMPANY

DES PLAINES, LOUIS WITTBOLD, President. **ILLINOIS.**

Fort Wayne, Ind.

STOCK SUFFERS FROM HEAT AND RAIN.

Trade has suffered greatly during the first week in July by the extremely warm temperatures and the excessive downpour of rain, 2½ inches of rain falling July 6. Both the outdoor and greenhouse-grown flowers have suffered from these weather conditions. Carnations show the effects of the heat more than any other flower. Easter and calla lilies are not so plentiful and snapdragon are only fair. Roses are good, especially the summer varieties, such as Maryland.

NOTES.

The Flick Floral Co. had several casket blankets last week. They are showing some good summer roses. This firm has one large house devoted to the culture of tomato plants this season. The plants are in flourishing condition and have been bearing for several weeks.

The wedding of Judge W. J. Vesey, prominent florist of this city, to Miss Grace Waters took place at the Trinity Episcopal church July 6. After a lengthy wedding trip, which will include Atlantic City, New York and the Cumberland mountains,

Arthur Shurtliff, landscape architect, of Boston, Mass., is in this city planning the new real estate addition, "Brookside," which will be an exclusive residence section.

A. J. Lanternier & Co. had an attractive combination of delphiniums and Ophelia roses in their window. There are several large weddings booked for next week.

Edgar Wenninghoff has some fine Japanese lilies which he uses a great deal in funeral work. Business has been about normal here.

Some handsome gloxinia plants were noted in the store of the Doswell Floral Co. Funeral work has been plentiful at this establishment.

Henry Freese, of the New Haven Floral Co., and wife, New Haven, Ind., have gone to Detroit, Mich., to spend several weeks.

The greenhouse force at F. J. Knecht's are busy transplanting chrysanthemum plants. H. K.

Port Chester, N. Y.

Paul J. Burgevin has a range of 40,000 square feet, on North Regent street, and grows a variety of stock, having a good local trade. He has been located here for many years.

Leonhard & Son have a considerable glass area and a good cut flower and seed store. They too, have been a long time in the business.

J. Smith has been located here for several years, has glass and a good store.

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CLOSE OF BEST SEASON IN YEARS.

The unusually late spring has come and gone and consequently local florists have experienced an extended, spasmodic season that has left one guessing as to whether it has been good or bad. Taken as a whole, however, trade conditions during the period since the holidays have been the best in six or eight years, but now comes the dull season and judging from conditions during the past two weeks we are in for "slim pickins." However we are thankful that the price of "spuds" is on the down shoot and we can stick around and keep the Star of Hope in sight. At the present time our most beautiful perennials are in full bloom and thousands of roses throughout the city are causing strangers to exclaim in amazement. Carnations planted outside seem unusually slow in growth and asters are harder to transplant than ever before. Never such a loss in the open ground transplanting process. Very few sweet peas are being received from the outside and it is perhaps better so as the demand is very limited. Cut flowers have been unusually plentiful—too many in fact. Bedding plants have not been cleaned up as expected and boxes and baskets have not sold any too well. The sales of spring rose plants and perennials have also fallen behind.

NOTES.

H. Hinze has everything in unusually good shape, but his range is showing too many fine plants on the benches, despite an unusually good season's business.

The wholesale shipping trade at the Hayden-Watson Co. continues very good. They still have plenty of choice stock to ship.

Practically all of the growers have devoted considerable space to early tomatoes and are getting fine yields of fruit.

The Tacoma Floral Co. has practically cleaned up on everything grown to sell and reports excellent sales.

The Northwestern Floral Co. reports an erratic season, with trade varying from excellent to poor.

The California Florists report some good and some bad days, but withal a good season.

S. L. H.

New Britain, Conn.

A. C. Strom has a good store at 26 Main street. We also visited his range at Southington, or Plantsville, as it is just on the line between the two towns. He bought it about 16 months ago and has made great improvements in that time, noteworthy being landscape and bedding on his grounds, which is a good advertisement for a commercial florist, but which many of them neglect. He has a great stock of asters and chrysanthemums coming on and expects to have asters on the market by the last of this month.

ESSEX ONT.—A hailstorm recently destroyed 2,000 feet of glass at the range of A. A. Bennett.

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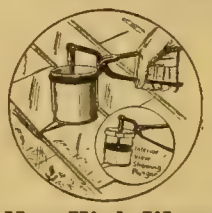
THE ONLY PERFECT
LIQUID PUTTY MACHINE
Will last a lifetime, $1.25 each.



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Non-Kink Woven Hose
In any length (one piece) with couplings, 14c per foot. Remnants 15 to 30 ft coupled, 9c per linear foot. Unequaled at the price.

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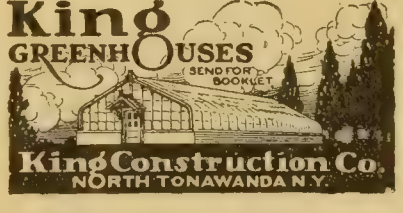

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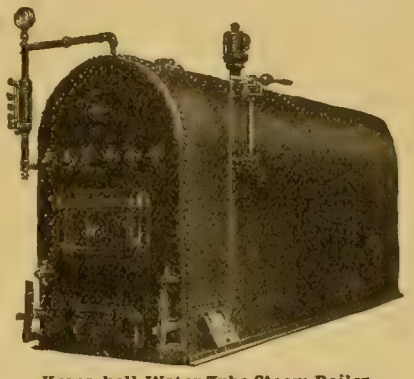

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TRADE GOOD CONSIDERING WEATHER.

Business during the past week has held up well considering the extremely hot weather, as well as outside stock blooming in private yards. Roses are a little scarce and the quality is not up to standard, many of them being open on arrival. Colorado carnations are plentiful and the quality is extra fine. Lilies at times are a glut. Outside stock is coming in fast and prices are very low. Gladioli are showing much improvement in longer stems and heavier in flowers.

NOTES.

T. J. Noll & Co. report very good business. They are handling a good grade of roses, lilies, gladioli and all kinds of outside stock. Some of the fall supplies are being received.

Misses Mary and Elizabeth Hayden left July 8 to visit their mother at Elroy, Wis. On their return trip they will spend a few days in Chicago.

H. Kusik & Co. are handling a large line of roses in addition to other good stock. Some early asters are seen here. Business is reported good.

Among others who are enjoying vacations are Messrs. Carter, of Wm. L. Rock Flower Co., and Atkins, of the Alpha Floral Co.

A. F. Barbe has a new house, 36x100, devoted to roses. He will plant carnations in about a week. E. J. B.

Rochester, N. Y.

MARKET IS OVERSTOCKED.

Midsummer has brought a wealth of cut flowers to this market and since the busy season is over there is considerable oversupply. Roses of all kinds are very plentiful and the quality is rapidly deteriorating. American Beauties are plentiful and the quality is good, considering the season. Peonies are still arriving but the quality is very poor. Carnations are also a drug on the market. Summer flowers are much called for. Sweet peas are short stemmed and poor and the price has dropped considerably. Lily of the valley is scarce and the supply cannot be depended upon. There are scarcely any flowering plants to be had.

NOTES.

E. C. Kaelber has a very fascinating display of summer flowers, consisting of blue larkspurs and delphiniums, arranged in baskets.

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"Regarding the line of Fertilizer you offer The Greenhouse Trade, will say we have used it the past season with very gratifying results. My only regret is that we did not begin using sooner. We used it on the carnations, greens, etc., as per your instructions and have never cut as many or as nice stuff as this season. We also used it on the roses and the crops of Ophelia beat anything around here. Our soil is a very heavy clay and your line of Fertilizer just fills the bill exactly when used with plenty of manure in the soil. Yours Respectfully,
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EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

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NIKOTEEN
For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for it.
NICOTINE MFG. CO.
ST. LOUIS

H. E. Wilson has been very busy with weddings and commencement orders. He had a very interesting peony show last week.

White Bros., of Medina, are shipping some excellent Harrisii lilies, Killarney and Sunburst roses to this market.

Geo. T. Boucher reports a very busy season just finished. His force is now starting the vacation season.

Chester Ament has planted out his carnations. He has disposed of a large number of bedding plants.

Miss Tessie Whitman is enjoying her vacation at Sodus Point.

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10	20 in.	$1.90	$21.50	$175.00
20	18 in.	1.60	18.50	150.00
30	16 in.	1.25	14.25	115.00
40	14 in.	1.00	11.25	90.00
50	12 in.	.75	8 25	65.00
60	10 in.	.55	6 00	45.00
70	8 in.	.40	4 50	35.00

Manufactured for us exclusively. The best tub ever introduced. The neatest, lightest and cheapest. Painted green, with electric welded hoops. The four largest sizes have drop handles.

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